In 2020, CFI organised a forum in Khartoum bringing together around 150 journalists and members of civil society and the political class to discuss the principal challenges that Sudanese media outlets are facing and deliberate on possible action strategies. This event gave way to the establishment of two projects: Aswatna, focused on modernising a training centre and training radio journalists, and Kalimat Sudania, centred around local journalism and collaboration between media outlets and civil society. Sada (which means ‘echo’ in Arabic) is committed to the continuation of both of these projects, by offering its support to Sudanese media outlets to produce content as well as technical support.

AIM
To strengthen the role of media in national reconciliation and to kick-start a process of democratic transition, by improving the quality of information and encouraging the production of content around this topic.

FOR WHOM?
40 journalists and editors-in chief from various Sudanese states.
WHEN?
From January to December 2022.

HOW?
- Training journalists and supporting content production;
- Support in the production of reports or broadcasts within the media;
- **Assessment and broadcasting of productions** on MCD radio station and on other Sudanese partner media outlets;
- Support for local radio broadcasting production;
- **Support for reform of the media sector**, in cooperation with the Faculty of Law at the University of Khartoum and several of the country’s NGO partners.

HOW?

**EXPECTED RESULTS**

- To raise awareness among radio journalists and editors-in-chief who have received training on issues around national reconciliation and democratic transition;
- Production of cultural reports and broadcasts on the inclusion of women and young people and around social cohesion;
- Discussion of best practices in journalism in order to help improve the quality of information broadcast to the people of Sudan.

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**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.

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