Although the governments of the countries situated in the Sahel region of Africa recognise the importance of the media in conveying information and facilitating development, the political, financial and social crisis that is engulfing the entire region has had a particularly negative impact on the media outlets operating in those countries. By offering people a forum for expressing their opinions – especially young people, who account for over half of the Sahel region’s population – the media can play an important role in facilitating the dialogue between citizens, civil society representatives and the authorities. This is the overall objective of the Sahel Dialogue project, which was launched in 2018 in Burkina Faso, Mali and Niger.

**AIMS**

To enhance media outlets’ capacities in terms of producing reliable information, and of developing a new form of media output centred on dialogue with young people and local stakeholders.

**FOR WHOM?**

Journalists, bloggers, young people, representatives of civil society initiatives and local authorities.
WHEN?
From June 2018 to December 2019

HOW?

→ Training of eight trainers who will later provide courses on the fundamental aspects of professional journalism in their three respective countries.

→ Enhancing the skills of journalists at local radio stations able to reach out to young people in Niger and Mali.

→ Training on interactive formats to journalists at local radio stations able to reach out to young people in the three countries.

→ Supporting the development and production of new youth-led formats and of content that promotes dialogue and focuses on the key issues of young people in Burkina Faso.

→ Supporting and accompanying the three best youth-led formats proposed by the beneficiary media outlets in Mali and Niger.

EXPECTED RESULTS

→ Enhancement of the media outlets’ capabilities of producing reliable, independent, conflict-sensitive and interactive content.

→ Broadcasting, by the media outlets, of interactive and innovative content focusing on topics and issues affecting young people, and the creation of forums allowing young people to express their opinions and shed light on their initiatives.

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 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.

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