Innovation MediaLab supports Francophone media outlets in Algeria, Lebanon, Morocco and Tunisia over a period of 36 months. Each of these media outlets will be carrying out an innovative editorial project in French, aimed at those under the age of 15, at students and at young professionals, as well as at the business community. Francophone MediaLab encourages the emergence of a new offering of French-language journalistic content in four Arab countries.

**AIMS**

- To promote the sharing of information and expertise for the purposes of the development of content in French.
- To develop editorial formats that are innovative.
- To enhance access to this content via the use of social networks.

**WHEN?**

From July 2018 to June 2021.

A project by

[CFI MEDIA DEVELOPMENT]
FOR WHOM?

→ 4 to 6 editorial projects, each undertaken by a private- or public-sector Francophone media outlet in Algeria, Lebanon, Morocco or Tunisia.
→ 50 to 60 media professionals (managers, chief editors, journalists in the regions, developers, community managers, etc.).
→ 30 to 40 new French-speaking editorial contributors.
→ 10 to 12 journalism students.

HOW?

→ Selection of editorial projects and identification of journalists to produce content in French.
→ Enhancing the technical skills: training in data visualisation, developing interactivity with the public and the production of videos with a smartphone and an audio support.
→ Support for the digital skills of the teams responsible for diffusion of the content: training in optimising the referencing of the website and in the use of social networks, financial support for the developments necessary for the diffusion of the content.

EXPECTED RESULTS

→ Sharing practices between professionals and creation of a network of new French-speaking editorial contributors.
→ Development of the production of digital journalistic content in French.
→ Increasing the digital distribution of this content and its audience through the use of social media.

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 Enterprise” 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.

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