MediaFit is an ambitious programme, which aims to improve information integrity in Ukraine and the resilience of the Ukrainian media in this context, especially in the southern and eastern regions. At the core of this project is the desire to offer the people of these regions better access to relevant and reliable information – an essential prior condition for restoring confidence in the media, reducing disinformation and building an inclusive peace-building process.

**AIM**

To improve information integrity and the resilience of Ukrainian media.

**FOR WHOM?**

- 25 independent media outlets
- 250 journalists (citizen journalists, civil society stakeholders) working to verify facts and counter disinformation, on issues associated with the media
- 20 directors from 10 regional stations and the head office of Ukrainian public television (UA:PBC)
- 20 independent producers working in the target regions.
WHEN?

From June 2021 to May 2024

HOW?

- **Support for local media:** financial support, training programme to ensure their economic and financial viability.
- **Support for quality content production and digitalisation.**
- **Support for UA:PBC and independent producers in the south-eastern regions of Ukraine:** mapping of independent producers and production companies in the target regions; training and best practice-sharing programme for co-productions; implementation of a regional production support fund in cooperation with UA:PBC. *The implementation of this component has been entrusted to CFI.*
- **Support for media outlets and journalists to combat disinformation:** fact-checking mentoring programme and implementation of a regional network of journalists.
- **Support for educational content production.**

**EXPECTED RESULTS**

- 36 months
  - Local independent media outlets are supported to ensure they remain operational despite the impacts of the Covid-19 pandemic.
- **M€4.3**
  - Local independent media outlets and journalists improve their skills in producing quality content.
- 25 media and institutions
  - Public media are supported to provide relevant and reliable content in the target regions.
  - Local independent media outlets and media activists are better able to dismantle disinformation.
  - National TV channel DOM, targeting the regions affected by the conflict, is supported to produce relevant educational content.

**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.

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