The impact of environmental issues on the living and on society, health and the economy mean it is crucial that they are understood by the general public. The Environment MediaLab project helps to increase knowledge and understanding of the environmental challenges, by providing a better grasp of high quality information about these subjects. It supports the development of individual and collective environmental awareness among the people of Morocco, Algeria, Tunisia, Egypt, Lebanon and Jordan.

AIM

To encourage the integration of environmental issues in the work produced by journalists, with the help of discussion, the exchanging of views and sharing of expertise between journalists and local players.

WHEN?

From October 2019 to August 2021
FOR WHOM?

- One hundred primarily young media professionals.

HOW?

- **Launch forum** dealing with environmental matters and the Mediterranean Strategy for Sustainable Development (MSSD) and **study trip** for course managers from journalism schools to raise awareness about the creation of a module dedicated to environmental journalism.

- **Training sessions, workshops and guidance on production:** training session for Chief Editors; workshops on producing regional special reports; training on solutions journalism for trainers; Media training and guidance on the production of educational, entertaining and inspirational content about the environment.

- **Closing conference and awards ceremony** on “MediaLab Environment and Solutions Journalism in the Mediterranean”.

- **Publication of a research** on environmental journalism in the Arab World.

EXPECTED RESULTS

- Journalists’ awareness raised regarding the skills needed to inform people about environmental issues.

- Production of high quality media content on these themes.

- Discussion, exchanging of views and capitalising on experiences regarding environmental journalism.

MediaLab Environment falls within the “International Strategy for the French Language and Multilingualism.”

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.

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