



INNOVATE AFRICA REINVENTING MEDIA

The aim of the “Innovate Africa” project is to help a new generation of African media professionals in creating and developing innovative information products and services in line with advances in technology and usage and the expectations of the continent’s citizens. It is aimed at journalists and web developers with innovative ideas for compiling, processing and distributing information in the era of the Internet, mobile phones, social networks, data journalism and all the new techniques that are shaking up the media landscape in northern and sub-Saharan Africa.

AIMS

- To promote the emergence of a new generation of IT professionals in northern and sub-Saharan Africa.
- To support the expansion of a media innovation landscape over the entire continent.
- To address economic challenges and to assist in the development of products, content and services in the long term, tailored to meet the expectations of the African public in the information sphere.
- To create an ecosystem bringing together journalists and web developers with a view to inventing tomorrow’s media.

WHEN?

From April 2015 to January 2017.

FOR WHOM?

- Traditional media outlets that attend awareness-raising conferences on the issues of innovation.
- 200 journalists and web/mobile developers in “hackathons”, which will be taking place in seven countries.
- 180 web/mobile developers at “data bootcamps”.
- The journalists, bloggers, designers and developers enrolled on the MOOC.
- Project leaders involved in the Innovate Africa competition.

A project by



In partnership with



HOW?

 **20**
months

 **2700**
people enrolled
on the MOOC

 **1,75 M€**
total budget

→ Organising media “hackathons” (events bringing together developers and journalists in order to devise, in a competitive yet synergistic environment, prototypes for websites and mobile applications) in seven cities, and an innovation awareness-raising conference.

→ Organising six “data bootcamps” (workshops focusing on the use of data) allowing web application developers to consolidate application prototypes.

→ Setting up a MOOC (Massive Online Open Course – an interactive online course) as two learning segments – one for journalists and the other for developers – lasting 12 weeks and for which a certificate is awarded upon completion. Participants who complete the MOOC will receive long-distance support and guidance for 6 months as they devise their media innovation project.

→ Launching the Innovate Africa competition with an overall prize pot of one million dollars.

EXPECTED RESULTS

→ Better control over the techniques for producing content for new forms of media, against a backdrop of increasing access to mobile technologies and the Internet, changing trends in the use of the media by consumers, and increased competition.

→ Development of new, economically viable ways of broadcasting information, with the support of potential investors from northern and sub-Saharan Africa.

→ The dawn of a professional landscape focusing on innovation (both editorial and technical) and maximising the potential of new technologies.

CONTACTS

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CFI is the media cooperation agency of the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing French aid policy for promoting and enhancing the media in developing countries. CFI works alongside players operating in the media industry (TV, radio, written press, social media), whether state-owned or privately owned, in order to strengthen the modernisation and democratisation procedures that France so avidly supports. CFI is currently involved in around thirty projects that fall within four major programmes: media and pluralism, media and enterprise, media and development, and media and human resources.

This project is part of the “media and human resources” programme, which has the goal of modernisation of the media industry by improving the training of men and women. Training initiatives are aimed at enhancing local basic training facilities, as well as identifying and supporting the young professionals of the future who are the heart of the modernisation of their country. These projects are aimed at individuals who are starting out or have reached a key moment in their careers.



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