



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*



AFD AND

the Media

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12 projects

funded
since 2018

140 media

supported in the Sahel
and Middle East

+ 47 M€

committed
over five years

Since 2018, AFD has supported professional training for journalists, radio hosts and technicians, and the production of quality, reliable and attractive content. Whether community or national radio stations, print or online media, they all have a role to play in ensuring the right to access information, lively public debate, and civic participation. These are all prerequisites for strengthening democratic and peaceful societies.

#WorldInCommon

Our areas of intervention

Free and independent media, guaranteeing democratic vitality

1 Professional media

Many journalists and radio hosts work in the media outlets without training. The quality of their production and their credibility suffers as a result. Objectivity is not consistently respected, and information not always verified. The situation is even worse when it comes to online media. AFD has responded by supporting training for media professionals (including their managers) and bloggers in the fundamentals of journalism, fact checking, facilitating interactive debates and gender-sensitive journalism.

AFD can also support the revision of the curricula taught in public schools or universities to improve the quality of education in this area, particularly through short certification programs.

2 Reliable and attractive content

In Africa and the Middle East, radio is the main source of information, followed by social media for young people. In the Sahel, for example, community radio stations provide local information in local languages. They often function as non-profit organizations and lack the financial means to produce attractive content (like many online media outlets), and in some cases cannot even broadcast due to ageing equipment and power cuts. AFD is responding by providing direct financial support, including grants, to support their production, reporting and investigative capacities. It also supports the acquisition of equipment (e.g., transmitters and mixers) and solar power generation solutions.

3 Educational formats for young people

AFD also supports the creation of audio, visual and multimedia productions that are both educational and entertaining (*edutainment*). These edutainment solutions based on plot lines similar to mini-series are broadcast on a variety of platforms (TV, radio, web, etc.) to raise awareness among as many people as possible, especially young people, on issues such as political participation, sexual and reproductive health, and gender equality.

AFD also supports networking between local civil society organizations, including women's and feminist CSOs, and the media. The goal is to provide these organizations with forums for expression, which they often lack, and allow the media to enrich their programs and debates on key societal topics.

4 Supportive legislative and regulatory frameworks

AFD supports the work of civil society organizations, such as Reporters Without Borders, which seek to protect journalists, encourage positive changes in media legislation and regulations – including for online media outlets – and regulate the information space, supported by new technology (from algorithms to artificial intelligence). In addition, AFD can support public authorities in this area and invest alongside public authorities, including through loans, to rehabilitate public radio infrastructure (antennas).