



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 June 2016

A project by



In partnership with



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.

HOW?

- 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 four weeks as they devise their media innovation project.
- Launching the Innovate Africa competition, for which around forty project leaders will be fast-tracked. The competition has an overall prize pot of one million dollars, and will be coordinated by international mentors.

EXPECTED RESULTS



14
months

- 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.



€1,75M

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



2700
people enrolled
on the MOOC

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

CFI, the French media development agency

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business, Media and Development.

The “Media and Governance” programme tackles democratic governance issues, notably by strengthening the rule of law, media plurality, the ethical conduct of public debates and the search for pluralistic and high-quality information.