In Algeria, Morocco, Tunisia and Libya, Intajat Jadida encourages the production of cultural and educational audiovisual content with an entertaining edge. This project will help new talent to emerge and will enhance an innovative range of editorial content that reflects young people’s expectations as directly as possible.

Aims

> To consolidate the skills required to create audiovisual content for young audiences;

> To boost the skills required to both produce creative audiovisual content and raise the profile of that content, via the production of pilots.

For Whom?

> Around 20 leaders of projects that aim to produce audiovisual, cultural and educational content with an entertaining edge;

> Around 50 professionals in the audiovisual sector.

A project by CFI
WHEN?

From June 2022 to May 2024.

HOW?

> **Support for the creation of creative audiovisual content projects**: selection of experts who will train the beneficiaries; selection of approximately 20 innovative audiovisual content production projects; incubation visits and training workshops; creation and management of a supportive community among beneficiaries.

> **Pilot production assistance**: personalised “pre-production” support; introduction of support grants of between €3000 and €5000; support sessions during the pilot production phase; assessment of the pilots and test audiences; competition with prizes for the two best pilots; regional meeting of professionals to discuss innovation.

EXPECTED RESULTS

> Development of the creative audiovisual range of cultural and educational content with an entertaining edge;

> The emergence of new talent that reflects young people’s needs and expectations as directly as possible and an economically viable ecosystem.

CFI, the French media development agency

CFI works to foster media development all over the world, especially in sub-Saharan Africa, the Arab world and the European Union’s neighbourhood. We support media players to foster dialogue between local authorities and citizens, to ensure that people gain the best possible access to information. Core topics include fighting misinformation, promoting gender equality, protecting the environment and promoting democracy and civic engagement. CFI operates under the umbrella of the French Ministry of Europe and Foreign Affairs and is a subsidiary of the group France Médias Monde.

Contact

Sylvie ORIO / Project Manager
sylvie.orio@cfi.fr

cfi.fr