PAMT2 (the Tunisian media support programme) follows on from the MEDIA UP 1 project, which was launched by the European Union delegation in Tunisia in 2017 and ran until 2020. For the next five years (2021-2026), the aim is to capitalise on what has been learned in order to support the political and socio-economic changes arising for the Tunisian population, particularly given the uncertainty associated with the health crisis and its repercussions.

**AIM**

Enabling the Tunisian population to make informed decisions on socio-economic issues affecting their lives and to participate actively in democratic debates.

**FOR WHOM?**

- Media managers, public and private media journalists
- Media support organisations
- Public and institutional authorities
- Government communicators, government speakers
WHEN?
From December 2021 to December 2026

HOW?

- **Economic regulation and transparency, professional ethics:** contribute to the legal reforms that have not yet been completed, which will guarantee the trust of the Tunisian public and sufficient independence for the media.

- **Public service media:** strengthening the legal framework and the governance and management conditions, and ensuring the development of public service media, so as to create synergies and bring about an improvement in the quality of the media content distributed.

- **Management of private and associative media:** strengthen the skills and the management and coordination framework, so that those media outlets can operate as viable, sustainable and efficient businesses.

- **Suitable and innovative content:** support in developing new formats.

- **Public communication and access to information:** develop, as part of a general strategic approach, communication at times of crisis and efforts to combat misleading stories and disinformation.

- **Media and Information Education (MIE).**

EXPECTED RESULTS

- Development of a legal and regulatory environment that guarantees the trust of the Tunisian public.

- Strengthening of the abilities of private and associative media to operate as viable businesses.

- Production of media content that correctly reflects the needs and perceived interests of the public and that stimulates a constructive debate.

- Strengthening of the ability of the Tunisian government to provide reliable information in an efficient and timely manner, in accordance with the Law of 2016 on access to information.

- Awareness raising among the public of the role of the media in a democratic society and provision of support for media outlets working in the public interest.

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**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.

**Contact**

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