



TERMS OF REFERENCE (TORS) FOR THE ICGLR JOURNALIST AWARD

1. Background

The International Conference on the Great Lakes Region (ICGLR) Launches the Journalism Prize for Peace and Security. This initiative is organized in collaboration with the Government of Burundi and receives technical and financial support from GIZ under its 2023-2026 Communication Strategy.

The award aims to recognize and promote excellence in journalism that contributes to peace, dialogue, and democratic values in the region.

The Great Lakes Region's complex peace and security dynamics require skilled journalists who can navigate sensitive topics while promoting constructive dialogue and regional understanding. The ICGLR Journalist Award, therefore, seeks to elevate professional standards and celebrate media excellence that contributes meaningfully to regional stability and democratic development.

2. Objectives of the Award

The Award pursues four strategic objectives

- 2.1. Develop journalists' specialised capacity to report effectively on the ICGLR mandate areas;
- 2.2. Facilitate production of high-impact journalism on regional peace and security issues;
- 2.3. Build sustainable networks between media professionals across the Great Lakes Region;
- 2.4. Create opportunities for professional development and training partnerships.

3. Award Categories and Scope

3.1. Media Categories

- Print Media: Articles, investigative reports, feature stories in newspapers, magazines, and publications
- Radio: Reports, documentaries, interview programs, and radio features
- Television: News reports, documentaries, magazine programs, and video journalism

- Digital Media: Online articles, multimedia productions, podcasts, social media campaigns, and interactive content

3.2. Thematic Focus: The inaugural 2025 edition focuses on "**Outstanding Contributions to the Promotion of Peace and Security**"

3.3. Specific Regional Focus:

All submissions must specifically focus on the ICGLR Member States on one or more of the following areas:

- 3.3.1. Address cross-border challenges ;
- 3.3.2. Propose innovative solutions to security crises ;
- 3.3.3. Promote intercommunity dialogue ;
- 3.3.4. Document peacebuilding initiatives.

4. Eligibility and Participation

4.1. Participant Requirements

Open to journalists or media practitioners who are citizens, residents, or regularly work in ICGLR Member States (Angola, Burundi, Central African Republic, Democratic Republic of Congo, Republic of Congo, Kenya, Rwanda, South Sudan, Sudan, Tanzania, Uganda, and Zambia) working for established media outlets or accredited as freelance journalists in the Member States. Maximum one submission per journalist.

4.2. Content Requirements

Entries must consist of original journalistic work produced and published or broadcast between January 1 and December 21, 2025 . The content should focus on themes of peace, security, dialogue, or democracy as they relate to the Great Lakes Region.

Submissions are accepted in English, French, Portuguese, and Arabic. For entries submitted in Portuguese or Arabic, applicants must provide a translation summary/subtitles in either English or French.

4.3. Format specifications

4.3.1. Technical specifications

- 4.3.1.1. **Radio:** Duration: 3 to 13 minutes • Format: MP3 (minimum 128 kbps) • Must include broadcast references
- 4.3.1.2. **Television:** Duration: 3 to 13 minutes • Format: MP4 (minimum 720p) • Required to provide broadcast details

- 4.3.1.3. **Print Media:** Length: 4,500 to 6,000 characters (including spaces) •
Format: PDF • Must include publication reference
- 4.3.1.4. **Digital Media:** Length: 3,000 to 4,500 characters (including spaces)
• Format: Active URL link • Must specify source publication

5. Submission of entries

All entries must be submitted online via <https://icglr.org/icglr-journalist-award-2025/> between **21 September and 21 December 2025**. Applications must include the journalist profile, media outlet details, content summary, and original files. All candidates will receive an official acknowledgment of receipt of their submission by email after successfully submitting their application.

6. Content Standards and Requirements

All submissions must comply with the following standards:

- 6.1. **Legal Compliance:** Content must comply with applicable laws and regulations;
- 6.2. **Human Rights:** Submissions shall not infringe on human rights or human dignity;
- 6.3. **Ethical Standards:** Content must not incite hatred, discrimination or violence and must comply with journalistic ethical principles;
- 6.4. **Impartiality:** Productions must respect principles of neutrality, impartiality, and political independence;
- 6.5. **Originality:** Content must be original and properly attributed to its authors.

7. Evaluation methodology

7.1. Evaluation Criteria

All submissions will be evaluated in five key areas:

- 1.1.1. **Thematic Relevance:** Clear link to peace, dialogue, democracy themes; regional relevance; innovative and inclusive approach;
- 1.1.2. **Journalistic Quality:** Source verification, diverse perspectives (balance), narrative clarity, ethical standards, audience engagement;
- 1.1.3. **Depth and Impact:** Analysis of causes and consequences, contribution to understanding, human interest, potential influence;
- 1.1.4. **Originality and Creativity:** Innovation in treatment, effective use of digital/interactive formats;
- 1.1.5. **Ethical and Social Values:** Absence of discrimination, amplification of marginalized voices.

2. Awards

2.1. Award benefits

- 2.1.1. Scholarships to attend media or journalism institutes in the Great Lakes Region;
- 2.1.2. Certificates of excellence and professional endorsement;
- 2.1.3. Access and training for *Phoenix* – a powerful open-source tool by BuildUp for analyzing peace-related narratives on social media;
- 2.1.4. Official recognition and visibility through ICGLR communication channels and regional media partners;
- 2.1.5. Access to the ICGLR Journalists Network and professional development opportunities.

2.2. Award Ceremonies

Award ceremonies will be conducted through National Coordination Mechanisms in Member States according to a schedule to be determined. Winners receive public recognition highlighting their contributions to peace and security reporting in the region.

3. The Jury

To ensure credibility, neutrality, and professionalism, the evaluation of submissions will be entrusted to a multi-disciplinary Jury. The 2025 edition Jury is composed of four members: three institutional representatives with diverse expertise, and one media expert. The Jury brings together complementary perspectives from peace and security research institutions, media education and journalism training organisations, continental development and governance bodies, and technical cooperation and media development agencies.

The Jury will provide an impartial, high-level evaluation of all submissions to the ICGLR Journalist Award, ensuring that the winning productions:

- 3.1. Reflect journalistic excellence and ethical reporting;
- 3.2. Contribute meaningfully to peacebuilding, conflict resolution, and social cohesion;
- 3.3. Are aimed at different audiences, with a view to encouraging reflection on peace among a wide and open-minded audience;
- 3.4. Highlight issues relevant to the ICGLR mandate and the Great Lakes Region.

4. Roles and Responsibilities

4.1. The Jury shall:

- 4.1.1. Develop detailed evaluation criteria and scoring methodology;

- 4.1.2. Evaluate media productions submitted by contestants against the established criteria;
- 4.1.3. Maintain independence, impartiality and confidentiality throughout the process;
- 4.1.4. Participate in all Meetings;
- 4.1.5. Deliberate and Select Winners based on established criteria;
- 4.1.6. Prepare feedback on the media productions analysed;
- 4.1.7. Provide constructive feedback to guide future award editions.

4.2. Secretariat Support:

The ICGLR Secretariat, through its Communications Unit, shall:

- 4.2.1. Provide logistical, technical, and administrative support to the Jury;
- 4.2.2. Ensure that all jury deliberations are properly documented;
- 4.2.3. Facilitate communication between Jury members;
- 4.2.4. Communicate the jury's decisions and guidelines to participants.

5. Communication guidelines

All communications about the award should be coordinated through the ICGLR Secretariat to maintain evaluation integrity and protect jury independence.

6. Legal Provisions

6.1. Intellectual Property Rights

Participants confirm ownership of necessary rights and authorise ICGLR to reproduce, distribute, and promote winning and shortlisted productions for non-commercial purposes with proper attribution. Contestants retain all commercial rights.

6.2. Contest Terms

Participants waive legal recourse against ICGLR, organising committee, jury members, and partners regarding the selection process, organisation, conduct, results, and interpretation of these Terms. Jury decisions are independent, final, and binding with no appeals process. ICGLR may modify contest rules with appropriate notice. Participation constitutes acceptance of these Terms.