The launch of the EcoMedia project in Burkina Faso comes at a time when, in the wake of the 2014 demonstrations, there is demand for greater transparency and accountability in public policies. This project aims to help the Burkinian media improve their coverage of economic and budgetary issues and to enhance the debate between the people and their elected representatives, thanks to the support of local CSOs.

AIMS

Enhance, through the media, the quality of the public debate and improve citizen control in terms of good economic governance.

FOR WHOM?

- Around 60 journalists from 20 radio stations, 4 television stations and 6 print or online newspapers covering 38 communities across Burkina Faso.
- Half a dozen CSOs working on the issues of budget monitoring, transparency and accountability.
- 400 citizens involved in the broadcasts and focus groups.
WHEN?
May 2018 to May 2021

HOW?

- **Methodology and conceptual support workshops for journalists:** organisation of twelve workshops on the journalistic coverage of budget monitoring and economic analysis (improvement in terms of subject matter, management, documentary research, computer graphics).

- **Support for media production:** support for the production of articles and broadcasts in the national and local press, the online press, on radio and television; co-productions and media broadcasting of articles or programmes during political or economic events.

- **Conferences and interactive programmes:** organisation of conferences and interactive programmes involving the public via the telephone, social networks and vox pops.

**EXPECTED RESULTS**

- Strengthen journalists’ skills in the area of economic analysis.
- Increase the number of economic articles and programmes published or broadcast, and increase partnerships with CSOs.
- Improve the public’s understanding of public policy and fiscal policy development and monitoring mechanisms.

**UNALFA, Union Nationale de l’Audiovisuel Libre du Faso**

*UNALFA is the association of private radio and television stations in Burkina Faso. It was founded in 1995 by a small number of promoters who wished to pool their strengths in the defence of their interests.*

**Contact**
Charlemagne ABISSI / President
Tel: +226 71 16 87 05 / unalfabf@gmail.com

**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.*

**Contact**
Myriam CHEVIN / Project manager
Tel: +33 (0)1 40 62 32 53 / mcn@cfi.fr