

Time to put communication at the centre of development

Annual Report 2005/2006

Panos London Board members and staff

as at September 2006

Board members

Urvashi Butalia (Chair)

Director, Kali for Women and Zubaan Publishers, India

Gautam Dalal (Treasurer)

Partner, KPMG LLP, UK

Vinya Ariyaratne

Director, Sarvodaya, Sri Lanka

Tracey Cabache

Community development practitioner, UK

Margaret Gallagher

International media consultant, UK

Lawrence Haddad

Director, Institute of Development Studies, UK

Birgitte Jallov

Senior development and communications consultant, Denmark

Wafula Oguttu

Former Editor-in-chief, the Monitor, Uganda

David Page

Media consultant, UK

Alex Renton

Media consultant and freelance writer, UK

Jenny Richards

Deputy Director, TVE International, UK

Amos Vilikazi

Managing Director, Communications & Broadcast Consulting, South Africa

Paul Westlake

Publishing consultant, UK

Staff

Mark Wilson

Executive Director

Programmes

Teresa Hanley

Director of Programmes

Yvonne Thomas

Programmes Administrator

Kitty Warnock

Senior Adviser, Communication for Development

Murali Shanmugavelan

Programme Manager, Information Society

Victoria Room

Programme Assistant, Communication for Development

Rod Harbinson

Head of Environment Programme

Jon Barnes

Head of Globalisation Programme

Bec Shaw Crompton

Manager, HIV/AIDS

Robin Vincent

Senior Adviser, HIV/AIDS

Lucy Stackpool-Moore

Programmes and Policy Officer, HIV/AIDS

Helena Lindborg

Assistant Programme Officer, HIV/AIDS

Siobhan Warrington

Head of Oral Testimony Programme

Keren Ghitis

Programme Officer, Oral Testimony Programme

Joanne Carpenter

Programme Officer, RELAY

Armorer Wason

Head of Media Development Programme

Sameer Padania

Manager of MDP Development

Anna Egan

Radio Editor

External Relations

Mark Covey

Head of External Relations

Risha Chande

External Relations Assistant

Nicky Lewis

Web Editor

Rosalind Goodrich

Publications Manager

Fundraising

Lambert Rae

Head of Fundraising

Frances Cornford

Trusts and Statutory Fundraiser

Support services

Marie-Mathilde Saluveer

Director of Finance and Resources

Zdzislawa Dunne

Finance Officer

Beverley Turton

HR Manager

Jovanka Dejanovic

IT Manager

Carrie Markey

Office and Finance Administrator

Individual members of staff may be emailed using this format: firstname.lastname@panos.org.uk
To register for free email updates on the latest Panos news and information go to www.panos.org.uk/register

Contents

- 1 From the Executive Director
- 3 A partner in a growing debate
- 4 Raising debate on poverty reduction
- 5 The media in the making of the information society
- 6 Reporting on the environment
- 7 Twenty years of communicating for development
- 11 Developing the role of the media
- 12 Listening to individual voices
- 13 Keeping the promise? HIV and AIDS
- 14 Communicating research more widely
- 15 Fundraising report
- 16 Financial report

Activities in this annual report cover the period April 2005 to June 2006 unless otherwise stated. Fundraising and finance reports are for the period January to December 2005.



Panos works with the media and other communicators to foster debate on under-reported, misrepresented or misunderstood development issues. We believe that only by including the voices and views of those most affected by these issues – usually the poorest and most marginalised people in society – will lasting solutions be found.

MARTIN ADLER | PANOS PICTURES

From the Executive Director

Pioneering and persuasive, Panos at 20

2005 was a potentially momentous year for international development. The debates that raged and the campaigning that took place was greater than for decades.

The launch of the Africa Commission report, the G8 and EU summits in the UK, the UN's Millennium Development Goal (MDG) Review in New York, the Live8 and Make Poverty History campaigns, the second World Summit on the Information Society in Tunis, the UN climate change conference in Montreal and the – since collapsed – Doha trade negotiations all placed poverty eradication and development issues at the top of the political agenda.

'Potentially' momentous because so much needs to be done to transform the fine words, solemn promises and expressed commitment into effective action that will seriously address the greatest moral, political and security challenge facing the world today: that one sixth of its population – one billion people – live on less than US\$1 a day. The MDG Review was a sobering reminder that development targets already made are not going to be met, but there is a growing consensus that sustainable development demands not only substantial progress on the economic issues of 'aid, trade and debt', but also political and social transformation.

The UK government launched its new White Paper on International Development – *Eliminating poverty, making governance work for the poor* – in July 2006. This links elimination of world poverty with 'making governance work for the poor' at both national and international levels. It highlights that 'good governance is about good politics', but good politics only occurs when ordinary people have the information and the opportunity to become involved in the debates that affect their lives.

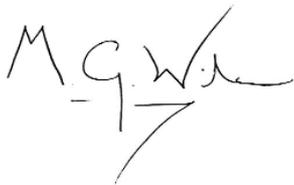


PANOS LONDON

This is a central challenge, therefore, for Panos London to try to build on this growing consensus and persuade policy-makers, economists, political scientists and development and civil society organisations that communication really is the 'pulse' of development, and this will be a centrepiece of our policy and advocacy work in 2006–7.

Panos has already come a long way. In 1986 when it was founded, the organisation was a pioneer working to ensure that information, communication and the media were effectively used to foster public debate, pluralism and democracy in the developing world. This year Panos London will be joined by representatives from hundreds of other organisations gathering with government officials in Rome at the World Congress on Communication for Development. On our 20th anniversary we can look back with pride at the success of our work over the last two decades in helping to shape and implement this ambition (see pages 7–10).

But Panos London rarely acts alone. It was appropriate that in July 2006, as Panos London turned 20, Panos Eastern Africa became fully independent, completing a process which has seen an international network of eight autonomous Panos Institutes set up around the world (see the inside back cover). In April 2006 the 'Panos network' was formally established as a foundation registered in the Netherlands; an achievement that recognises the rare transformation from a 'Northern'-based organisation with offices in London, Washington and Paris, to a truly international network without a centre or hub, in which all the Institutes share the same status as equal members. Our work collectively touches ordinary people's lives, and the following pages show a highly successful period of dynamic growth and development in 2005–6 that we believe will – in a small but significant way – help to turn the development hopes of 2005 into reality.



Mark Wilson
Executive Director
Panos London

Good politics only occurs when ordinary people have the information and opportunity to be involved in debates. This woman from the Kolkata slums is participating in a discussion on family planning issues.

PETER BARKER | PANOS PICTURES



The capacity to receive information, to debate, and to express one's own ideas and needs is a right in itself and also an essential part of people's ability to lift themselves out of poverty and participate in the life of their society.

The greater attention being paid to communication for development (C4D) by international development agencies calls for more alliances, more discussions and more exchange and learning between people and organisations. Panos is playing an active role in this and has been particularly involved in discussions and collaboration with the UK Department for International Development (DFID). DFID is striving to deepen understanding of C4D and raise the profile of C4D within UK government policy making and with other partners.

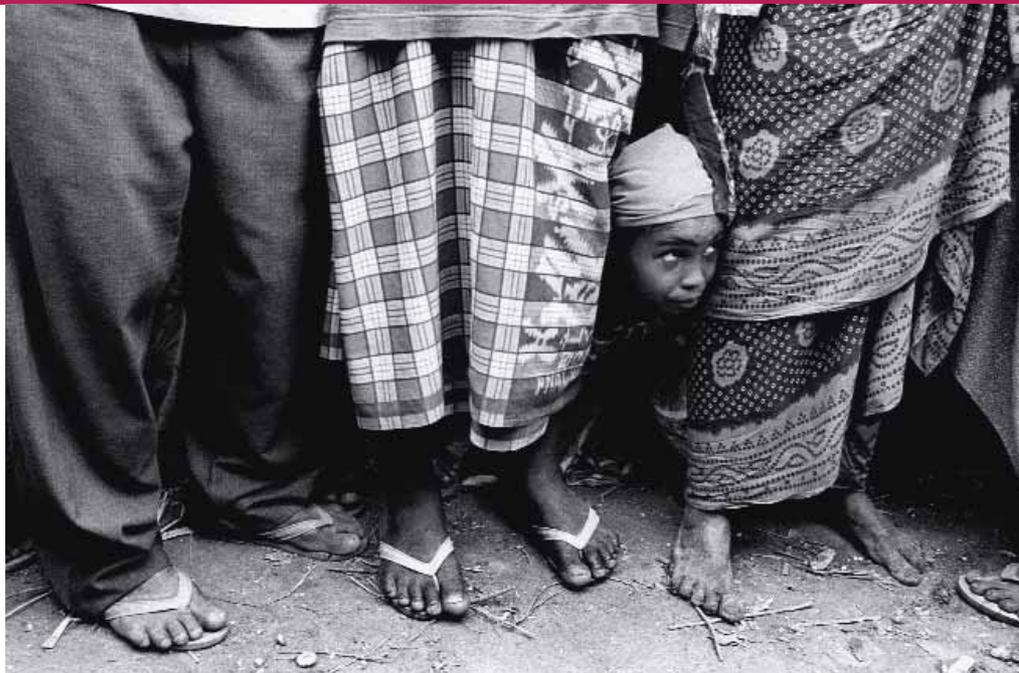
The UK government's White Paper on International Development highlights the important role the media can play in providing information, enabling people to participate in political processes and debates, and holding governments, businesses and other organisations to account. Panos contributed to the development of the White Paper.

'With support from partners including Panos, we have impressed upon development agencies how important it is to involve journalists.'

Margaret Sentamu-Masagazi

Executive Director

Uganda Media Women's Association



Evaluating impact

To persuade development planners to support C4D, evidence is needed that communication really makes a difference. Panos London has been strengthening its processes for evaluating success and impact, within its own programmes and across the Panos network – for instance, holding two workshops for the staff and directors of Panos Caribbean.

Collaborative working

Following the Africa Commission report of 2005, Panos London facilitated and contributed to discussions among other media support organisations to develop more effective strategies for supporting media in Africa: a discussion process led by the UN Economic Commission for Africa (UNECA).

A Somali boy watches village elders and representatives from an international NGO talk about the best way to begin a polio vaccination programme.

PEP BONET | PANOS PICTURES

During this period too, the Global Forum for Media Development (GFMD) has been established by a number of media support organisations to strengthen the support offered to media in developing and transition countries. Panos London has been an active member of the GFMD steering committee, contributing ideas, participating in the first conference (in Amman, November 2005) and providing administrative support.

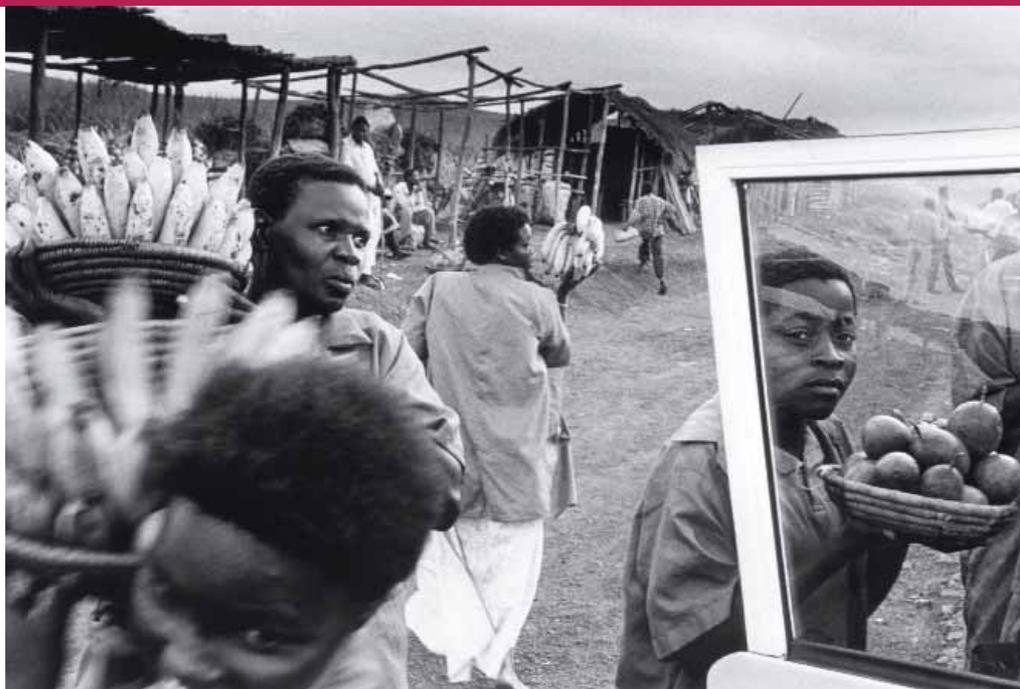
Panos London launched a new programme in 2005, in collaboration with the Panos network, aimed at promoting the accountability of policy-makers for IMF- and World Bank-backed Poverty Reduction Strategy Papers (PRSPs). The goal is to build the capacity of the media in selected countries to be a catalyst for greater and more inclusive public debate.

The two-year 'Raising debate' programme has focused so far on Pakistan, Zambia and Ghana. Round-table meetings in these countries were held in the second half of 2005, bringing together print, broadcast and new media professionals, policy-makers, civil society representatives and social communicators working with poor communities. They discussed how communication flows can be improved to enable all groups in society to be involved in the debate around poverty reduction policies.

Work began in 2005 on a media toolkit on PRSPs, highlighting the issues and their story potential for journalists. The first briefing paper, *Who's richer, who's poorer?*, is a guide to PRSPs and was disseminated widely, including at a meeting on communications and PRSPs held by the World Bank and DFID at the OECD in March 2006.

Feedback to date on all briefings shows that journalists value the clear and balanced guidance on policy debates, their potential impact on individuals and the provision of practical suggestions for researching stories.

All publications can be downloaded at www.panos.org.uk/reports/globalisation



National and international trade policies can affect the lives of ordinary people at the local level and yet they often have little or no say in the decisions made.

FERNANDO MOLERES | PANOS PICTURES

Trading places

The second briefing paper – *Signed and sealed?* – covered international trade negotiations. It followed the launch of a pilot project to improve media coverage of trade policy debates around the World Trade Organization's 2005 Summit in Hong Kong. Thirteen Panos-sponsored journalists from Africa and Asia attended, producing stories on the impact of trade policies, countering the uneven representation of developing country media at the event (see also page 6).

www.panos.org.uk/tradingplaces

'Poverty is having nothing... I am not poor because I am able to sell a few things and have some money. There are things I lack. Like at home, I don't have a well or a latrine. If I had these I could have been vegetable gardening and poverty would be history.'

Anna
49 years old
Mwapon, Choma, Zambia



Who governs the means to communicate knowledge and information? Who is currently benefiting from today's communication revolution? This is hotly debated at the international policy-making level but hardly touched upon by media in the developing world. Yet the role of information and communication technologies (ICTs) to assist in development is of vital importance.

The issues are complex and talk of technology could be a barrier to understanding, both for the media themselves and for their audiences. The Panos London Information Society Programme aims to break down potential barriers and its work in 2005 culminated at the World Summit on the Information Society (WSIS II) in Tunis in November.

Panos London brought nine journalists from Brazil, India, Kenya, Nigeria, Singapore, Tanzania, Uganda and Vietnam to the Summit to report on the discussions, writing daily online diaries, opinion pieces and features for Panos, the international media, and their own newspapers and radio stations.

There was huge interest in their work and in addition to the Panos London website, there was coverage on BBC Online, the BBC World Service, BBC2's premier current affairs programme, *Newsnight*, the South African Broadcasting Corporation, in the daily national newspapers Straits Times (Singapore), The Hindu (India), the Tanzania Daima, and on Radiobras (Radio Brazil).

Articles and broadcasts by Panos journalists at the WSIS II Summit reached a potential 5 million people per day.

Panos London issued a series of media briefings on topical issues such as internet governance. At the Summit itself, Paul Twomey, Director General of the Internet Corporation for Assigned Names and Number (ICANN) chose to give an exclusive brief to Panos journalists – the day before the official press conference – on decisions taken around internet governance issues.

The challenge throughout 2006 has been to sustain momentum and keep the issues debated at WSIS on the political and public agendas, and to hold governments to account on the commitments they made.

The latest publication on ICT is a briefing for journalists, *Going the last mile: what's stopping a wireless revolution?*. This not only sets out the uses of wireless technology but also asks why some governments – particularly in Africa – are restricting its wider use.

www.panos.org.uk/files/wsistoolkit4.pdf



'I found the two [Panos briefings] on ICANN and communication rights particularly useful as background to my pre-summit opinion editorial.'

Anand Parthasarathy

Journalist from The Hindu who attended WSIS

The Internet: a case of founders keepers?

The second World Summit on the Information Society that opens in Tunis on November 16 will see a renewed effort by developing nations, with U.N. backing, to transfer 'control' of the Internet from the U.S. to an independent body.

Anand Parthasarathy

U.S. Department of Commerce and the Post and Telecommunications Department established the Internet Assigned Numbers Authority in Geneva, 2003, but was rather unceremoniously swept aside. It will again loom at Tunis this week as the single biggest reason why India for one reason at least, the country's shrewd harnessing of people's talents and energy to carve a niche as a premier

The devastating effects of Hurricanes Katrina, Rita and Wilma contributed to a sense of urgency at the UN Climate Change Conference in Montreal December 2005. Delegates were in no doubt that decisions had to be made to clarify policy around the Kyoto protocol and address pressing practical issues.

In the midst of this, the Panos London environment programme announced the results of a survey of journalists in Zambia, Sri Lanka, Honduras and Jamaica about their attitudes towards reporting climate change and their relationship with climate change policy-makers in their own countries.

The survey revealed that many journalists had a poor understanding of climate change issues and limited communication with policy-makers. In all four countries, the standard of reporting on climate change was variable and there was little engagement by the media in a public debate.

These findings, published in a report called *Whatever the weather* were publicised at the meetings of the UN Convention on Biological Diversity (CBD) in Brazil in March 2006. The report recommendations have attracted considerable interest from donors and have been debated by business, academic and civil society organisations.

Two print journalists from Uganda and Kenya attended the CBD meetings to report on sessions around genetically modified organisms (GMOs) and intellectual property rights. There was widespread distribution of their features through links with other web portals and media outlets in developing countries.

www.panos.org.uk/weather



Learning the lessons of Bt cotton

South Africa: Material gains

India: Picking up the threads

India: Farmers cotton on

The work on genetic modification culminated with a series of radio features disseminated through the Panos InterWorld Radio website around the March CBD meeting and a print feature pack on biosafety and biotechnology released at the same time. This advance activity succeeded in increasing the levels of media coverage in developing countries. The print features were produced by the team of journalists who had worked with Panos at the World Trade Organization (WTO) trade talks in Hong Kong at the end of 2005.

www.interworldradio.net



Community groups and NGOs from all over the world went to Brazil to express their views on the issues being discussed at the CBD meetings.

PANOS LONDON

Genetic modification and trade

Three African and two Chinese journalists were awarded fellowships by Panos to cover issues around genetic modification and trade at the WTO talks in Hong Kong in December 2005.

Media representation from developing countries was low, despite key addresses being given by their government ministers. The Panos initiative ensured a different perspective was offered on the Hong Kong talks – one which could speak with credibility about the effects of trade policies on the environment and the lives of poor people.

'We now have a page dedicated to science and biotechnology every Monday in the newspaper.'

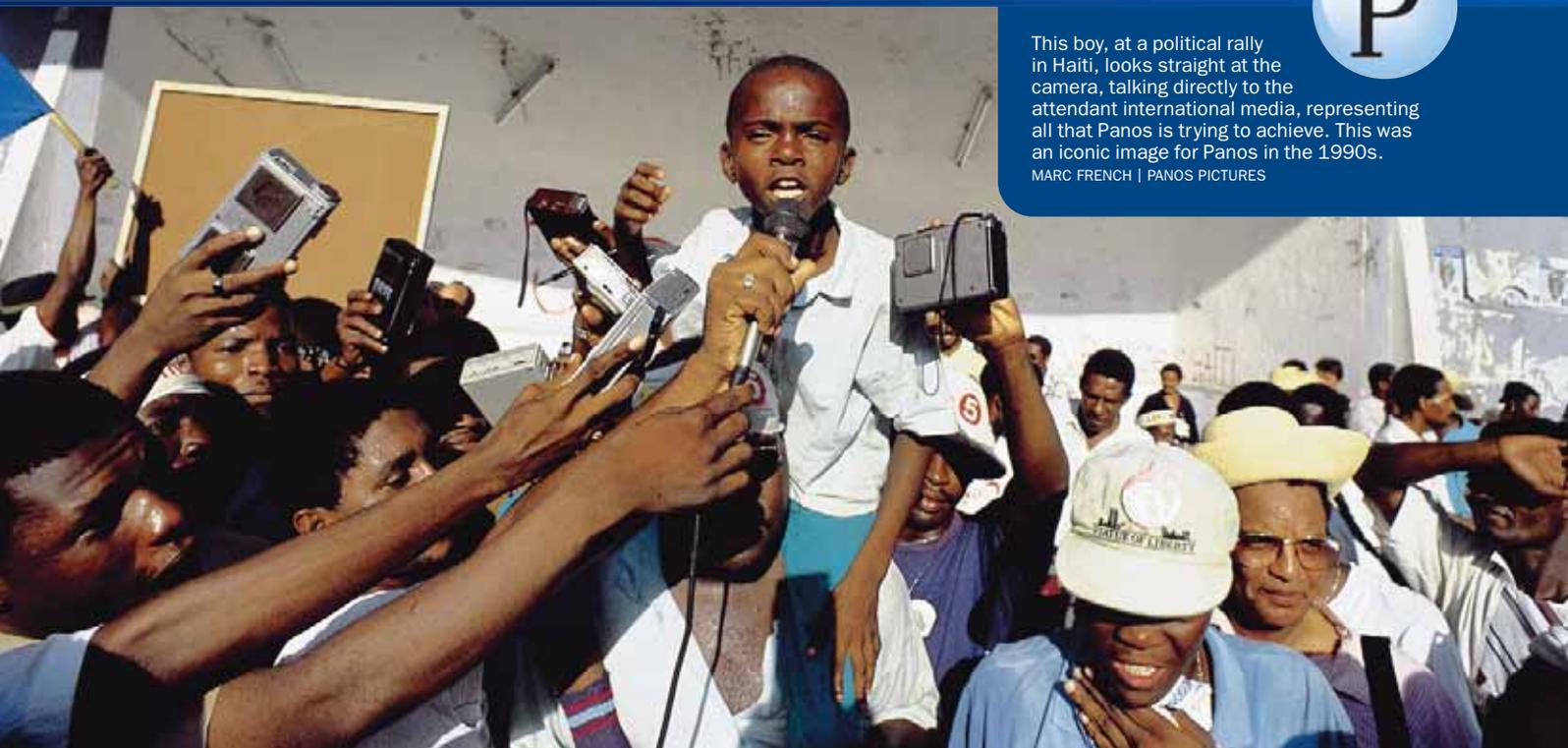
Wisdom Mdzungairi

Received a Panos journalist fellowship to go to the Hong Kong Summit and writes for the Herald newspaper in Zimbabwe.



This boy, at a political rally in Haiti, looks straight at the camera, talking directly to the attendant international media, representing all that Panos is trying to achieve. This was an iconic image for Panos in the 1990s.

MARC FRENCH | PANOS PICTURES



Oral testimony has been a key part of the work of Panos since 1993.

'The main cause of our poverty is illiteracy... Secondly, we are not a big political force. We are labourers. We could not get an education, but now our children are studying. Our politicians and bureaucrats have been ignoring us. We go to government officials but they do not pay heed... But a lot of work has been done. Our eyes have opened now... We want big politicians of the area to give us respect so that we can share our problems with them.'

Mircho

In his 60s, Sanghar, Sindh province, Pakistan.

Interviewed in 2005 as part of the Panos 'Raising debate' programme on poverty reduction.

www.panos.org

Panos has launched a new website setting out the achievements and experiences of the network over the past 20 years.

www.panos.org reflects on the distinct approach of the Panos network to communication for development. It highlights significant moments in the organisation's history and members of staff and Panos partners express their thoughts and feelings about the contribution Panos has made. Landmark projects and publications are detailed to demonstrate the impact of our work.

Twenty years of communicating for development

A brief history

The origins of Panos go back to the early 1970s when the environmental movement was gathering pace.

In 1974, UK journalist Jon Tinker, now director of Panos Canada, started Earthscan, aiming to increase public awareness and understanding of global environment and development issues.

Earthscan offered journalists (and later NGOs) objective information on key global issues – from desertification to renewable energy – and on policy options for addressing them.

By 1986 Earthscan's Southern media programme had become an independent organisation – Panos.

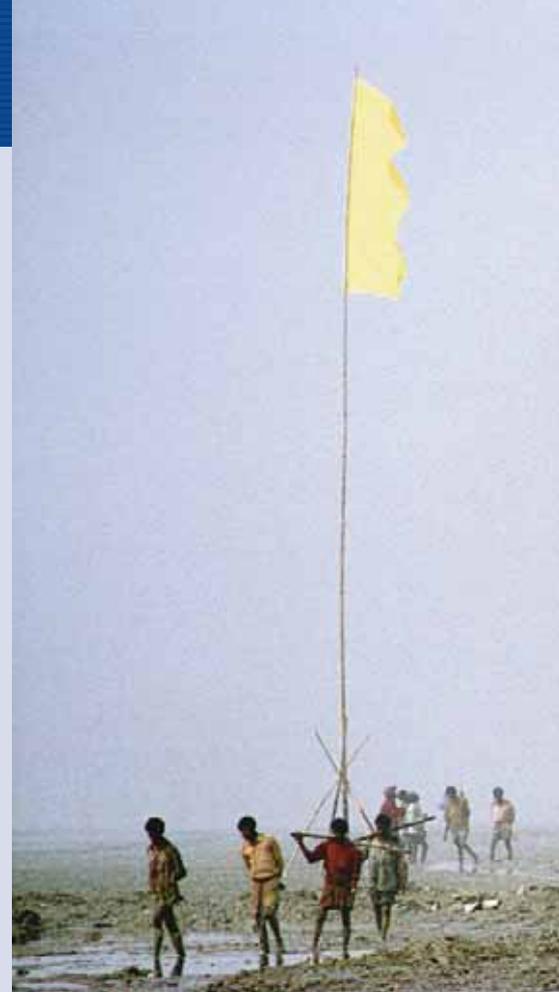
From the outset, as part of its commitment to Southern-led development, Panos aimed to build a global network of independent institutes.

During the late 1990s offices opened in Zambia, Haiti, Nepal, Ethiopia and India. And in 2000 Panos West Africa became the first autonomous Southern institute. This process was completed in 2006, when Panos Eastern Africa became independent.

'[Panos] South Asia came into being in 1997, with the aim of creating a more vibrant and inclusive media – a smithy to forge and shape new ideas and policies to make a more equal world.'

'We firmly believe that the media has a central role in creating a public sphere for democratic debate. An informed and sensitive media is vital for any country to make the right choices – ones that are inclusive, responsive and alive to the concerns and aspirations of those who are less privileged.'

A S Panneerselvan
Director of Panos South Asia



A lens on the world

www.panos.co.uk

Photojournalism explores, questions and challenges the world in which we live, providing a contemporary narrative – an approach that has informed Panos Pictures' work since its beginning.

The company has evolved from a photo archive into an agency. It focuses on global social issues – giving a face and a voice to people who might not otherwise be seen or heard. Panos London has a significant stake in the agency.

Making waves

Panos works with people and organisations at all levels, from community-based media groups to media professionals and national and international policy-makers. Over the years the results of Panos projects and reports have challenged the *status quo* and had a demonstrable impact. Hearing ordinary people's voices and opinions on development issues can change the way decision-makers think about a situation or process.

The story of radio listening clubs shows this clearly. After Panos provided them with basic radio equipment and training, a group of women in Mazabuka, Zambia – a sugar-rich farming area below the Kafue river – recorded a programme on their difficulties in accessing clean groundwater.

The programme was played on community and national radio stations, and soon yielded results: the town clerk of Mazabuka Municipal Council promised that new boreholes would be sunk.

The international dimension

Communication of all kinds for development is the focus of a major international meeting being organised by the World Bank, the Food and Agriculture Organization and The Communication Initiative in October 2006 – the World Congress on Communication for Development (WCCD). Panos is playing a significant role in this, taking on the function of rapporteur, and hosting sessions on the role of communication in governance, and on the challenge of mobilising governments and the private sector to provide telecommunications in ways and at prices that are useful to poor and rural people.



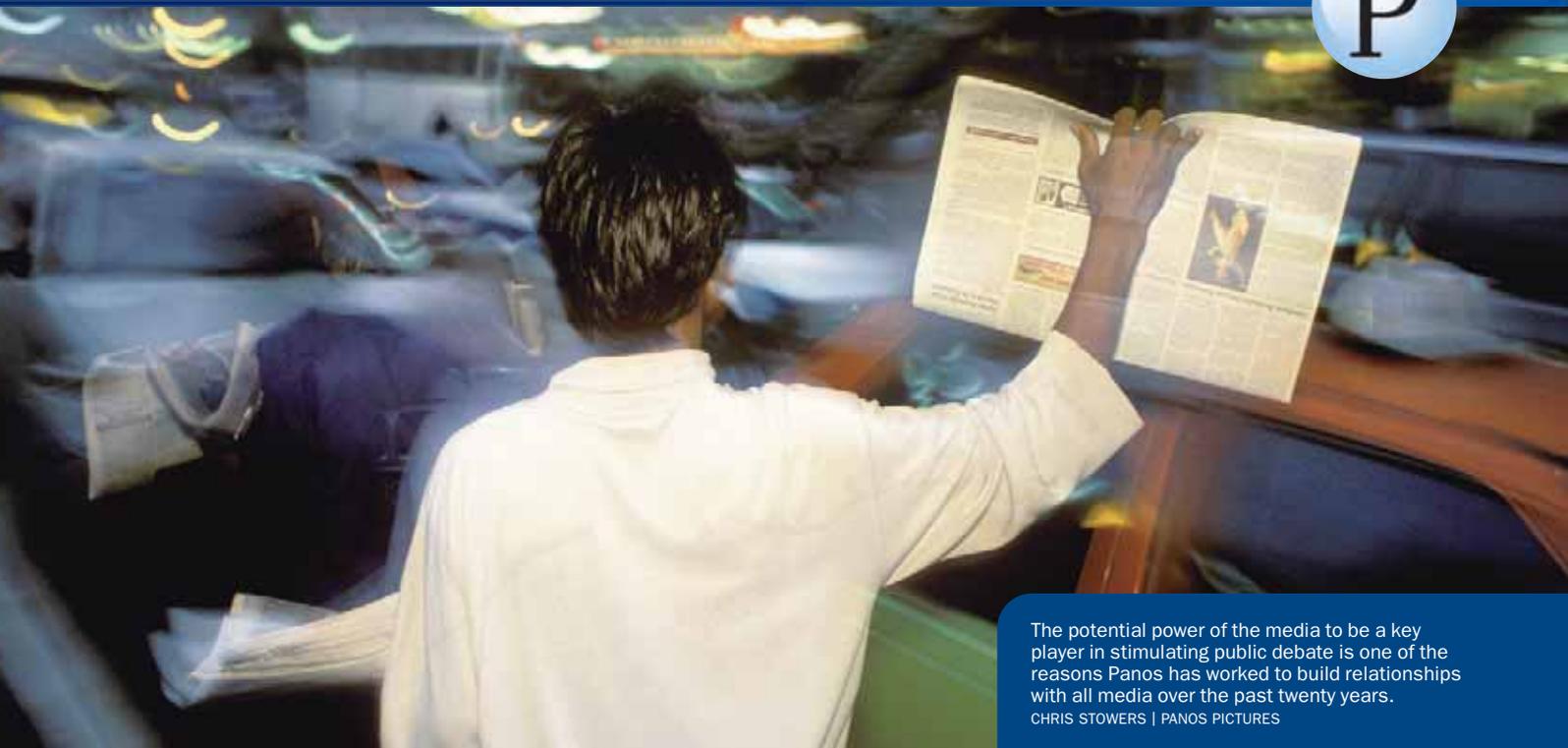
Panos Pictures has embraced new technology – 90 per cent of its sales are from its website – and competes successfully with much larger agencies. Its photographers have won prestigious world press photo awards every year since 2000.

Looking to the future, the agency has moved into producing its own large-scale photography projects, meaning it can offer photography that lies outside the immediate agenda of the media.

Panos had its origins in the environmental movement in the 1970s and its precursor, Earthscan, aimed to increase public awareness and understanding of global environment and development issues.

This is a picture of a tanker at a ship-breaking yard in the Bay of Bengal. While ship-breaking is a key source of steel for Bangladesh and employs thousands of people, the damage to the environment and the health risks for the steel workers themselves, is huge.

BRENDAN CORR | PANOS PICTURES



The potential power of the media to be a key player in stimulating public debate is one of the reasons Panos has worked to build relationships with all media over the past twenty years.

CHRIS STOWERS | PANOS PICTURES

The media as a catalyst in debate

At a time when newspaper editors in India are talking about an annual growth in revenue of 35 per cent and with an explosive increase in literacy, there is no doubt about the influence print media can have in developing countries.

Panos recognised this early on and has built relationships over the years with all media – print, radio and TV – providing objective information, opportunities for fellowships, and skills-building training sessions, highlighting the importance of well-produced, well-targeted journalism to inform public debates.

‘Empowering groups to manage their lives and influence the allocation of resources and services is just one of the numerous demonstrable impacts of our work. In a recent review of our radio listening clubs in Malawi and Zambia, one women’s group said: “The listening group has helped us as women... we come together to discuss development needs in our area and to ask for social service provision.”’

Parkie Mbosi

Director of Panos Southern Africa

Developing the role of the media

AfricaVox was an exciting initiative in July 2005, making the most of the opportunities presented by the media focus on the G8 Summit in Gleneagles. Alongside this, Interworld Radio (IWR) continued its interaction with more than 2,000 radio stations and journalists worldwide.

IWR provides a daily news bulletin and regular radio features to a network of journalists. In 2005, radio features were commissioned from Southern-based reporters by radio editors in London and Kampala. Two radio series were sent on CD to 150 key radio stations within the IWR network with extensive background material to support them so the features could be broadcast within their own programming.

AIDS memoirs tells the stories of 12 people affected by HIV/AIDS, and *Money is life: young people and work* comprises nine features illustrating how people of all ages tackle the challenges of living in poverty.

'The Interworld Radio news bulletin is a godsend for our newsroom. It is ... just what we need for the round up of African news in our evening bulletin.'

M Michael Daka

Breeze 99.6 FM, Zambia

To register online to receive free news and features go to www.interworldradio.net

Better access to technology

In March 2006, the three-year CATIA 2b Programme – part of a DFID-funded initiative to catalyse access to ICTs in Africa – came to an end. This was a collaboration between Panos London and Panos Eastern Africa, which enabled a radio editor to work with Ugandan, Kenyan and Ethiopian radio stations in the IWR network, providing editorial support, access to technology, and opportunities to collaborate and network.

The results of this collaboration are discussed in an article entitled 'Local radio in the information society: technology, participation and content in Africa', which forms part of a report published by the Swiss Agency for Development and Cooperation (SDC).

www.panos.org.uk/sdc_chapter

New programme

At the end of 2005 Panos London launched the Media Development Programme (MDP), taking forward the work of the editorial department with a wider range of responsibilities. MDP will continue to commission and produce journalism, and will increasingly conduct research about the relationship between public-interest journalism and development, and use the findings to advocate for better media development practices and policies.



Trade justice, debt cancellation, action on climate change and more effective aid were key topics for discussion at the G8 Summit, all involving major decisions on policies affecting Africa. Yet of the 2,000 journalists at the Summit, only 20 were reporting for African media outlets because the cost of covering such an event is so high.

The seven Panos-sponsored journalists produced a range of opinion pieces, features and a blog on a daily basis. The UK media – the Guardian newspaper, London's Metro newspaper, and BBC Online – commissioned articles, with Panos London for the first time acting as a broker between these Northern media and the Southern journalists. Panos journalists met policy-makers, prominent UK journalists, business representatives and civil society organisations. One journalist shadowed *Newsnight's* business correspondent for a day.

'For the first time in my career, I was going to be there at the centre of things ... and Mozambique would know what was going on at the G8 from me, not from the BBC World Service, or online articles from international media.'

Maura Quatorze

mediaFAX newspaper, Mozambique

'If we do not raise our voice for our basic needs then they will not be provided to us...'



Nazeer

75 years old

Sanghar, Sindh province, Pakistan

Poverty reduction

In 2005 personal accounts of those living in poverty were gathered from communities in Zambia and Pakistan by journalists and community development workers trained in oral testimony methodology. These testimonies bring to life the reality of poverty and its daily oppressions and are a powerful resource to complement other research and policy documents.

The testimonies were presented nationally at round-table meetings and through various media features. Panos Southern Africa and Panos Pakistan are currently working on effective ways to return the testimonies to the communities via theatre work, public hearings and civic education.



The human face of conflict

In June 2006 the OTP began work in Colombia with the Norwegian Refugee Council and the Internal Displacement Monitoring Centre to record the life stories of internally displaced people (IDP). There are more than three million IDPs in Colombia, largely as a result of ongoing civil war. Current quantitative analysis of the IDP situation by the government is uncritical and one-sided. It is hoped that these life stories, conveying the experiences of IDPs in their own words, will be difficult for others to ignore or contest. In the words of one of the participants at a Panos workshop, *'One of the strategies in Colombia, besides making the conflict invisible, is to debate numbers rather than human faces. This results in a lack of understanding of the significance of displacement.'*

Desert voices

OTP, together with Panos Ethiopia and Panos Sudan, embarked on a new project – Desert Voices – in the second half of 2006. The project will involve the programme in a new way of working, combining oral testimony with print journalism and photo journalism, to gather and amplify the voices of people most affected by desertification.

The OTP work in Pakistan involved training journalists in oral testimony interviewing techniques and gave them the chance to spend time in poor rural communities.
PANOS LONDON

Communicating experiences of environmental change

Mocho is a rural area of Jamaica, a one-and-a-half hour drive from the capital, Kingston. Since the 1960s Mocho's environment has been significantly transformed by bauxite mining, and in 2004 the area was badly affected by Hurricane Ivan. Since December 2005, an oral testimony project in partnership with Panos Caribbean has involved the community in documenting their experiences of, and opinions on, environmental change. Six men and six women from Mocho were trained in oral testimony and have carried out 45 in-depth interviews. These provide graphic detail of how hurricanes and changes in the environment and climate affect every aspect of people's lives.

The testimonies, published in a newsletter and distributed throughout the Mocho area, have attracted media attention and raised awareness more widely of the community's concerns.

'When I was growing up, the 8th of August used to be the day to plant maize, and there were other dates for other crops. But now the farmers are confused by the weather and we have lost the certainty of when to plant crops.'

Secondary school teacher
from Mocho, Jamaica

Keeping the promise?

www.panos.org.uk/aids

In 2001, governments attending the United Nations General Assembly Special Session (UNGASS) made a Declaration of Commitment on HIV and AIDS to take comprehensive action to combat the spread of HIV and AIDS in their countries. Five years on, Panos London, along with colleagues from the Panos network and other civil society organisations, published results of their work monitoring how effective these governments had been in bringing about change.

The Panos Global AIDS Programme presented seven country studies to the UNGASS meeting in New York in June 2006, of which Panos London contributed research on Latvia. The study found that although Latvia's national AIDS programme provided a sound basis for a good national response to HIV and AIDS, there were significant gaps: limited financial resources dedicated to HIV prevention, care and support; no focused activities for some of the most vulnerable people; and incomplete monitoring and evaluation of programmes.

All the country reports and an overview report can be found at www.panosaid.org

Change through communication

Panos London began a pilot project at the beginning of 2006 looking at how social movements (NGOs, civil society organisations, informal campaign groups) involved in HIV and AIDS activism use communication within, between and about themselves to bring about change in their communities and their lives.



'If the media isn't there then how will the community know what the movement is there for? And how it challenges the government? I think the media is very important.'

Interviewer for the oral testimony project and member of Treatment Action Campaign, South Africa

The project is concentrating on movements in South Africa and Brazil, trying to learn lessons and replicate good practice where communication has been particularly effective. It has identified the media as a good way to spread a group's message and challenge local and national decision-makers on HIV and AIDS issues (eg access to antiretroviral drugs) that affect the day-to-day life of their members.

The Panos London report for the Global AIDS Programme found that there were significant gaps in the Latvian government's response to the HIV and AIDS crisis.

JØRGEN HILDEBRANDT | PANOS PICTURES

Covering health issues

The critical role played by journalists in raising awareness of HIV and AIDS and other public health issues is one of the thrusts of the Health Journalism Partnership (HJP). Panos has collaborated with two US organisations – Internews and the International Center for Journalists – on HJP since September 2005; the results of work in Jamaica and South Africa on how the media report HIV and AIDS can be found on the HJP website.

www.healthjournalism.net

The RELAY programme aims to bring together journalists and academics, encouraging both to understand the value of the other, ultimately so that research findings can be applied widely and ordinary people can be involved in debating their significance and relevance.

Clarifying complex topics

In June 2006, 11 print and 11 radio journalists from four countries came together with a group of researchers in Malawi to develop story ideas relating to land management, using the Panos London media briefing *Common ground: investigating the importance of managing land* as a starting document. Over three days the participating journalists got to grips not only with the subject matter and the idea of using research as a source for a story, but also how journalists can examine and scrutinise research recommendations, which are often influential.

By the end of the workshop, there was enthusiasm for the subject and the journalists recognised land management issues as a newsworthy topic and felt motivated to communicate their significance to wide audiences. Panos Southern Africa is further supporting the journalists by offering grants to produce research-based media content. Previous training had taken place with Ugandan and Kenyan journalists, organised by Panos Eastern Africa.



Six radio features with (for the first time) a series of photographs from Panos were packaged as a CD entitled *Common ground: land rights and wrongs* and distributed to InterWorld radio members earlier in the year.

Working with the media

Understanding the media and learning how to work with the media to publicise and generate debate around important work and engage a wider audience in the research themes was the subject of a series of workshops held for researchers in London at the end of 2005. One of the continuing aims of the RELAY programme is to build better links between researchers and the media and break down feelings of mistrust that sometimes exist.

Peace can only be achieved when former fighters are disarmed and successfully reintegrated into the community.
PENNY TWEEDIE | PANOS PICTURES

Reintegration after conflict

Disbanding armed groups and successfully reintegrating demobilised soldiers into the community is an essential part of any peace process. As well as a media briefing, a series of three radio features and three print features has been commissioned from journalists in the countries where the RELAY programme operates.

Fundraising report

In 2005, income to Panos London grew by 24 per cent over the previous year. Total income was £4,146,987. The institute's budget for 2006 increased still further to £4.5 million.

In addition to the funding available through the Partnership Programme Agreement (PPA), which started in 2004, DFID agreed funding to develop a new phase of RELAY, the Panos programme that aims to communicate research through the media. Panos also received funding from DFID in support of the Catalysing Access to ICTs in Africa (CATIA) programme. CATIA works to promote pro-poor policies and legislation and to strengthen civil society advocates and providers of ICTs.

Funding from government agencies increased by 26 per cent over what was received in 2004. This was an important achievement, contributing to expansion of Panos London's funding base and was due in part to the resumption of framework funding by NORAD and SIDA. New framework funding was also received from DIDC during the year.

Income was received from a larger group of donors, as programme managers acquired greater capacity to develop concepts and proposals. Cordaid continued to provide support to the PRSP programme, and the Rockefeller Foundation to the Environment programme.

During 2005, the network agreed a new process for allocating income across the Panos institutes. This process will help Panos offices to be aware in advance of the funding that is available to them and will aid them in their forward planning.

Panos Southern Africa became independent on 31 May 2005, giving rise to a £298,333 transfer of reserves out of Panos London's account.

The net surplus for the year was £26,312. A decrease in core reserves to £164,148 was partially due to Panos Eastern Africa's operational losses. Restricted funds increased by £125,196. The organisation's target to achieve reserves representing three months' running costs was not met at the end of 2005. Achieving this target remains a priority.

Panos is grateful to all donors for the generous support, advice and encouragement given during the year.

DONORS (over £5,000)

ActionAid, Ethiopia

Big Lottery

Chronic Poverty Research Centre (CPRC)

Comic Relief

Commonwealth Telecommunications Organisation (CTO)

Cordaid

Danish Agency for International Development Assistance (DANIDA)

DANIDA, Uganda

Department for International Development, UK (DFID)

Department for International Development Cooperation (DIDC), Finland

Heinrich-Boll-Stiftung

Interact

International Development Research Centre (IDRC)

Netherlands Embassy, Ethiopia

NR International

Norwegian Agency for Development Cooperation (NORAD)

Novib – Oxfam Netherlands

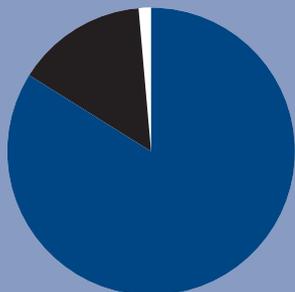
Rockefeller Foundation

Swedish International Development Cooperation Agency (SIDA)

Swiss Agency for Development and Cooperation (SDC)

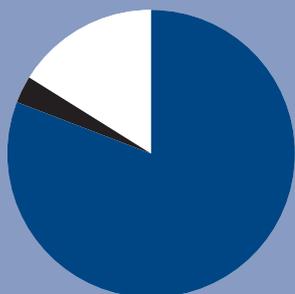
Trocaire

Financial report



INCOME

- Grants from governmental organisations
- Other grants and donations
- Other income
- Interest received



EXPENDITURE

- Direct charitable expenditure on projects
- Fundraising and publicity
- Management and administration

PANOS LIMITED

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2005*

INCOMING RESOURCES (£)	2005	2004
Grants from governmental organisations	3,483,419	2,768,359
Other grants and donations	610,538	551,808
Other income	13,377	15,906
Interest received	39,653	5,321
Total incoming resources	4,146,987	3,341,394
RESOURCES EXPENDED (£)		
Direct charitable expenditure on projects	3,013,729	2,901,143
Fundraising and publicity	120,422	139,443
Management and administration	589,865	324,961
Transfer of Panos Southern Africa reserves	298,333	–
Additional funding for Panos Eastern Africa	98,326	–
Total resources expended	4,120,675	3,365,547
Net (outgoing) resources for the year	26,312	(24,153)
Balance brought forward at 1 January	879,584	903,737
Balance carried forward at 31 December	905,896	879,584

BALANCE SHEET AT 31 DECEMBER (£)	2005	2004
Fixed assets	66,380	54,023
Current assets	1,575,445	1,620,534
Creditors due within one year	(640,919)	(268,938)
Deferred income	(95,010)	(526,034)
Net assets	905,896	879,585
Represented by:		
Unrestricted funds	164,148	263,032
Restricted funds	741,748	616,553
Total reserves	905,896	879,585

* Extracts from Panos Limited audited accounts for the year ended 31 December 2005.
A full copy of the accounts is available on request from the Panos London finance department.

Panos network contacts

Panos Canada

www.panoscanada.ca

Liu Institute Building
6476 NW Marine Drive
Vancouver, BC
Canada V6T 1Z2

tel +1 604 822 1275
fax +1 604 822 6966
info@panoscanada.org

Panos Caribbean

www.panoscaribbean.org

Haiti (main office)

51 Route du Canapé-Vert
BP 1595
HT 6110 Port-au-Prince
Haiti

tel +509 511 1460/213 6864
haiti@panoscaribbean.org

Panos Jamaica

9 Westminster Road
Kingston 10
Jamaica

tel +1 876 920 0070
fax +1 876 920 0072
jamaica@panoscaribbean.org

Panos Washington (registered office)

Webster House
1718 P Street, NW
Suite T-6
Washington DC 20036
USA

tel +1 202 429 0730/1
washington@panoscaribbean.org

Panos Eastern Africa

www.panoseasternafrica.org.ug

Kampala (regional centre)

PO Box 34033
Plot 29, Lumumba Avenue
Nakasero
Kampala
Uganda

tel +256 41 344231
fax +256 41 254729
pea@panoseasternafrica.org.ug

Panos Ethiopia

PO Box 1570
Code 1110
Addis Ababa
Ethiopia

tel +251 11 4666360/63/64
fax +251 11 4666361
panos@ethionet.et

Panos Sudan

PO Box 8376
Khartoum
Sudan

tel +249 11 482982
fax +249 11 482982
ManalBashir10@hotmail.com

Panos Paris

www.panosparis.org

10 rue du Mail
75002 Paris
France

tel +33 1 40 41 05 50
fax +33 1 40 41 03 30
panos@panosparis.org

Panos South Asia

www.panossouthasia.org

Kathmandu (regional centre)

GPO Box 13651
Patan Dhoka
Kathmandu
Nepal

tel +977 1 5521889/5531447
fax +977 1 5544641
psa@panossouthasia.org

Panos Bangladesh

c/o SARPV
House 3/8, Block F, Lalmatia
PO & PS – Mohammadpur
Dhaka 1207
Bangladesh

tel +880 2 921 4522
fax +880 2 811 9774
panosbangladesh@panossouthasia.org

Panos India

D-302, 2nd Floor
Defence Colony
New Delhi 110 024
India

tel +91 11 24615217/9
fax +91 11 24615218
panos@panosindia.org
www.panossouthasia.org/india

Panos Chennai

Old no: 37A, New no: 66,
Rukmani Road
Kalakshetra Colony
Beasant Nagar
Chennai-600 090
India

tel/fax: +91 44 4351 11357

Panos Guwahati

110 Kharghuli Road
Guwahati 781004
Assam
India

tel/fax +91 (0)361 273 2629

Panos Pakistan

F/50/2/A KDA Scheme No 5
Block 4 Clifton
Karachi
Pakistan

tel +92 (21) 587 5601
fax +92 (21) 587 5568
panospakistan@panossouthasia.org

Panos Sri Lanka

c/o Nagarodaya
155A, Dr Danister De Silva Mawatha
Colombo 08
Sri Lanka

tel +94 11 266 7364
fax +94 11 461 1283
panossrilanka@panossouthasia.org

Panos Southern Africa

www.panos.org.zm

Lusaka (regional centre)

PO Box 39163
Plot 32A Leopards Hill Road
Woodlands
Lusaka
Zambia

tel +260 1 263 258
fax +260 1 261 039
general@panos.org.zm

Panos Southern Africa is in the process of establishing an office in Pretoria, South Africa (September 2006)

Panos West Africa

www.panos-ao.org

Dakar (regional centre)

6 rue Calmette
BP 21132
Dakar-Ponty
Senegal

tel +221 849 16 66
fax +221 822 17 61
panos@panos-ao.org

Panos Mali

Nouvel Immeuble du Centre Djoliba
Av Modibo Keita
Angle rue Raymond-Poincarre
BP E378
Bamako
Mali

tel +223 223 4897
fax +223 23 4897
panos@malinet.ml

Panos London makes the immensely complex issues facing developing countries accessible and understandable. It provides information that people can trust and creates opportunities for different perspectives to be heard. It tries to ensure that those who have most to win or lose from debates – the most marginalised people in these societies – have their voices heard in the public arena.

Front cover

'I wish the coffee farmers from my home village in Kenya could have been part of this' said John Kamau, senior reporter at Kenya's Sunday Standard newspaper. Panos London supported him to go to the G8 Summit in July 2005, where Africa was high on the agenda but only 20 African journalists could afford to attend. His article on the Summit was published in the UK national daily newspaper the Guardian, reaching over one million readers. Subsequently, Kamau was commissioned to write an opinion piece for BBC Online on the outcomes of the 2005 Summit, prior to the 2006 G8 Summit in St Petersburg, Russia.

For more on the AfricaVox initiative see page 11.

PHOTOGRAPH: MURDO MACLEOD

Panos London

9 White Lion Street
London N1 9PD
United Kingdom

tel +44 (0)20 7278 1111
fax +44 (0)20 7278 0345
info@panos.org.uk
www.panos.org.uk

Printed on 100% recycled paper



Twenty years of communicating for development
www.panos.org