In January 2020, CFI organised a forum in Khartoum, bringing together around 150 journalists and members of civil society and the political class to deliberate on possible action strategies that Sudanese media outlets could deploy to support this democratic transition. The Kalimat Sudania project (“Sudanese Words” in Arabic) is the result of those discussions, with many partners on the ground. It strives to increase the inclusion of young people in public debate, strengthen local journalism and boost collaboration between the media and civil society, notably through local digital media.

AIMS

- Promote the inclusion of young people in society and public debate;
- Strengthen local journalism and collaboration between journalists and civil society.

FOR WHOM?

- 8 media projects, supported by CSOs and/or youth-focused projects, in particular those launched by young people and women;
- 1 young journalist for each of the 8 supported media projects;
- 10 local trainers, tasked with guiding and supervising the 8 media project leaders;
- 16 CSO representatives;
- 64 journalists from 16 media outlets, in particular from radio and digital media (online media, news websites, online radio stations, etc.) from 8 priority Sudanese regions, and their editors-in-chief.
WHEN?

From February 2021 to January 2023.

HOW?

- **Assessment of the Sudanese media sector.**
- **Support for initiatives:** selection of 8 media outlets or media projects supported by CSOs and/or platforms covering issues concerning young people, or set up by young people, in particular young women; financial aid to encourage production of innovative programmes for each of these projects.
- **Training of 10 Sudanese media trainers** so they can support and guide the development of the 8 selected projects and train local journalists.
- **Remote coaching and training workshops:** for the leaders of the 8 selected projects (the fundamentals of journalism, innovative youth-appropriate content, fact-checking, etc.); training cycles for journalists from 16 media organisations, radio stations and digital media outlets from 8 priority Sudanese regions, and their editors-in-chief, covering four themes, with a multi-sectoral approach to women’s rights-related issues.
- **Workshops on how the media operate,** for 16 CSO representatives.

![ANTICIPATED OUTCOMES](https://cfi.fr)

24 months

€695,460

8 projects supported

**ANTICIPATED OUTCOMES**

- Improvement in civil society’s knowledge of the media sector;
- Increase in the production and dissemination of media content aimed at young people;
- Increased professionalism of local journalists and media trainers.

*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**

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