“Media 21” has been launched ahead of the Conference of the Parties to the UN Framework Convention on Climate Change (COP21/CMP11), which will be held from 30 November to 11 December 2015 in Paris. It has a dual objective. The first is to strengthen the journalism skills of the media in Africa and Southeast Asia as regards the coverage of issues relating to climate change in their regions. The second is to provide guidance and training for journalists from these two regions on understanding the challenges of COP21: encourage appropriate, balanced coverage highlighting the political, societal and environmental issues resulting from the various negotiations and their consequences at national level.

**AIMS**

- To strengthen the skills of the media as regards the coverage of environmental issues relating to climate change.
- To raise awareness among the media of the challenges and implications of the COP21 conference in Paris, to help the people in the countries concerned to better understand and take ownership of them.
- To contribute to COP21 through the presentation of local reports on adaptation to climate change, produced by journalists from Africa and Southeast Asia.

**WHEN?**

January 2015 to February 2016
FOR WHOM?

- 8 web journalists and bloggers from Madagascar, Kenya and Tanzania
- 10 radio journalists from Madagascar
- 10 editors in chief from each ASEAN (Association of Southeast Asian Nations) country
- 10 teams of investigative journalists from ASEAN

HOW?

- Educational support on environmental issues in preparation for COP21 at conferences, discussions and training, both for editors and investigative journalists from Africa and Southeast Asia.
- Training to enhance investigative techniques, especially as regards environmental issues, for web journalists from the two areas.
- Training to enhance skills for the production of news and information programmes on issues relating to climate change for Malagasy radio journalists and establishment of a radio magazine production network for participating Malagasy radio stations.
- Presentation and sharing, during the COP21 conference, of the results of investigative reports and certain topics addressed.

EXPECTED RESULTS

- Better understanding by journalists of the challenges of the 2015 Paris Climate Conference and better coverage of environmental issues in the media concerned, in line with the public, the editorial line and the objectives of the media.
- Improvement of the investigative journalism skills of web journalists and bloggers as regards environmental issues relating to global warming, enabling them to address issues and raise public awareness of the positive initiatives undertaken in their region.
- Design, by the radio journalists involved in the project, of radio programmes incorporating the views of experts (scientists, sociologists, etc.), citizens and local communities on issues relating to climate change so as to better inform and educate the public on strategies for combating and coping with climate change specific to their region.
- Creation of a network of journalists and media providing coverage of climate change in Africa and Southeast Asia and proposing subject matter from the region that can be used by those involved in COP21.

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 and Media and Development.

The “Media and Development” programme helps media organisations to take ownership of development issues (education, health, gender) by strengthening the relationship of trust between journalists and civil society.