In frame of the Qudra2 Programme* seeking to strengthen the resilience of Syrian refugees, IDPs and host communities in response to the Syrian and Iraqi crises*, CFI has been commissioned by the French public agency Expertise France (EF) to produce and disseminate accurate, reliable, neutral, awareness-raising, useful information in Jordan and Lebanon. Qudra 2 gives special attention throughout the program to the following target groups: Children, youth, women and other highly vulnerable population groups, such as the elderly and the disabled. To address this challenge, CFI has developed a communication strategy, based on producing videos, partnering with local media platforms and commissioning journalists. The information produced will aim to strengthen social stability/cohesion between Syrian refugees and the host communities in Lebanon and Jordan. The implementation of the project relies on local teams based in the two countries.

AIMS

- **Improve the resilience** of Syrian refugees and host communities by giving them access to relevant, understandable and actionable information on topics of concern in their daily lives.

- **Foster social cohesion** by enhancing the exchange of information and success-stories and address misconceptions of refugees by local host communities.
WHEN?
From September 2019 to August 2022.

FOR WHOM?
Syrian refugees and host communities in Jordan and Lebanon.

HOW?

→ **Dissemination on social media** through a cross-pollination strategy with a set of partners, getting millions of views for our video clips.

→ **Broadcast on national and international TV channels** to reach out to a million of viewers.

→ **Production of ready-to-use information** on a wide array of topics, ranging from employment, to education and waste management, mostly through video clips.

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*CQudra 2 is a regional action co-financed by the European Union, through the EU Regional Trust Fund in Response to the Syrian Crisis (EUTF Syria), the German Federal Ministry for Economic Cooperation and Development (BMZ) and Spanish Agency for International Development Cooperation (AECID) seeking to strengthen resilience for Syrian refugees, IDPs, returnees and host communities in response to the protracted Syrian and Iraqi crises. The programme is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Expertise France (EF), Spanish Agency for International Development (AECID), Hungarian Interchurch Aid (Ökumenikus Segélyszervezet, HIA) and Belgium Development Agency (Enabel) in programme partner countries of Iraq, Jordan and Lebanon.*

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**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.

**Contact**

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