Having been in the grip of civil war for several years, Yemen is now facing a serious humanitarian crisis: two thirds of the population are in need of aid. In response to this emergency, CFI has undertaken to work alongside Yemeni journalists in order to facilitate the flow of information. YMER (Yemeni Media Emergency Response), supported by the European Union, strengthens the role of Yemeni journalism as a key component in the communication and sharing of useful information between NGOs and their beneficiaries, thereby increasing the effectiveness of international aid to ensure it has a real impact. It also contributes to the freedom of informing Yemeni populations about the humanitarian situation in the country.

**AIM**

To facilitate access to reliable humanitarian information in Yemen by constructing a network of journalists, media and NGOs who will report objectively on the conflict and protect themselves from the threats against them.

**WHEN?**

From October 2018 to October 2020
FOR WHOM?

- Around 15 Yemeni journalist trainers.
- Around 150 Yemeni journalists, from various regions and representing different types of media, who will benefit from training activities and production support.

HOW?

- Creation and strengthening of a network linking Yemeni journalists and NGOs.
- Organisation of training courses aiming to strengthen the ability of Yemeni journalists to use the tools and techniques needed to produce information for humanitarian purposes.
- Production of humanitarian information intended for the people of Yemen and sharing of this content on the dedicated Sawtinsan platform.
- Organisation of media coverage of peace negotiations in Yemen: implementation of an editing room comprising Yemeni journalists.

EXPECTED RESULTS

- Improving communication between the NGOs operating in Yemen and Yemeni journalists.
- Capacity building of Yemeni journalists to be an effective and sustainable relay of information to the crisis situation between NGOs and their beneficiaries.
- Increasing the quality and quantity of humanitarian information produced by Yemeni journalists and media organisations.
- Coverage of the peace negotiations – or any other event linked to the political situation in Yemen – by journalists.

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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