CFI, the French media development agency
CFI, a subsidiary of the France Médias Monde group, promotes the development of the media in the countries of the South, in particular in sub-Saharan Africa, the Mediterranean and the Levant. The agency first of all identifies and analyses what is required, and then works tirelessly alongside media organisations and the professionals who run them, together with members of civil society, all of whom are committed to pluralistic, reliable and democratic information.

CFI devises and implements projects that work with local media to broaden, deepen and give credibility to the space for information and debate, particularly in regions that are fragile or exposed to conflict, political destabilisation and pandemics.

Its teams are currently conducting around 30 projects which come under three major programmes: Media and Governance, Media and Enterprise, and Media and Development.

At the heart of its activity: youth or rather young people in African or Mediterranean countries; the digital sector and its new channels of broadcasting; and French speaking communities and the values they represent.

**French expertise promoting development for the media and by the media of the countries of the South**

**KEY ANNUAL FIGURES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td>Expertise days</td>
<td>3,360</td>
</tr>
<tr>
<td>Trained professionals</td>
<td>2,400</td>
</tr>
<tr>
<td>Field missions</td>
<td>180</td>
</tr>
<tr>
<td>Money spent</td>
<td>€10M</td>
</tr>
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</table>
CFI is mainly funded by the French Ministry of Europe and Foreign Affairs, as part of French public development aid. The agency has developed an active policy of external fund-raising at European and international level: the European Union (EU), UNESCO and the German cooperation agency (GIZ) are now some of its regular donors.

It also works closely in France with major players in the field of international cooperation, such as the AFD (Agence Française de Développement), Expertise France and the Institut français, and in the audiovisual field, such as Canal+ Afrique or Lagardère Studios, on certain production projects.

At European level, CFI regularly cooperates with its counterparts, BBC Media Action, Deutsche Welle, International Media Support (IMS) and Free Press Unlimited (FPU), and is also a member of the Global Forum on Migration and Development (GFMD). In 2018, the agency joined the board of directors of EPD (European Partnership for Democracy), which works to promote democracy throughout the world.

Finally, CFI works with a number of partners in the South who, because of their location and their proximity to local situations, help to establish projects for the development of the media.
STRENGTHENING THE ROLE OF THE MEDIA IN PUBLIC DEBATE

The “Media and Governance” programme tackles the issues of democratic governance by strengthening legislative frameworks, promoting diversity in the media landscape, clearly reporting political discourse and ethically producing high-quality, pluralistic news programmes.

→ Supporting regulatory authorities, analysis and monitoring of public policies by the media
→ Encouraging the accountability of institutions and the rise of civitech*
→ Promoting the transparency, neutrality and plurality of the media during election periods
→ Developing media capabilities in the fields of journalistic ethics and fact-checking journalism.

* All the tools enabling improvement of the political system, including on-line media

SOME RECENT PROJECTS

CITIZEN CONNECTIONS

Helping young people in French-speaking Africa with their professional development and the creation of their digital citizen action projects.

RECOVERY AND STABILISATION IN CAR

Development of better collaboration between radio stations, civil society organisations and local authorities in order to encourage social cohesion in the Central African Republic.

EU-JDID

Training political journalists and raising the awareness of elected representatives of the need to communicate with the media in Jordan.
SOME RECENT PROJECTS

D-JIL
Supporting young people in the Arab world in their projects for creating innovative digital content aimed at their generation.

PAGOF
Project in Support of Open Governments in French-speaking Africa (PAGOF) which supports administrations, civil society and the media, in order to improve governance, access to information and citizen participation in the establishment and monitoring of public action in Tunisia, Burkina Faso and Ivory Coast.

RURAL CONNECTIONS
Enhancing the information available to rural Cambodian populations – in particular young people – regarding agriculture and sustainable development, by consolidating the capacity of journalists to cover these issues.

SUPPORTING THE MEDIA’S COMMITMENT TO SUSTAINABLE DEVELOPMENT
The “Media and Development” programme seeks to encourage media organisations in the developing world to play a larger role in issues concerning development, by strengthening the bond of trust between journalists and civil society.

The development of innovative productions, at both a national and local level, helps people to understand and appreciate how they can each contribute, in their own way, to these global movements.

- Encouraging local media to broadcast content on development issues
- Improving journalists’ knowledge in this field
- Presenting global issues within a local context
- Encouraging citizens to take on projects on these subjects
PROMOTING THE ECONOMIC DEVELOPMENT OF THE MEDIA

The “Media and Enterprise” programme focuses on the economic issues that have an impact on the activities of all companies, including those in the media industry. By overcoming the constraints of competition, optimising programme schedules and guaranteeing a long-term revenue stream, broadcasters are able to consolidate their business models and ensure financial independence, and thus editorial independence.

- Increasing the productivity of the media
- Developing the technical and professional skills of journalists
- Identifying and training young talent in the field of cultural industries
- Promoting the networking of media partners with French audiovisual stakeholders.

SOME RECENT PROJECTS

NAILA

Support for around ten African on-line media organisations in structuring their business and editorial models, and launching innovative projects within editorial departments.

DIGITAL READINGS

Support for several Lebanese media organisations in modernising their editorial content, in order to widen their audience.

MEDIA 360°

Consolidating the presence of traditional media organisations in French-speaking Africa on the internet and social media, in order to reach a younger public with suitable content.
IMPROVING OUR PRACTICES

In its commitment to a process of continually improving its working methods, CFI has defined an indicator policy in its Contract of Objectives with the French Ministry of Europe and Foreign Affairs (MEAE).

By way of example, in 2018:

→ 90% of initiatives were undertaken in the priority zones defined by the MEAE, i.e. Saharan Africa and the Arab world
→ 25% of initiatives were specifically devoted to young people
→ 38% of the project participants were women
→ 60% of the training sessions were provided in French

In order to verify the impact, effectiveness, efficiency and results of the projects implemented, every year the agency entrusts the evaluations to independent bodies, whose summaries are available on its website or on request.

Finally, from this year, CFI is endeavouring to consolidate the integration of gender issues in its projects, as well as in its internal human resources policy.

“CFI is one of the key players in the implementation of media development support projects funded by the French Development Agency (AFD). Participation in the Open Government Partnership for Francophone Africa is still limited, but the process is continuing to attract more and more interest. The PAGOF project, in which the AFD and CFI teams are involved, supports authorities, the media and African people in the opening up of public data, and in using it for public ends.”
Rémy Rioux – Chief Executive Officer of AFD (Agence Française de Développement)

“Thanks to our cooperation with CFI, the French media development agency, we are proud to be able to help tens of thousands of Syrian refugees and local communities in Iraq, Jordan, Lebanon and Turkey to obtain reliable and high-quality information. Its experience in supporting media organisations in crisis and post-crisis zones is invaluable for our Qudra project.”
Nadim Karkutli - Manager of the European Union (EU) Regional Trust Fund in Response to the Syrian Crisis

“These training sessions within our editorial department have provided real added value to our use of social media. Today, our digital publications have more impact on our community and more and more young people are following us. We are more confident in our ability to adapt to these new challenges.”
Privat Massanga – Manager of Radio Mucodec and beneficiary of the Media 360° project
In Africa, the Naila project helps journalists familiarise themselves with social media in order to broadcast various forms of content in suitable formats.