AFRICA

MADAGASCAN CITIZENS’ DIALOGUES

This project aims to encourage citizens, civil society organisations, media outlets and local authorities to work together in strengthening democracy, ensuring good governance and instilling an accountability culture in Madagascar. It is aimed at ten local radio stations, two television stations and various print and online media outlets in four different parts of the country: Antananarivo and its surrounding areas, Antalaha (Sava Region), Moramanga and Andasibe (Alaotra-Mangoro Region), and Mahajanga (Boeny Region).

AIM

To strengthen the role of the media in the citizen-led control of public initiatives.

FOR WHOM?

- 10 local radio stations, 2 television stations and 4 written press and online media outlets
- NGOs and CSOs, local authorities
- Audiences and rural and urban communities in the countries involved in the project.

WHEN?

From July 2016 to December 2017
HOW?

- A dialogue seminar involving CSOs, media outlets and local authorities.
- Training workshops on the key concepts and notions concerning citizen-led control of public initiatives, for media and CSO professionals and elected officials in the target regions.
- Production of theatre-style radio programmes for raising citizen awareness.
- Support and training in devising and producing radio shows for educating citizens and promoting dialogue amongst them.
- Launch of platforms for young citizens to express their opinions (initiative specific to the Antalaha Region).
- Training CSOs in advocacy and leadership techniques.
- Debates involving CSOs, media outlets and local authorities.
- Training in local investigative journalism techniques, and assisting in investigations from afar.
- Establishment of a media monitoring system.
- “Citizen media” competition.

EXPECTED RESULTS

- CSOs, citizens, elected officials and media outlets in each target region taking on board the concepts of active citizenship, citizen-led control of public initiatives, and accountability.
- Media outlets, CSOs and authorities playing a part in instilling a culture of dialogue, debate and questioning in each target region.
- The media contributing to greater accountability and transparency in the management of local affairs.
- The media playing a more prominent role in the citizen-led control of public 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 Business, 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.

Contact
Anne-Sophie RICCO / Project manager
Tel: +33 (0)1 40 62 32 09 / asro@cfi.fr

CFI.fr