THE MEDIA AND CIVIL SOCIETY
A JOINT UNDERTAKING?

200 online media representatives from 38 countries brought together in Paris

20•21 April 2016 - Maison des métallos

#4MPARIS
4M PARIS 2016 MEETINGS
THE MEDIA AND CIVIL SOCIETY: A JOINT UNDERTAKING?

All around the world, online media and social networks promote solidarity and citizenship by encouraging civil society to express its views and take an active role in the public debate.

From Burkina Faso to Cambodia, via Tunisia, Syria, Armenia and Kenya, online media and civil society organisations are a crucial force for change in the areas of democracy and good governance.

Bringing together 200 influential media and civil society representatives from around 40 countries, the 2016 4M Paris Meetings are a unique forum for discussing the issue of civic engagement via digital media.

THE MEETINGS WILL REVOLVE AROUND TWO MAJOR THEMES

→ Sharing new editorial practices
   Journalists no longer have a monopoly over the public space. However, civil society does not necessarily work to the same professional standards in collecting and disseminating information. In view of this situation, what is the future of the relationships between digital media, online communities and civil society?

→ Structuring online media
   What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions? What kind of innovative or alternative financing can be used to develop high-quality online information without resorting to international backers?
**WEDNESDAY 20 APRIL 2016**

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 - 09:30</td>
<td>Entrance Hall</td>
<td>Welcome for the Participants</td>
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<tr>
<td>09:30 - 10:00</td>
<td>Theatre</td>
<td>Welcoming Address &amp; Presentation of the Programme</td>
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<td><strong>Etienne Fiatte</strong>, Managing Director, CFI, France</td>
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<td><strong>Julien Le Bot</strong>, Journalist, Premières lignes - Arte, France</td>
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<td><strong>Cédric Motte</strong>, Freelance journalist &amp; trainer, France</td>
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<td>10:00 - 11:30</td>
<td>Theatre</td>
<td>Discussion 1 - The Media for Civil Society Organisations Today</td>
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<td>Journalists no longer have a monopoly over the public space. Since the advent of the digital age, civil society has occasionally led campaigns on political deadlock, social issues and unequal access to public services. However, civil society does not necessarily work to the same professional standards in collecting and disseminating information. In view of this situation, what is the future of the relationships between digital media, online communities and civil society? Whether in the Middle East, the Maghreb, Sub-Saharan Africa, Asia or Europe, this discussion will focus on a number of local initiatives in an attempt to find a common response.</td>
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<td><strong>Moderator</strong>: <strong>Cheikh Fall</strong>, Blogger &amp; web project lead, Africtivistes, Senegal</td>
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<td><strong>Speakers</strong>:</td>
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<td><strong>Arfi Bambani Amri</strong>, Secretary general, Alliance of Independent Journalists (AJI), Indonesia</td>
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<td><strong>Edwy Plenel</strong>, Journalist, Chairman &amp; Cofounder, Médiapart, France</td>
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<td><strong>Lina Attalah</strong>, Cofounder &amp; Editor-in-Chief, Mada Masr, Egypt</td>
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<td><strong>Smockey</strong>, Spokesperson, Le Balai Citoyen, Burkina Faso</td>
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<td><strong>Thaw Zin Tun</strong>, Training Director, Myanmar Journalism Institute (MJI), Myanmar</td>
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<td>11:30 - 12:00</td>
<td>Atrium</td>
<td>Coffee Break</td>
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<td>12:00 - 13:00</td>
<td>Theatre</td>
<td>#4M Camp - Topic: “Engaging and Managing Communities”</td>
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<td><strong>Phase 1 - Introduction &amp; Guidelines</strong></td>
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<td>Everyone in attendance has experience to pass on, stories to tell or simply questions to ask. This session will take the form of interactive workshops whose content has been developed collaboratively with the participants ahead of the event.</td>
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<td><strong>Introductions</strong>: First name, last name, country, media organisation, 3 keywords.</td>
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<td><strong>Co-development of the programme</strong></td>
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<td><strong>Coordinators</strong>:</td>
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<td><strong>Julien Le Bot &amp; Cédric Motte</strong></td>
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WEDNESDAY 20 APRIL 2016

13:00 - 14:00
ATRIUM

LUNCH

14:00 - 15:00
THEATRE
ROOMS 1, 2 AND 4

PHASE 2 – BAR CAMP-STYLE WORKSHOPS
Four 45-minute simultaneous workshops run and documented by the participants.

15:00 - 15:30
THEATRE

PHASE 3 - GROUP FEEDBACK
In order to share details on what took place in each workshop with all the participants of the #4M Camp, four people will give a three-minute summary of what they learnt from the workshop they participated in.

15:30 - 16:00
ATRIUM

COFFEE BREAK

16:00 - 17:30
THEATRE

OPEN WORKSHOP – WEBTICAR
Workshop on a platform designed to support journalists: how can big data and semantic analysis change an organisation’s editorial stance on a subject, trend or theme?

Demonstration and use scenario for the platform developed by Jazem Halioui and his team, consisting of an online journalism research, data visualisation, fact checking and social media monitoring toolkit available in the Maghreb region (Tunisia, Algeria, Morocco, Libya and Egypt).

Speakers:
→ Jazem Halioui, CEO, Webradar - Innova Tunisia, Tunisia
→ Marouen Ben Rejeb, Project Manager, Webradar - Innova Tunisia, Tunisia

16:00 - 17:30
ROOM 1

FOCUS SESSION 1
LONG FORMAT GUIDELINES WITH INQUIRER.NET & MASHALLAH NEWS
Investing in long, interactive formats is necessary for building your audience, but it can sometimes be difficult to carry out. This workshop deals with production methods for these formats.

Demonstration and feedback given by the Mashallah News and Inquirer.net teams.

Speakers:
→ John Nery, Editor-in-Chief, Inquirer.net, Philippines
→ Micheline Tobia, Cofounder & Editor, Mashallah News, Lebanon
FOCUS SESSION 2
DIGITAL PROMOTES OPEN GOVERNANCE WITH H2O & BUHARI METER

Institutions are now required to be able to cope with digital, which allows the media and NGOs to monitor, support or participate in action taken on the ground.

Feedback on an open governance project and an election promise monitoring tool.

Speakers:
- Mohamed Hamuda, Founder & CEO, H2O, Libya
- Shamsudeen Yusuf, Senior Programme Officer, BuhariMeter - The Centre for Democracy and Development (CDD), Nigeria

FOCUS SESSION 3
CENSORSHIP & COMPUTER SECURITY WITH IHUB & ALTERNATIVES

In the face of pressure from the authorities and/or physical or computer censorship, protecting your sources, documents and communications has become an urgent priority.

Feedback and recommendations given by two computer security experts.

Speakers:
- Martin Obuya, Ambassador – Government Affairs, iHub, Kenya
- Aymen Jerbi, Digital security advisor, DSS216 - Alternatives, Tunisia

FREE EVENING

17:30
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<th>Time</th>
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<th>Details</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>09:00 - 09:30</td>
<td>WELCOME FOR THE PARTICIPANTS</td>
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<td>09:30 - 11:00</td>
<td>DISCUSSION 2</td>
<td><strong>ECONOMIC MODELS FOR ONLINE MEDIA: WHAT WORKS AND WHAT DOESN'T</strong></td>
<td>Malek Khadhraoui, Publishing Director/President, Inkyfada.com/Al Khatt, Tunisia</td>
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<td>Everyone agrees that the future lies in innovating, transforming and reinventing the media. But for years, preferred approaches have fluctuated between so-called sustainable models, interactive solutions and tried-and-tested advertising formulas.</td>
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<td>What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions?</td>
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<td>In addition, what kind of innovative and/or alternative financing can be used to develop high-quality online information without resorting to international backers?</td>
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<td><strong>Speakers:</strong> K A Jahabar Sadiq K A Abdul Kader, Editor &amp; Chief Executive Officer, The Malaysian Insider, Malaysia</td>
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<td>Israël Yoroba Guebo, Newsroom Manager, L'Essentiel, Ivory Coast</td>
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<td>Ali Amar, Cofounder &amp; Publishing Director, Le Desk - Pulse Media, Morocco</td>
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<td>Salem Massalha, Cofounder, Bassita, Egypt</td>
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<td>Patrice Schneider, Chief Strategy Officer, Media Development Investment Fund (MDIF), Switzerland</td>
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<td>Nejma Rondeleux, Journalist, Radio M, Algeria</td>
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<td>COFFEE BREAK</td>
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<td>11:30 - 13:00</td>
<td>FOCUS SESSION 4</td>
<td><strong>VISUAL JOURNALISM WITH VISUALIZING IMPACT &amp; DATAN</strong></td>
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<td>Journalism is becoming increasingly image-oriented. The internet and social media have enhanced the role of images in the information ecosystem.</td>
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<td>Data visualisations, infographics, GIFs and other innovative formats can sometimes be used to increase the impact of surveys, articles and information disseminated by media outlets and/or NGOs.</td>
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<td>Examples of good practice.</td>
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<td><strong>Speakers:</strong></td>
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<td>Tamara Ben-Halim, Communication &amp; visualisation advisor/Cofounder, Visualizing Impact/Makan, UK</td>
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<td>Kuek Ser Kuang Keng, Founder, DataN, Malaysia</td>
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# THURSDAY 21 APRIL 2016

## FOCUS SESSION 5
### NETWORK RESEARCH WITH HETQ.AM & ARIJ
Research takes place in a globalised setting: information providers have to be able to cope with issues (and make investigations) that cross borders.

There are a number of consortiums, funds and initiatives in place to support, assist and even initiate investigation projects.

**Speakers:**
- Liana Sayadyan, Deputy Editor - Vice President, Hetq.am - Investigative Journalists, Armenia
- Rana Sabbagh, Managing Director, Arab Reporters for Investigative Journalism (ARIJ), Jordan

## FOCUS SESSION 6
### ENGAGING WITH YOUR COMMUNITY WITH RAPPLER & NEWSMADA
It is important to stop thinking in general terms; a number of websites and/or blogs have emerged through the mobilisation of specific communities.

In that regard, it is important to think about development with communities and to bring them to life by leading discussions.

Good practice and feedback.

**Speakers:**
- Maria Ressa, CEO, Rappler, Philippines
- Hery Zo Rakotondramanana, Community manager, Newsmada, Madagascar

## FOCUS SESSION 7
### PUBLIC DATA & ACCOUNTABILITY WITH OPEN DEVELOPMENT INITIATIVE & OPEN KNOWLEDGE SENEGAL
The public can and must have access to public data to enable it to follow, understand and even reuse information.

A tool for transparency and a lever for developing new services, public data must be used as the basis for rethinking public action and interaction with society.

Feedback.

**Speakers:**
- Penhleak Chan, Regional Network and Partnership Support Manager, Open Development Initiative, Cambodia
- Mamadou Diagne, Ambassador, Open Knowledge Senegal, Senegal

## LUNCH

13:00 - 14:00
ATRIUM
THURSDAY 21 APRIL 2016

14:00 - 16:00
THEATRE

**WORKSHOP 1**
**DATA JOURNALISM, FOCUSING ON PRACTICE**

While all organisations have a vague idea of what a project combining an editorial and data consists of, this session is aimed at comparing experiences by deconstructing/recreating two investigations.

What are the relevant tools? Why is it worth continuing to invest in this area of journalism? What examples of successful (achievable) projects exist for inspiration?

The two speakers will use the session to give precise instructions on how to conduct one of their investigations.

Speakers:

→ Ani Hovhannisyan, Multimedia journalist, Hetq.am - Investigative Journalists, Armenia
→ Nicolas Kayser-Bril, CEO, Journalism++, Germany


14:00 - 16:00
ROOM 1

**WORKSHOP 2**
**INNOVATION SUPPORTING THE MEDIA**

Innovate, transform, stimulate: if there is a consensus on the need for innovation for media outlets in the digital age, methods are still very much debated. What are today the necessary tools to foster innovation in the media?

In this workshop, the two speakers will explain what can be done to encourage media actors towards digital innovation.

Speakers:

→ Clare Cook, Senior lecturer & researcher, Media Innovation Studio, UK
→ Cheick Omar Ouedraogo, Local lead, Jokkolabs Ouagadougou, Burkina Faso


14:00 - 16:00
ROOM 2

**WORKSHOP 3**
**VIDEO & MOBILE**

Mobile phones are a key device for your audience. People use them to keep informed and share, and live according to the rhythm they provide.

Mobile phones are also a new tool for media outlets. But in order to be able to shoot and edit with a mobile phone, you first need new shooting, editing and broadcasting skills.

The two speakers will offer guidance, lists of tools and examples enabling the participants to better understand how to invest in video made on and for iPhone or Android mobile phones.

Speakers:

→ Philippe Couve, Director, Samsa.fr, France
→ Abanoub Emad, Head of Multimedia department, Al-Masry Al-Youm, Egypt
THURSDAY 21 APRIL 2016

14:00 - 16:00  WORKSHOP 4
ROOM 4  DECYPING AUDIENCE STATISTICS
How can you get an overview of your website's performance?
How can you use analytical data on users, user engagement and advertising campaign performance?

The two speakers will use the session to speak about best practice in the field.

Speakers:
→ Deena Samir, Digital Marketing Manager, Al-Masry Al-Youm, Egypt
→ Cyrille Frank, CEO, Mediaculture, France

16:00 - 16:30  COFFEE BREAK

16:30 - 17:30  GUEST 1 - VOXE.ORG
THEATRE
Voxe is a comparison platform enabling users to put political programmes in context. The idea is simple: improving people's understanding of politics in order to better share the political process (primarily online using open data).

Speaker: Léonore de Roquefeuil, Cofounder & Managing Director, Voxe.org, France

16:30 - 17:30  GUEST 2 - WEDODATA
ROOM 1
Data is a new subject to be defined that you need to be able to talk about. The WeDoData team was a pioneer of data representation in support of online editorial projects (news apps, data visualisations, etc.).

Speaker: Karen Bastien, Co-founder & datajournalist, Wedodata, France

16:30 - 17:30  GUEST 3 - LE QUATRE HEURES.COM
ROOM 2
Launching a long-format online media outlet that publishes one subject per week was a good bet. Set up in 2014, this small organisation is continuing to grow in the French media landscape through its subscription model, its reader engagement and its various developments.

Speaker: Charles-Henry Groult, Cofounder & coordinator, Le Quatre Heures.com, France

16:30 - 17:30  GUEST 4 - OUEST MEDIALAB
ROOM 4
Through the creation of a local media innovation ecosystem, it should be possible to foster dialogue between complementary professional sectors, including the media, universities, specialist schools, local agencies and independent designers. The initiative is based on the shared vision of creating the conditions for change.

Speaker: Julien Kostrèche, Codirector, Ouest Médialab, France

17:30 - 19:00  PRE-DINNER COCKTAIL RECEPTION
ATRIUM
THE #4M CAMP  
*Wednesday 20 April, 12.00–13.00 and 14.00–15.30*

THE PRINCIPLE  
The #4M Camp is an afternoon of interactive Bar Camp-style workshops, whose content will be determined by the participants themselves ahead of the event. The aim is to encourage the most spontaneous exchanges possible between people who work in the same sphere but do not share their experiences and knowledge enough.

THE FORMAT  
The organisers will kick off the event by proposing a provisional programme of discussion topics to the participants.

Everyone must choose a role for these workshops: participant, reporter (individual assigned to take notes, who needs to be able to summarise the session in front of all the participants) or host (assigned by the organisers/volunteering, to ensure the smooth running of the session). Everyone will have the opportunity to choose a topic in which they have or would like to have expertise.

Four 45-minute workshops run by the participants will then take place simultaneously. This will be followed by a group phase: in order to inform all the #4M Camp participants about what happened in each workshop, four people will give a two-to-five-minute summary of what they learnt in the discussions.

THE TOPICS  
The general topic proposed for this #4M Camp is “Engaging and managing communities & open data”.

The workshops could include:
- feedback on a successful Facebook page
- how to manage my images for social media?
- i use Snapchat, WhatsApp, LINE or another app, what about you?
- i have more Twitter followers than Facebook fans, should I be concerned?
- how to launch a crowdsourcing campaign?
- how to check images and information from social media?
- etc.
ALI AMAR
Le Desk - Pulse Media / Morocco

Ali Amar is a Moroccan writer and journalist. In 1997, he co-founded the weekly Le Journal hebdomadaire, the first independent newspaper in Morocco. He is author of the bestseller Mohammed VI, le grand malentendu (Mohammed VI, the big misunderstanding), released in 2009 and censored in Morocco. It reveals the reality of the first ten years of the reign of the Moroccan king. Ali Amar is currently the co-founder and Editor-In-chief of Le Desk, a new investigative website launched in November 2015. Like Mediapart, he has chosen a paying model.

ARFI BAMNABI AMRI
Alliance of Independent Journalists (AIJ) / Indonesia

Arfi Bambani Amri works for the Alliance of Independent Journalists of Indonesia (AIJ) as the Secretary-General. The organization’s mission are defending press freedom, protecting the rights of journalists and promoting the ethical journalism. The business partners and sources of funding are FNV (Netherlands), Democracy and Peace (Canada) and Open Society Foundation. His areas of expertise are online journalism, press advocacy and press freedom matters. He is interested in journalism development in the field of online media. He studied at Gadjah Mada University in Yogyakarta and holds a degree in law. He used to work at detik.com and viva.co.id as a journalist.

LINA ATTALAH
Mada Masr / Egypt

Lina Attalah is the co-founder and chief editor of Mada Masr, a news website based in Cairo, in English and in Arabic. She has worked as a journalist for over a decade, mostly covering Egypt and the Middle East. She covered the beginnings of the Syrian revolution in 2011, the Darfur conflict in 2005, the Iranian presidential elections in 2013 and of course, the Egyptian revolution. Before Mada Masr, she was the editor of a website and newsprint called Egypt Independent.

KAREN BASTIEN
Wedodata / France

Karen Bastien is currently a data-journalist at Wedodata. After graduating from the Centre for Journalism Studies in Paris in 2000, she spent a dozen years working for the written press: first for the newspaper Libération and then for the magazine and online newspaper Terra eco. Four years ago, she set up a design studio for “data-telling” - storytelling based on data. Working with designers and developers, she devises data-journalism web applications for French media outlets.
MAROUEN BEN REJEB
Webradar - Innova Tunisia / Tunisia

Marouen Ben Rejeb is currently a Project Manager at Innova Tunisia / Webradar, an organisation that develops new technologies and specialist Big Data solutions for the digital media sector, and which receives funding from the European Union and CFI, its financial partners. Marouen Ben Rejeb is currently focusing on technological innovation in the online media field. She studied at the Faculty of Sciences in Tunis, graduating with a Professional Master's degree in Network Systems and Telecommunications. She has also worked for the association TimeCitizen.org as a platform moderator.

TAMARA BEN-HALIM
Visualizing Impact/Makan / UK

Tamara Ben-Halim has worked in non-profit and civil society for over 6 years, focusing on creative solutions to problems of social injustice, community mobilisation, and outreach and communication. She co-founded and led the international effort, Cycling4Gaza, for many years. Her documentary film, “Ain El Hilweh”, was nominated for an award at the California Arab Film Festival in 2011. She holds an MA in Modern European Languages from the University of Edinburgh and a first class MSc in Human Rights from the London School of Economics. She recently co-founded and co-directs Makan, an organisation dedicated to building understanding and communication of Palestinian rights.

PENHLEAK CHAN
Open Development Initiative / Cambodia

Penhleak Chan is an open data advocate who is passionate about catalyzing open data culture and civic technology to create social, environmental, and economic values. She worked with Open Development Cambodia for almost three years, from 2013 to the end of 2015. She is currently evangelizing a regional open data scale-up to provide information on development trends in the Mekong Region with Open Development Initiative. She is interested in data-driven storytelling and has been a pre-jury member of the Global Editors Network’s Data Journalism Award since 2014. In her free time, she co-runs selection drives to recruit young Cambodians for the United World Colleges.

CLARE COOK
Media Innovation Studio / UK

Clare Cook is an award-winning journalist with ten years’ experience and works at the Media Innovation Studio in UK. She has been researching social media and the business of journalism for several years, including studies and publications on the revenue models of restricted media, the potential for emerging and alternative business models, and the wider impact of technology on media business. She lectures in the UK and in Europe on social media and its impact on journalism. Her research includes Research Council UK funded projects exploring collaborative revenue models and open media innovation. She is currently exploring new revenue opportunities from proximity broadcasting in Armenia.
PHILIPPE COUVE
Samsa.fr / France

As the Director of Samsa.fr, Philippe Couve oversees the digital transition of media outlets (training, advice, innovation). He has launched a number of projects, including L’Atelier des médias (RFI), Mondoblog (RFI), Médiacadémie (a community of digital experts) and Innovate Africa (CFI, long-distance training for web journalists and developers). As journalist and digital editorial strategic consultant, Philippe Couve began his career at RFI, where he was an international correspondent and Chief Editor of the website, before working with the most innovative online media outlets (Rue89, OWNI). He regularly takes part at conferences focusing on how the media and journalism roles are changing.

MAMADOU DIAGNE
Open Knowledge Senegal / Senegal

Mamadou Diagne is a Senegalese designer, hacker and digital artist. Since 2003, he has accompanied Senegalese artists in integrating multimedia into their traditional artistic practices. He is a strong supporter of free software and an active member of the open source community of Senegal.

ABANOUB EMAD
Al-Masry Al-Youm / Egypt

Abanoub Emad works for Al-Masry Al-Youm media corporation as the head of Multimedia department. The organization’s mission is to transform Almasry Alyoum into an inclusive news organization, that presents multi-news platforms, which provides the most credible news source in Egypt. Al-Masry Al-Youm is a privately owned newspaper. His areas of expertise are video and mobile journalism. He is interested in digital media in general, and in video and mobile journalism specifically. He studied Culture and Science in “6th of October City” and holds a degree in Mass Communication. He used to work at CBC Extra channel, as a reporter and freelance basis with AP (Associated Press) and AFP (Agence France Presse).

CHEIKH FALL
Africtivistes / Senegal

Cheikh Fall is a Senegalese cyber-activist, citizen-journalist and blogger. As well as being a qualified web developer, he is also an Internet project leader and trainer. He set up Senegal’s first citizen web platform in 2010 (ruepublique.net), and then launched the Sunu2012 project to allow citizens to better monitor the democratic process in their country. He is also the president of africtivistes.org, a platform for African bloggers and activists, the first general meeting of which took place in Dakar in December 2015 and was centred on the following four issues: citizen engagement on participatory democracy via the media, transparency, accountability, and e-participation. He has won many prizes for the role he has played in developing Africa through his blogs.
BIOGRAPHIES OF SPEAKERS

**MOHAMED HAMUDA**  
**H2O / Libya**

Mohamed Hamuda is an architect and social entrepreneur who is passionate about driving change at both local and the level. He is deeply engaged on a wide variety of civil, political and social programs which put youth at the forefront of Libya’s transition away from extremism and armed conflicts in Libya. He is the founder and the chairman of the H2O Organization, which focuses on communicating the ideas, views and aspirations of Libyan youth, translating them into clear suggestions and demands which are then presented to the authorities by using all means of media. H2O focuses also on the response of Libyan youth towards policies and programs the Government presents.

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**JAZEM HALIOUI**  
**Webradar - Innova Tunisia / Tunisia**

Jazem Halioui is a tunisian IT entrepreneur and OpenData/OpenGov advocate currently running WebRadar.me, a startup that provides media monitoring and analytics services in the MENA region using BigData and machine learning techniques. Previously, he has co-founded and managed several IT companies in Tunisia and France, serving customers in a variety of sectors with a wide range of technological offerings. He won the World Summit Award for the best e-business application during the WSIS in 2005. He is also a member of various NGOs focusing on social innovation, technology and entrepreneurship.

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**CHARLES-HENRY GROULT**  
**Le Quatre Heures.com / France**

Charles-Henry Groult works for Le Quatre Heures.com as co-founder and coordinator. Le Quatre Heures is an award-winning longform-only news website which posts long, immersive multimedia stories. The business partners and sources of funding are the readers and many media partners co-producing stories with them. His areas of expertise are interactive and multimedia production. He is interested in multimedia production, innovative journalism and new media management. He studied at Sciences Po Paris, CFJ Paris and holds a degree in multimedia journalism. He used to work at Radio France, France Télévisions, Premieres Lignes and iTELE/Canal Plus as a journalist and multimedia producer.

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**CYRILLE FRANK**  
**Mediaculture / France**

Cyrille Franck is a journalist, consultant and trainer for medias (*Le Figaro, L’Express, L’Obs, RFI, CFI, Ouest-France, France Televisions* etc. ). He is also an expert on editorial matters: create traffic / engagement, generate loyalty and user satisfaction. He uses social tools and networks to engage users, develop credibility and influence.
BIOGRAPHIES OF SPEAKERS

ANI HOVHANNISYAN
Hetq.am - Investigative Journalists / Armenia

Ani Hovhannisyan works at Investigative Journalists of Armenia NGO as a multimedia journalist. She mainly covers health care, corruption, state procurement, social issues and poverty. With six years of experience in investigative journalism at Hetq Investigative Journalists’ Online Newspaper, she has had chances to work with data: analyzing, revealing wrongdoings and creating visualized and interactive articles. Hetq Online Newspaper is the only media outlet in Armenia taking its first steps in data journalism and visualization. However, they do not have a developer or a graphic designer to create unique data content. As a multimedia journalist, she is the one who creates basic visualizations.

AYMEN JERBI
DSS216 - Alternatives / Tunisia

Aymen Jerbi is a telecommunications engineer, and is also an adviser and technical coordinator for Alternatives at the DSS 216 centre in Tunisia.

K A JAHABAR SADIQ K A ABDUL KADER
The Malaysian Insider / Malaysia

K A Jahabar Sadiq K A Abdul Kader works for The Malaysian Insider as the editor and chief executive officer since 2010. The organization's mission is to inform Malaysians so that they make informed decisions. It publishes an unvarnished and impartial snapshot of the country on politics, business and lifestyle. The Malaysian Insider is now part of The Edge Media Group, which fund it with revenue from advertising and events. His areas of expertise are text and visual journalism and analysis. He is interested in the production and business in the field of online media. He studied at St John’s Institution before joining the New Straits Times Press as a reporter. He has been a journalist since 1988.

NICOLAS KAYSER-BRIL
Journalism++ / Germany

Nicolas Kayser-Bril i works for Journalism++ as CEO. The organization’s mission is to help journalists and news organizations work with data. The business partners and sources of funding are news organizations, NGOs and institutions across Europe. His areas of expertise are data-driven journalism, investigation and online security. He is interested in new forms of journalism in the field of online media. He studied at IEP Lille and holds a degree in Economics. He used to work at OWNI as head of datajournalism.
**JULIEN LE BOT**  
Premières lignes - Arte / France

Julien Le Bot works for Arte and Premières lignes as editor in chief of a digital weekly show, "_Tous les internets"_, disseminated online in french and german (arte.tv/touslesinternets). He is also a #MediaDev expert for CFI, working on digital newsroom projects, new storytelling process and innovative programs. He is a freelance consultant for Syllabs, writing bots agency, and a trainer at Samsa.fr. Last but not least, he is a blogger for a monthly newsletter dedicated to innovation in the media landscape, @Mediacademie.

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**KUANG KENG KUEK SER**  
DataN / Malaysia

Kuang Keng Kuek Ser is the founder of DataN, a customized training package to lower the barrier for small newsrooms to integrate data journalism into daily reporting. Before venturing into the world of entrepreneurship, he was a journalist with Malaysiakini, the most viewed news website in Malaysia. He is a Fulbright scholar, graduated of New York University's Studio 20 and a journalism M.A. program focusing on new media and digital innovation. He is also a Tow-Knight Fellow (2015) and a Google Journalism Fellow (2015). He produced data and interactive components for major newsrooms including NBC Local Media, Public Radio International and International Business Times.

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**MALEK KHADHRAOUI**  
Inkyfada.com/Al Khatt / Tunisia

Malek Khadhraoui is a journalist and founding member of the Tunisian media platform Inkyfada. He is the NGO's president of Al Khatt. He is primarily interested in investigative journalism, data journalism and photography.

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**JULIEN KOSTRÈCHE**  
Ouest Médialab / France

Julien Kostrèche is currently a Co-Director at Ouest Médialab, an organisation that helps media outlets switch over to digital by facilitating and speeding up the process. Half of its funding comes from private sources, and the other half from public sources. Julien Kostrèche is an expert in the business models of media outlets, and new digital formats, and is particularly focused on the customisation of news and data-journalism. He studied at the Institute of Political Sciences in Paris, graduating in 1996. He has also worked for the agency Capa, the television show Ripostes (France 5), the regional television station Télénantes and the magazine and online newspaper Terra eco, performing various roles including journalist, Chief Editor and Programme Director.

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**@malekk**  
**@julienlebot**  
**@jcostreche**  
**@kuangkeng**  
**@malekk**
SALEM MASSALHA
Bassita / Egypt

Salem Massalha is the cofounder of Bassita, a social enterprise that pioneered the click funding model. He has a strong experience in sustainable development, cause marketing and in designing communication campaigns. He graduated from McGill University in strategic management and holds a Master degree in Business Law from La Sorbonne University. He co-Founded Sawart, an association which mission is to promote Egyptian Contemporary Art Internationally and he periodically comments Middle Eastern trends on TV, radio or magazines.

CEDRIC MOTTE
Web Worker Force / France

Cédric Motte is currently a self-employed trainer and consultant, who helps journalists and media outlets to embrace the changes brought about by the Internet. His areas of expertise concern the methods and tools that the media can use in order to work more effectively with digital technology.

JOHN NERY
Inquirer.net / Philippines

John Nery is the Editor in Chief of Inquirer.net, the online affiliate of the Philippine Daily Inquirer, the country’s largest newspaper. Inquirer.net is one of the leading news websites in the Philippines, with nearly 10 million unique visitors every month; it is owned by the same family which owns the newspaper. His areas of expertise are political journalism, opinion writing, and climate change reporting. He is interested in the quality of discourse in online and social media. He was a Nieman Fellow in Journalism at Harvard University in 2011-2012. He studied for a Bachelor of Arts degree in Philosophy at the Jesuit-run Ateneo de Manila University (1981-1985).

MARTIN OBUYA
iHub / Kenya


CHEICK OMAR OUEDRAOGO
Jokkolabs Ouagadougou / Burkina Faso

Cheick Omar Ouedraogo is the Manager of the Jokkolabs branch in Ouagadougou which is a co-working location dedicated to the entrepreneurs focusing on Innovation and IT. Specialist in IT systems, digital security and new media, he has a big interest in the use of open datas by the media. He studied at the INP-HB institute and has a diploma in IT systems and networks.
BIOGRAPHIES OF SPEAKERS

EDWY PLENEL
Mediapart / France

Edwy Plenel is a French political journalist. He is Editor-in-chief of the daily newspapers Le Monde from 1996 until his resignation in November 2004. He is currently the Publishing Director of the website Mediapart, an Internet-based subscription journal, which he founded in 2008.

@edwyplenel

HERY ZO RAKOTONDRAMANANA
Newsmada / Madagascar

Hery Zo Rakotondramanana is currently the Community Manager at Newsmada, an organisation that edits and broadcasts news in Madagascar via its website newsmada.com. He also works at another company, where he produces 2D and 3D animated films and video games for mobile phones (both for entertainment and educational purposes). He is an expert in digital marketing, and is currently focusing on business models in the online media field. He worked at Nelli Studio (nelly-studio.com), where he was Executive Director.

@saveoursmile

MARIA RESSA
Rappler / Philippines

Maria Ressa has been a journalist in Asia for more than 25 years, most of them as CNN’s bureau chief in Manila then Jakarta. She became CNN’s lead investigative reporter focusing on terrorism in Southeast Asia and wrote Seeds of Terror: An Eyewitness Account of Al-Qaeda’s Newest Center of Operations in Southeast Asia (Free Press, 2003). The book was the first from the region documenting the growth of Jemaah Islamiyah and its links to Al-Qaeda. In 1987, she was one of the founders of independent production company, Probe. In 2005, she took the helm of ABS-CBN News and Current affairs, for 6 years managing more than 1,000 journalists for the largest multi-platform news operation in the Philippines.

@maria_ressa

LÉONORE DE ROQUEFEUIL
Voxe.org / France

Léonore de Roquefeuil works for Voxe.org as Executive Director and co-founder. The organization’s mission is to use technology to ease civic participation. Thanks to a better information spread via several digital tools, Voxe.org facilitates civic onboarding processes: before elections, but also on a day-to-day basis. Her areas of expertise are e-democracy and community building. She studied at SciencesPo Bordeaux and hold a degree in International Relations. She worked at the UN as an international consultant on youth civic engagement.

@leoderock

NEJMA RONDELEUX
Radio M / Algérie

Nejma Rondeleux works for the webradio Radio M as a journalist. Her areas of expertise are multimedia articles and webradio podcasts. She studied at the School of Journalism in Bordeaux (France) and hold a degree in journalism. She worked at La Croix French daily newspaper as a journalist.

@chloeRDX
RANA SABBAGH
Arab Reporters for Investigative Journalism (ARIJ) / Jordan

Rana Sabbagh is the founder and executive director of Arab Reporters for Investigative Journalism (ARIJ). ARIJ promotes the culture of investigative journalism among journalists, editors, media students and university professors in nine Arab states. It trains journalists, funds their investigations, appoints coaches to mentor them and lawyers to review the script/video before publication/broadcasting. ARIJ is funded by SIDA, OSF, Norway and IMS/DANIDA.

@rana_sabbagh

DEENA SAMIR
Al-Masry Al-Youm / Egypt

Deena Samir is currently working for Al-Masry Al-Youm media corporation as Digital Marketing Manager. The organization's mission is to support all readers with the most trust worthy news and to be the most credible source of news in Egypt. Her areas of expertise are below line marketing and above line marketing also content marketing and social media marketing. She is interested in social media. She studied at Mass Communication Cairo University and holds a degree in Mass Communication Adverting and PR.

@deenasamir

LIANA SAYADYAN
Hetq.am - Investigative Journalists / Armenia

Liana Sayadyan works for Investigative Journalists NGO as vice-president and Hetq.am online media as Deputy Editor. The organization's mission is the development of investigative journalism. The business partners and sources of funding are grants from international organizations, private donations and online advertisement. Her areas of expertise are investigative journalism, online media, writing style (narrative) and editing, development of media in Armenia. She is interested in the field of online media. She studied at Journalism Department of Yerevan State University (YSU) and holds a degree in Philology. She used to work at Journalism Department of YSU as Associate Professor.

@LiannaSayadyan

PATRICE SCHNEIDER
Media Development Investment Fund (MDIF) / Switzerland

Patrice Schneider started his career as a war correspondent reporting from conflicts in Central Asia at the end of the 1980s. Before joining MDIF in 2002, within the AOL Time Warner Group, he served as Managing Director of Netscape Europe. In 1998, he was a Senior Adviser for the World Economic Forum (The Davos Summit). From 1994 to 1998, he was Deputy Managing Director at Lagardère Médias in France. He is a Board Member of the European Venture Philanthropy Association.

@aristipus
### BIOGRAPHIES OF SPEAKERS

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<thead>
<tr>
<th><strong>SMOCKEY</strong></th>
<th><strong>Balai citoyen / Burkina Faso</strong></th>
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<tbody>
<tr>
<td>@smockey</td>
<td>Serge Bambara, also known as «Smockey», is undoubtedly one of Burkina Faso’s most famous hip-hop activists. In 2013, he founded the Le Balai Citoyen (Citizens’ Broom) political movement with the reggae artist Sams K Le Jah, with the aim of encouraging citizens to “sweep away corruption from Burkina Faso”. In 2015, to mark the official release of his triple album “Pré’volution”, the artist launched the campaign “Après ta révolte, ton vote” (After You Rebel, You Vote), using every public forum (interviews, concerts, conferences, showcases, and the like) to encourage his fellow Burkinians to find out more about the issues surrounding the upcoming elections and fulfill their duties as citizens. Smockey was named, along with Sams K Le Jah, in the top 10 of Africa’s most influential personalities for the year 2014, in a list published by the magazine Jeune Afrique.</td>
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<th><strong>MICHELINE TOBIA</strong></th>
<th><strong>Mashallah News / Lebanon</strong></th>
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<tr>
<td>@michatobia</td>
<td>Micheline Tobia is the co-founder and editor of Mashallah News, a collaborative online platform about the Arab world. The website deals with culture, urban and social issues, human rights and the life of interesting people found in the cities covered, with articles written in English, French, Arabic and Turkish. She grew up in Jeddah, is currently based in Beirut, and is always interested in discovering new things.</td>
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<th><strong>ISRAËL YOROBA GUEBO</strong></th>
<th><strong>L’Essentiel / Ivory Coast</strong></th>
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<tbody>
<tr>
<td>@yoroba</td>
<td>Israël Yoroba Guebo is a journalist and a specialist in Digital communication. He teaches webjournalism whereas he is the newsroom manager of L’Essentiel, the leading pure player news website in Ivory Coast. Graduated from the French journalism Institute ESJ-Lille, he worked as a free-lance journalist in Abidjan from 2008 to 2013.</td>
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<tr>
<th><strong>SHAMSUDEEN YUSUF</strong></th>
<th><strong>BuhariMeter - The Centre for Democracy and Development (CDD) / Nigeria</strong></th>
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</thead>
<tbody>
<tr>
<td>@yoosooph_shams</td>
<td>Shamsudeen Yusuf is Senior Programmes Officer at the Centre for Democracy and Development (CDD), Abuja, Nigeria, where he provides technical support to elections and democratic accountability projects across West Africa. He is a lead officer of BuhariMeter (buharimeter.ng) project. He is an alumnus of West Africa Peacebuilding Institute (WAPI), Ghana, and Leading in Public Life Programme of the Graduate School of Development Policy and Practice, University of Cape Town, South Africa. In 2012, he earned a master degree in Political Science from the University of Ibadan, Nigeria. He has professional certifications in peacebuilding programme design, implementation and monitoring.</td>
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<th><strong>THAW ZIN TUN</strong></th>
<th><strong>Myanmar Journalism Institute (MJI) / Myanmar</strong></th>
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<tbody>
<tr>
<td>@sein7win</td>
<td>Thaw Zin Tun works for Myanmar Journalism Institute as Training Director. The organization’s mission is to be the leading national media training institution for the development and delivery of high quality training and education that address needs defined by the media stakeholders. His areas of expertise are journalism and politics. He studied at Yangon Technology University, hold a degree in Civil Engineering and worked at Mizzima as Managing Editor.</td>
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THE MAISON DES METALLOS

A FACTORY

In 1881, a factory making musical instruments out of copper was founded at 94 rue d’Angoulême. It was bought out a few years later, and subsequently became the Couesnon company, world-renowned for the superb quality of its instruments.

A CENTRE FOR THE TRADE UNION MOVEMENT

In the wake of the Great Depression that began in 1929, Couesnon was forced to sell its buildings in 1936. That same year, during the era of the Front Populaire, the number of members of the Metalworkers’ Union (Union Fraternelle des Métallurgistes, UFM) of the General Confederation of Labour (Confédération Générale du Travail, CGT) grew dramatically from 10,000 to 250,000. The money raised from their subscription fees was invested into property, including 94 rue d’Angoulême.

The Maison des Métallurgistes was officially opened on 2 May 1937 and became a key centre within the trade union movement, under the management of the UFM, a branch of the CGT that was dedicated to social progress. After the World War II, rue d’Angoulême was renamed rue Jean-Pierre Timbaud, for the militant communist and resistance fighter.

A PUBLIC CULTURAL INSTITUTION

The UFM was forced to sell the Maison des métallos, as it became known, in 1997. Faced with the risk of the Maison being sold off to private developers, local residents and organisations joined forces to create the Inter-association Collective. Their determined efforts, combined with the support provided by elected officials within the boroughs, made it possible for the buildings to be bought by the City of Paris. In November 2007, the Maison des métallos became a cultural institution of the City of Paris, with 4 main focus areas: live entertainment; public debates; events organised by associations; and also acting as a “digital building site”.

THE MAISON DES METALLOS
A DIGITAL REVOLUTION ON THE MARCH

THE INTERNET IS TRANSFORMING INFORMATION

Producing and distributing information costs less
The public become producers of information

Local information can find a worldwide echo
Digital has brought the entire world online together

WHY 4M?

Promoting innovation sharing between countries
Moving from virtual encounters to real encounters
Sharing good practice in online journalism
Supporting the development of online media
EVERYONE IS EQUAL BEFORE INNOVATION

**4M, HOW?**

5 years / 12 forums

- **Montpellier**
  - June 2011
  - 200 participants
  - 14 countries

- **Tunis**
  - January 2012
  - 300 participants
  - 4 countries

- **Belgrade**
  - April 2012
  - 100 participants
  - 7 countries

- **Montpellier**
  - June 2012
  - 200 participants
  - 13 countries

- **Abidjan**
  - November 2012
  - 100 participants
  - 15 countries

- **Cairo**
  - February 2012
  - 100 participants
  - 5 pays

- **Montpellier**
  - June 2013
  - 200 participants
  - 32 countries

- **Nairobi**
  - November 2013
  - 100 participants
  - 4 countries

- **Tbilisi**
  - November 2013
  - 70 participants
  - 8 countries

- **Jakarta**
  - September 2014
  - 150 participants
  - 10 countries

- **Beyrouth**
  - October 2014
  - 200 participants
  - 9 countries

- **Paris**
  - April 2015
  - 200 participants
  - 38 countries

6 multi-annual projects

- **4M Machreq**
  - December 2013 → October 2014
  - 5 countries • €350,000
  - Improving the viability, pluralism and quality of 10 online media outlets in the Mashreq

- **4M Caucasus**
  - February 2014 → December 2015
  - 4 countries • €210,000
  - Supporting the professionalisation of a number of online media outlets in the Caucasus and Belarus

- **Ebticar Media**
  - January 2014 → December 2016
  - 9 countries • €2,300,000
  - Supporting innovative online media outlets in the Arab world

- **4M Arabe newspapers**
  - February 2014 → December 2015
  - 5 countries • €480,000
  - Supporting 5 Arab daily newspapers with their digital transition

- **Africa Innovation**
  - April 2015 → June 2016
  - 54 countries • €1,700,000
  - Supporting the expansion of a media innovation ecosystem over the whole of the continent

- **4M Asia**
  - September 2014 → August 2017
  - 10 countries • €960,000
  - Developing the journalistic activities of online media outlets in the countries of South-East Asia

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**THE MEDIA AND CIVIL SOCIETY: A JOINT UNDERTAKING?**

220 participants / 38 countries

4M is you!

#4MPARIS
CFI supports media development from Africa to Asia

4 MAJOR PROGRAMS / 27 PROJECTS

MEDIA & PLURALISM
Supporting the modernisation of media organisations in the South in their role as overseers of the forum for information and debate.
Example: Supporting a new generation of citizen journalists in Syria
Jan 2014 - Jan 2016 • €2,500,000

MEDIA & ENTREPRISE
Helping media companies structure their management and broaden their financing base.
Example: Creation of all-news channel VTV24 in Vietnam
July 2014 - Sept 2016 • €700,000

MEDIA & DEVELOPMENT
Awareness in issues concerning development, by strengthening the bond of trust between journalists and civil society.
Example: Improving the broadcasting of health-related news over the entire Guinean media network
Feb 2016 - Jan 2017 • €380,000

MEDIA & HUMAN RESOURCES
Strengthening local training organisations and identifying the projects of the decision makers of the future.
Example: Establishment of the Myanmar Journalism Institute (MJI), an independent school of journalism in Rangoon (Myanmar)
Jan 2014 - Dec 2016 • €1,200,000

Bilateral projects
Multilateral projects

Operator of the French Ministry of Foreign Affairs and International Development
Several projects are financed by the European Union and UNESCO

www.cfi.fr/en