This project, implemented by CFI, promotes the enhancement of professionalism in the sector of cinema and the audiovisual world in sub-Saharan Africa by supporting seven basic and professional training structures established in South Africa, Burkina Faso, Ethiopia, Cameroon, Ghana and Niger.

AIMS

→ Promote the educational autonomy of the structures by the training of local trainers.

→ Encourage a leap in quality in audiovisual and cinematographic training in Africa through strengthening the human capacities at the audiovisual training centres.

→ Provide training for careers in cinema and the audiovisual world in order to promote the emergence of a new generation of professionals in sub-Saharan Africa.

→ Create a regional intra-school network dynamic, promoting the sharing of experiences and good practice between beneficiary structures.

WHEN?

February 2014 to February 2016
FOR WHOM?

7 training centres in sub-Saharan Africa in the field of cinema and the audiovisual world: the Institut Supérieur de l’Image et du Son (ISIS) and the Institut international de perfectionnement et de formation continue (IMAGINE) in Burkina Faso, the National Film and Television Institute (NAFTI) in Ghana, the Institut de Formation aux techniques de l’Image et de la communication (IFTIC) in Niger, the South African School of Motion Picture (AFDA) in South Africa, Blue Nile Film and Television Academy (BNFTA) in Ethiopia, and the Institut Supérieur de Formation aux métiers du Cinéma et de l’Audiovisuel (ISCAC) in Cameroon.

HOW?

→ Organisation of a launch seminar bringing together the managers of the beneficiary structures to draw up a 2-year action plan, responding to common and identified needs.

→ Organisation of several collective training workshops on various subjects (directing of actors, writing and production, management, archive management, etc.), with the participation of French and African professionals in the audiovisual sector.

EXPECTED RESULTS

→ Training and strengthening of the managerial, administrative and teaching teams of the beneficiary structures.

→ Promotion and networking of exchanges of experiences and expertise between the different schools and establishment of partnerships.

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 Business” programme addresses the economic issues that have an impact on the activities of media organisations as businesses. The programme contributes to the consolidation of business models and training, particularly for young talents, with the aim of enabling financial autonomy and thereby encouraging editorial independence.