AFRICA

AFRI’KIBAARU

In partnership with France Médias Monde, CFI is implementing the Afri’Kibaaru* project to support the production and dissemination of news related to sustainable development, in several local languages, and the training of journalists in covering these issues. Over a period of 42 months, Afri’Kibaaru will, through the media, raise awareness among the populations of seven countries within the Greater Sahel region on issues related to climate, gender, health and education, and contribute to strengthening their participation in the public debate.

AIM

To provide the populations of the Greater Sahel region with reliable, accessible and attractive news, to help them understand sustainable development and become involved in its implementation.

FOR WHOM?

> Journalists from 48 media outlets, particularly from public and private radio stations in seven countries within the Greater Sahel region (Burkina Faso, Cameroon, Chad, Mali, Mauritania, Niger and Nigeria).
> Journalists from RFI’s local partner media outlets in this region.
> Influencers, bloggers and members of civil society organisations in this region

*Kibaaru* means “news” in several African languages involved in the project
**WHEN?**
From December 2020 to December 2023.

**HOW?**

> **Media content produced in local languages (in Fula, Mandinka and Hausa) by and for the people of the Greater Sahel region:** broadcasting, by radio, of reliable and verified news, and of diversified content for the promotion of Sustainable development goals (SDGs); interventions by experts speaking in local languages and organisation of balanced debates; on-air promotion of local sustainable development initiatives; establishment and training of a network of community radio journalists; making the magazines produced available to these radio stations; creation of channels for the dissemination of news and for interaction via social media in the three languages. *This part of the project is being implemented by RFI, with a budget of €11.5 million.*

> **Training and enhancing the skills of local journalists and media outlets:** training in media outlet management, the basics of journalism and fact-checking, on-site coaching (adapted to the specific needs of each media outlet); training in the development of an editorial strategy and on the interactivity and attractiveness of content produced for radio and the internet; support, design and production of content specialising in issues and formats adapted to the SDGs. *This part of the project is being implemented by CFI, with a budget of €3.5 million.*

**ANTICIPATED OUTCOMES**

- Improved access to reliable news in local languages for local populations.
- Production of editorial content on sustainable development issues and good prevention and adaptation practices, published by African journalists who have been trained to cover these issues.
- Development of online debate platforms and innovative forms of engagement by local media outlets.

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*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 Enterprise, 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.

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