



MEDIA
DEVELOPMENT

ACTING FOR INDEPENDENT, CITIZEN JOURNALISM

BETTER INFORMATION FOR A BETTER TOMORROW

CFI – Canal France International – supports the journalists and citizens working for independent news, all over the world.

Its aim is to optimise skills and media content to provide verified, reliable and diverse information.

The agency supports the media and civil society via training, strategy consulting, experience sharing, networking and funding projects. It also leads an international community of independent media outlets, bloggers, activists and influencers.

CFI's programmes are planned over the long term, affording plenty of opportunities to foster special ties with local partners. Each project lasts one to three years. They are designed by agency staff alongside their partners, the expert network and the beneficiary media outlets and individuals.

Every year, some 50 projects are implemented in nearly 35 countries in Sub-Saharan Africa, the Arab world, Asia and EU neighbour countries.



A GOVERNMENT AGENCY TO SUPPORT THE MEDIA

THE FRENCH MINISTRY OF EUROPE AND FOREIGN AFFAIRS, MAIN DONOR

CFI was founded in 1989 as a public operator mainly funded by the French Ministry of Europe and Foreign Affairs (MEAE) to help implement France's policy of solidarity-based development. The main directions and priorities defining CFI's remit are shaped by an annual convention signed with the MEAE.

The agency's other two main sources of funding are currently the EU (directly or via Expertise France) and the Agence française de développement (AFD).

A SUBSIDIARY OF THE GROUP FRANCE MÉDIAS MONDE

CFI is a listed company. Since 2017, it has been a subsidiary of France Médias Monde (FMM), the group in charge of French international broadcasting. France Médias Monde comprises the trilingual rolling news channel France 24, the French radio station with global reach RFI and the Arabic-language radio Monte Carlo Doualiya (MCD).

Together, these entities form an international media hub capable of leveraging leading-edge skills on all the themes covered by the agency.

In pictures
 ↑ Our actions take various forms: training, strategy consulting, experience sharing, networking and funding projects...

ANNUAL KEY FIGURES



800

initiatives, either on
the ground or remote



50

projects
implemented



35

countries
covered



€20M

resources



6,000

beneficiaries
including 45% women
and 43% young people



100%

of projects include
promoting gender
equality



30%

of projects focus
on young people



62%

of projects help to push
back on fake news

CFI PROJECT CYCLE

IDENTIFYING NEEDS

CFI listens carefully to media stakeholders and pinpoints their needs. This may involve:

- an observation conducted on site by the agency,
- a request from another media development agency for CFI to join in their proposal in the framework of a call for tender that involves media development,



- a request formulated by a local media stakeholder,
- a call for tender from a donor that involves media development.



FUNDRAISING

Several possibilities:
■ CFI funding, from the agency's own budget. The agency chooses to fund pilot projects, to confirm hypotheses regarding the operation and to become better acquainted with partners on site, in order to convince donors to fund subsequent, more ambitious projects,

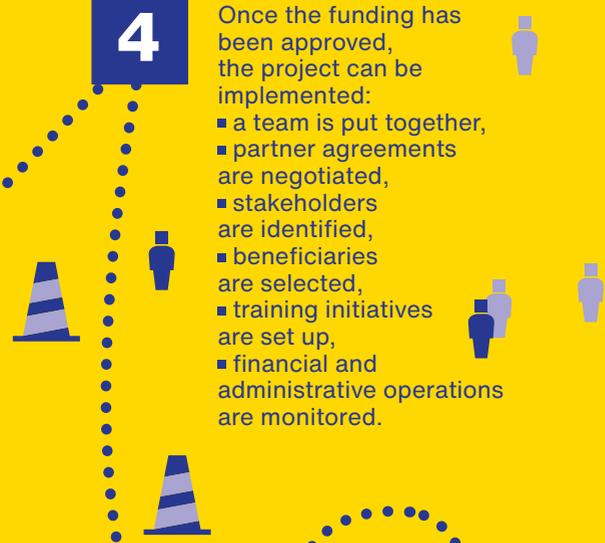
- funding from a donor contacted by the agency,
- responding to a call for proposals: the sponsor funds the project, mostly with a minority contribution from CFI.



IMPLEMENTATION

Once the funding has been approved, the project can be implemented:

- a team is put together,
- partner agreements are negotiated,
- stakeholders are identified,
- beneficiaries are selected,
- training initiatives are set up,
- financial and administrative operations are monitored.



FEASIBILITY STUDY

Once the need has been confirmed as legitimate, a more in-depth study is conducted to confirm the technical and financial feasibility and relevance of the project aiming to respond to said need. In the event of a call for proposals, this study will already have been conducted prior to the agency bidding.



FINAL EVALUATION AND IMPACT ASSESSMENT

CFI has set up the following to ensure proper use of funds and assess project effectiveness:
■ in-house monitoring of projects, as well as an assessment conducted by an independent firm,
■ mid- and long-term impact assessment.



OUR KEY PRIORITIES

PUSHING BACK ON DISINFORMATION

CFI plays an active part in pushing back on the spreading of fake news, by conducting projects mainly in Africa and the Arab world, as well as in the Balkans, Ukraine and Southeast Asia.

PROMOTING GENDER EQUALITY

Given the media's fundamental role in transmitting values and representing identities, CFI has chosen to make gender equality a priority.

PROTECTING THE ENVIRONMENT

Given the climate emergency and its irreversible consequences on our planet, the agency is raising awareness among journalists as to their role as whistle-blowers.

PROMOTING DEMOCRACY AND CITIZEN ENGAGEMENT

The agency is convinced that the media play a crucial role in promoting citizenship and human rights. CFI staff thus deploy projects to promote democratic values.

PUSHING BACK ON DISINFORMATION



DESINFOX AFRICA

October 2020 → December 2023
Benin, Burkina Faso, Cameroon, Central African Republic, Côte d'Ivoire and Senegal

The Desinfox Africa project is helping to push back on the proliferation of fake news in West and Central Africa. The agency is supporting 60 journalists in French-speaking Africa, helping them consolidate their knowledge and fold fact-checking into their editorial processes. These professionals working for the printed and online press, TV and radio benefit from fact-checking training and support to produce content that debunks fake news. The Desinfox Sahel, Desinfox Niger and Desinfox Chad projects have also been launched in the past months.



YAK VDOMA

March 2022 → April 2024
Ukraine

In reaction to the war triggered by the Russian invasion of Ukraine, the project Yak Vdoma was developed to help local journalists safely produce independent, conflict-sensitive coverage of the war and the regional crisis. CFI handled the first part of the project, providing Ukrainian journalists and their families in exile in Romania with shelter, equipment and logistical and psychosocial support, as well as training and a safe workplace.

PROMOTING GENDER EQUALITY



MEDIASAHÉL FOR WOMEN

January 2022 → December 2023
Burkina Faso, Mali and Niger

MediaSahel For Women project is being implemented in three key countries in the Sahel region, to encourage and support top-rate, gender-sensitive journalism, and empowering women to express themselves. Backed by proactive civil society organisations, this dynamic highlights how women can spearhead change and social harmony. To achieve this, the agency has activated two schemes for staff of 36 partner radio stations: training in journalism and management that factors in gender equality and support to produce content to promote gender equality, women's rights and/or their role in the peace process.



EQUAL VOICES

March 2023 → February 2025
Côte d'Ivoire and Ghana

In late 2022, CFI published a report on gender equality in media outlets and media content across Sub-Saharan Africa. It showed that many women working in the media suffer from discrimination and violence. They are often under-represented in managerial positions, and have to fight to assert themselves. The Equal Voices project thus aims to push back on gender inequality and stereotypes in the media in Côte d'Ivoire and Ghana. It encourages media managers to promote better representation of women, in both managerial and editorial roles.

PROTECTING THE ENVIRONMENT



TERRA AFRICA

May 2022 → April 2024
Cabo Verde, Côte d'Ivoire, Guinea-Bissau, Guinea and Senegal

In West Africa, climate change endangers human lives and livelihoods. The media have a crucial role in explaining the causes of this breakdown, providing information about workable adaptations and developing positive accounts of the fight to prevent global heating. The Terra Africa project supports journalists wishing for training in across-the-board coverage of these issues. It provides a suitable setting for multi-player collaborations and produces interactive content to spark participation of citizens, especially young people.



MEDIA FOR ONE HEALTH

April 2023 → April 2025
Cambodia, Laos, the Philippines and Vietnam

In Southeast Asia, the pressure of human societies on the environment, coupled with the effects of climate change, can have considerable impact on both human and animal health and the environment. The Media for One Health project boosts the skills and knowledge of media outlets and journalists in Southeast Asia (Laos, Cambodia, Vietnam and the Philippines) to cover and analyse health and environment issues. It also helps them produce and broadcast reliable information on scientific themes.

PROMOTING DEMOCRACY AND CITIZEN ENGAGEMENT



PAMT2

December 2021 → December 2026
Tunisia

The Tunisian media support programme (PAMT 2) furthers the MEDIA UP 1 project, an EU delegation in Tunisia initiative which ran from 2017 to 2020. The aim now is to build on its achievements to provide support for the Tunisian people as they face political and socio-economic change, especially the uncertainty wrought by the pandemic and its repercussions. The aim is to help the Tunisian people make informed decisions regarding socio-economic issues and participate actively in democratic debates.



TALK PEACE

May 2022 → April 2024
Cameroon

Cameroon has been affected by several crises in the past months. Against this backdrop, the media has true potential to foster dialogue among people and contribute to resolving conflicts. The Talk Peace project trains media professionals in Cameroon to produce reliable, verified information, and interactive content to foster dialogue. It also introduces young people involved in certain civil society organisations to media and information literacy and digital citizenship. These initiatives help to push back on the production and circulation of fake news and hate speech.

62, rue Camille-Desmoulins
92441 Issy-les-Moulineaux
Cedex France

cfi.fr