Paris, 7 November 2019

Getting young people from the Sahel more involved in the media: the MediaSahel project presented at the “Paris Peace Forum 2019”

MediaSahel, supported by CFI – the French media development agency – and funded by the AFD, will be presented during the second edition of the Paris Peace Forum, taking place from 11 to 13 November 2019 at the Grande Halle de la Villette. This project, which encourages young people from Burkina Faso, Mali and Niger to actively participate in public debate through the media, has been chosen from 700 applications from 115 countries across the world.

An annual event promoting collective action

Launched in November 2018 on the initiative of President Emmanuel Macron, the Paris Peace Forum brings together the key players in global governance every year. On this occasion, public and private organisations from across the world are invited to present their governance projects which, if chosen, are exhibited during the Forum and form the subject of discussions with leaders, experts or other participants.

This year, the MediaSahel project, supported by the French media development agency, has gained renown by forming part of the initiatives chosen at the end of the selection process.

MediaSahel, an initiative supporting the inclusion of young people from the Sahel

In recent years, the Sahel region has experienced a series of multifaceted and constantly changing crises. Combined with restrictive security measures, this recurrent instability has given rise, amongst young people, to a form of defiance towards authorities and public bodies. The local media, which could play a crucial role in presenting the political realities to the public and encouraging young people to participate in public debate, are however rarely taken into account.

Against this background, CFI launched the MediaSahel project in January 2019 to support and encourage young men and women from Burkina Faso, Mali and Niger to actively participate in public debate. The programme, extending over 48 months, sets out in particular to strengthen the capabilities of the media through a series of practical training courses and to support the production of educational and informative content aimed at young people.
“By fostering dialogue between populations, civil societies and authorities, media outlets can help to reduce tensions and promote local development initiatives. Once it has better structured and more effective media outlets in place, the Sahel will once again have a forum for inclusive dialogue – the first step on the path to peace.” Marc Fonbaustier, Chairman and Managing Director of CFI

From 11 to 13 November, come and meet the CFI team at the MediaSahel stand at the Paris Peace Forum!

About CFI
A subsidiary of the France Médias Monde group, CFI, the French media development agency, actively promotes the development of the media in Africa, the Arab world and South-East Asia. Each year, CFI conducts around 30 projects which come under three major programmes: Media and Governance, Media and Business, and Media and Development. www.cfi.fr

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