The climate emergency now constitutes one of the most important global challenges of the next few decades. In sub-Saharan Africa, media outlets have a key role to play, not only in raising awareness, but also in educating the public on the challenges of global warming. The Dunia project aims to raise awareness among media managers and journalists from Ethiopia, Kenya and Uganda, regarding the importance of integrating environmental issues into their editorial policies and to train them to carry out in-depth work on the handling of these issues.

AIM

Through the media, to contribute to increased consideration of the consequences of climate change among civil society and public authorities, with the aim of influencing public policies in this area.

FOR WHOM?

Journalists and managers from 12 media outlets of all kinds (radio, written and online press, televisions).
WHEN?

From November 2019 to April 2022

HOW?

- Strengthening the role of media outlets as tools for monitoring, raising awareness of and engaging in issues associated with climate change: consultation seminar bringing together media outlets selected, training in editorial management and on the basics of climate change, training course on investigative journalism in relation to these issues and remote monitoring of the investigative reports.

- Encouraging dialogue between the scientific community and civil society: workshops devoted to multi-actor debates and reflections, on-the-ground training with scientists and civil society organisations.

- Supporting media outlets in covering climate change in a way that promotes prospects for solutions and adaptation in line with the concerns of local populations: raising awareness of solutions journalism, training on integrating the “gender” dynamic into the climate change response and adaptation strategies, competition to reward the best investigative and solutions reports.

EXPECTED RESULTS

- Command and ownership by the media outlets of the concepts related to climate change, in all of their many aspects.

- The media outlets being capable of covering topics related to climate adaptation and of promoting innovative and constructive solutions.

- The production of investigations capable of attracting the attention of public authorities on substantive issues and of creating a debate around national priorities and commitments in respect of the climate.

- Collaboration between the media outlets and the scientific community and civil society, so as to report on the situations for the most vulnerable populations.

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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