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**Direction du développement
et de la coopération DDC**

SDC/SENAP REGIONAL WORKSHOP, JUNE 27-29th, 2017, NAIROBI



Innovative approaches in supporting Media

Synthesis report

Contents

1. FRAMEWORK, OBJECTIVES AND KEY OUTCOMES.....	3
1.1. FRAMEWORK.....	3
1.2. OBJECTIVES OF THE WORKSHOP	3
1.3. METHODOLOGY.....	3
1.4. KEY ACHIEVEMENTS	4
2. SETTING THE SCENE	4
2.1. IMPORTANCE OF MEDIA AND EXPECTED ADDED VALUE OF THE WORKSHOP FOR SONAP	4
2.2. SDC EXISTING TOOLS AND PREVIOUS CAPITALIZATION RESULTS	5
2.3. MEDIA SITUATION IN THE REGION /RSF 2017.....	5
3. CURRENT IMPLEMENTING ISSUES FROM COUNTRY PROGRAMS.....	6
3.1. HOW TO WORK WITH MEDIA IN AUTHORITARIAN REGIMES?	6
3.2. HOW TO WORK WITH MEDIA IN VIOLENT CONFLICTS CONTEXT?	6
3.3. WHAT EFFECT DO MEDIA HAVE ON ACCOUNTABILITY? CIVIC ENGAGEMENT?	7
3.4. HOW TO FOSTER SUSTAINABILITY OF PROGRAMMMES SUPPORTING MEDIA	7
3.5. HOW TO EFFECTIVELY TRACK AND MEASURE IMPACT?	8
4. INNOVATIVE APPROACHES.....	8
4.1. INTEGRATION OF GENDER IN MEDIA PROGRAMMES	8
4.2. ROLE OF SOCIAL MEDIA IN BOOSTING GOOD GOVERNANCE AND DEVELOPMENT: CAUTION	8
4.3. HOW TO DEAL WITH HATE SPEECH – REPORT BACK FROM CASE CLINIC – FINAL DAY (THURSDAY 29 TH JUNE) ...	9
5. WAY FORWARD	9
6. CONCLUSION.....	10

1. Framework, objectives and key outcomes

1.1. Framework

In its endeavour to work on governance parameters in partner countries namely on accountability, Southern, Eastern, Northern Africa and Palestine Division, SENAP, has identified media as an important vector of good governance/social accountability. Thus, the division identified media engagement as one of its thematic focus areas in its governance interventions. SENAP is hence committed to “a stronger engagement in this sector since media has the potential to sustain our endeavor to engage strongly at the political level (e.g. as stated in the Governance paper, 2016, media as “watchdog”, “whistleblower”, engaging in advocacy and raising awareness and acting as door opener for civil society and platform for peaceful dialogue).”. The capitalization workshop of our media engagement so far, which was organized last year in Kigali, gave some indication on possible paths to innovation and effectiveness. One of them, also taken up by the Division at its retreat in November last year was “**capturing innovative approaches in supporting media for better impact on democratisation processes, governance and accountability**”¹. This is important for SENAP, since in most partner countries, the spaces are shrinking, many governments are turning against good governance principles such as accountability and they are closing the space for civil society actors including traditional media. Supporting media and working in the media sector presents potentials as well as a number of risks and challenges. It is thus compelling to find innovative ways for effective support in the sector.

In this regard SENAP organised a 3-day regional workshop in Nairobi on innovative approaches in supporting Media in collaboration with DDLGN (Democratisation, Decentralisation and Local Governance Network) and the Knowledge, Learning and Culture Division. Just prior to the Nairobi workshop, DDLG had indeed conducted a media capitalisation study in all SDC programmes, with a sample of 23 projects, and the results and lessons learned were shared.

The workshop gathered participants with hands on knowledge in the media sector: experts, SDC National Programme Officers and partners, other donors and local media organizations operating in Nairobi and/or in the region. Cooperation offices which were represented are: Nairobi, Great Lakes, Mozambique, Egypt and Tanzania. The participation rate was very satisfactory (29 out of 35 invited)

1.2. Objectives of the workshop

The overall goal of the workshop was to find new and innovative ways in supporting media in increasingly challenging contexts and to enhance effectiveness of current approaches in order to boost democratisation processes and governance (**principles such as citizen participation, efficiency in public service delivery and accountability**).

It sought specifically to get insights from different actors on :

- Potential, limitations and risks bilateral donors face when engaging with media
- Experiences, lessons learned and best practices related to media engagement that can be inspirational to SDC
- Potential and challenges of digital media
- Options for current programmes to reinforce and/or integrate the media sector into the existing governance portfolio

1.3. Methodology

The workshop was a learning event. It built on conclusions and recommendations of SDC’s media capitalisation study/report conducted by DDLGN with iMedia Associates, and SONAP’s internal media capitalisation workshop conducted in 2016. The

¹ SENAP annual report 2016

methodology used aimed at making the workshop interactive, practical while creating room for inspiration with inputs by experts and other donors. Exchanges were done through different forms of presentations, group works, share fairs, plenary discussions as well as networking outside the conference room.

Focus

- Principles, do's and don'ts when supporting media especially in restrictive environments : authoritarian regimes and violent contexts
- Operational issues encountered in implementing current SONAP programmes and practical solutions
- Way forward for each cooperation office to enhance, reinforce and/or integrate media interventions into the overall governance portfolio.

1.4. Key achievements

- Information and feedback on SDC existing tools related to media assistance (SDC Guide on Media and Governance, 2007)
- Practice-oriented : sharing experiences and getting insights on concrete operational questions
- Hints on political positioning and media protection in authoritarian and violent contexts
- Concrete actions defined per country/programme for future planning

2. Setting the scene

2.1. Importance of Media and expected added value of the Workshop for SONAP

In her opening remarks, the Head of Cooperation of SDC office in Nairobi, Mrs Sheikh Rüttimann Laila welcomed the participants and stressed the importance of Media in SONAP's Governance portfolio particularly its link to democratization processes and human rights. The Senior Regional Governance Advisor RGA, Annonciata Ndikumasabo complemented her by providing details of the significance of the workshop as summarized below:

- **The place of Media in the governance portfolio of the division:** Media as one of SONAP's thematic focus: SONAP is committed to a stronger engagement in the sector since media play an important role as vector of good governance/social accountability. Media has also the potential to sustain the efforts to engage strongly at the political level: as watchdogs, whistleblowers, tools for advocacy and raising awareness, as a door opener for civil society and platforms for peaceful dialogue.
- **The importance of capitalization and learning processes:** for SONAP, learning events are very important and part of knowledge management. They include a wide variety of activities including workshops, e-discussions, webinars, reviews, research etc. They focus on sharing and disseminating learning products internally and with other actors and facilitate networking on governance components. SONAP is convinced that such activities generate insights into the circumstances under which governance interventions i.e. supporting media, social accountability, decentralization produce better development outcomes
- **A further step to last year's Capitalization of media experiences:** a Capex organized last year gave indication on possible paths to innovation and effectiveness. One of them was capturing innovative approaches in supporting media for better impact on democratization processes, governance and accountability. As seen last year, supporting media and working in the media sector bears potential as well as a number of risks and challenges. It is thus compelling, in collaboration with DDLGN, to seek ways to enhance best practices, approaches and effectiveness in the sector and strengthen SDC profile

2.2. SDC existing tools and previous capitalization results

SDC staff informed participants on the key points of SDC's Guidelines on media and Governance (2007) and the continuum between the workshop and previous SDC capitalization events related to SDC interventions the media sector.

The presentation on SDC's Guidelines allowed the participants to understand the normative background of media assistance, SDC's vision and objectives in assisting media, challenges and risks as well as grasping the spheres of analysis and design of media interventions. Participants strongly recommended updating the guide and including social media. For details see https://www.eda.admin.ch/content/dam/countries/countries-content/india/en/resource_en_160505.pdf

National programme officers, Kanyange Nadège, Donna Fabiola Nshimirimana and Marie Louise Issanda and the Regional Governance advisor shared with the participants the results of the last year Capex workshop in Kigali: key challenges in ongoing country programmes, coping mechanisms, specific strategies for media to fulfill their roles on governance-related subtopics. This allowed participants to understand the workshop as a further step, moving from understanding successes and failures to building on them and finding new approaches for better impact.

From DDLGN's wider Capex Study on Media, the results were presented by Mary Myers (iMedia consultant), and participants grasped SDC's long commitment in the sector, goals, strategic choices and support modalities. Tabling SDC ambitions (professionalization, accountability and democratization), support modalities and gaps in terms of strategic choices was very useful for discussions and insights on possible innovation.

2.3. Media situation in the region /RSF 2017

Regional Country	Ranking/180	Progress in ranking	Headlines
Tanzania	83	-12	Bulldozing the media
Mozambique	93	-6	Intimidation campaigns and self-censorship
Kenya	95	0	Security concern used to gag media
Tunisia	97	-1	Disturbing signs
Zimbabwe	128	-4	Draconian laws
Palestine	135	-3	Double pressure
Ethiopia	150	-8	Terrorism charges used to silence the media
DRC	154	-2	Impunity's champions
Rwanda	159	+2	Ubiquitous censorship and self-censorship
Burundi	160	-4	No media
Egypt	161	-2	One of the biggest prisons for

Key results of the session: common understanding of

- SDC's vision in supporting media and coherence with SONAP's endeavor
- The workshop's framework and the link with last year Capex in Kigali
- The normative background of media assistance, SDC objectives in supporting media, media assistance in conflict environments, governance in media, risks and spheres for analyses / design of interventions in the sector
- SDC SONAP programmes' current challenges, coping strategies, weaknesses and strengths as stated last year and the link with the objectives of the workshop

3. Current implementing issues from country programs

Prior to the workshop, National Programme Officers who signed in were asked to share implementing issues their respective programmes face in order to frame inputs on them. See integral questions in annex 1.

These questions were merged into five main ones. Below are hints provided by experts and media actors from BBC media action, internews, Tanzania Media Fund, Fondation Hirondelle, Jamii Forum, Labenevolencja and UNDP

3.1. How to work with media in authoritarian regimes?

- Work with intermediaries who know the context : local partners , media organizations with proven experience in the sector in a specific context
- Find the right partners and work through the partner sub-grants programs
- Have a collective vision of media actors in a country, defining self-reliance and coping mechanisms. Fragmented interventions are not sustainable and less likely to bring change.
- Support enabling policies and play the role of a dialogue convenor
- Support Media trainings in and out i.e. both inside and outside media houses
- Think out of the box
- Look at what is possible and feasible. Be realistic in terms of ambitions. Set realistic indicators
- Create spaces to talk openly
-

3.2. How to work with media in violent conflicts context?

For media to survive

- Be ready to invest in basic security (funding)
- Work with journalists on hate speech, ethics and codes of conduct
- Recreate the link between people, between conflicting parties through media
- Include in the package supported humanitarian media: ensure access to information and voice for refugees
- Ensure the safety of journalists through safety trainings, digital safety, access to legal aid, etc.
- Make sure media monitoring is done
- Today, many leaders have Twitter accounts that they actively use. These can be good channels for accountability as they facilitate access to parliamentarians.
- Support the partners in the development of their risk management strategy
- Support enabling environment and get involved in policy dialogue
- Support hidden journalists and train them on digital security. These are journalists who are playing their role unlabeled, as is the case in Burundi where those who can get access to sources of information work with journalists in exile to feed online radios broadcasts.
- Fund broadcast by satellite and internet broadband connections
- Beware journalists' hidden agenda

For political positioning by a donor: How to encourage/influence/convince Governments to open up again the “shrinking space”?

https://www.youtube.com/watch?v=bFomko_tlY&feature=youtu.be
<https://www.youtube.com/watch?v=mIVvWsfz8So&feature=youtu.be>
https://www.youtube.com/watch?v=veeQdAF13_U&feature=youtu.be

For a donor like SDC, encouraging/influencing or convincing a government to open up “the shrinking space”, can occur through:

- Policy dialogue and a political work with governments on this issue. SDC experience with Radio Okapi is a very meaningful. Coordination with other donors and speaking the same language to the Government concerned is always very helpful
- Supporting Civil society organization to lobby for the change of policies
- Encouraging partner journalists to have a code of conduct, have ethics, respect the law, do not have a political agenda and use data journalism in their work (evidence-based information)
- If all fails, if the diplomatic work doesn't yield any results, withdrawing from the sector

3.3. What effect do media have on accountability? Civic engagement?

- Support investigative journalism and data journalism
- Link media with civil society organizations
- Engage with community radios and social media
- Support media for good content production to increase public appreciation
- Build media capacity to engage on different platforms
- Support monitoring and tracking to prove effect
- Train media champions
- Build/create joint platforms between citizens and the supply side for information sharing and accountability e.g. mobile studios

For more insights listen to Mary Myers (i-Media associates):

<https://www.youtube.com/watch?v=aJHR0ISqQB0&feature=youtu.be>

3.4. How to foster sustainability of programmes supporting media

- Expose media actors to new ways of revenue generation
- Support business capacity of media for structured lobbying for their products, media tariffs, getting commercial know-how and marketing skills
- Work on sustainability from the very beginning of a media-support project
- Provide organizational support in management, strategic plan, governance structures, business plans
- Establish trust in the community to increase citizens' buy-in of media products
- Be ready to invest in content transformative grants to generate money: help media engage with different audiences to ensure sustainability
- Foster media professionalization and specialization
- Encourage coalition-building and working in networks for revenue generation and tariffs making
- Link local to international media

For more insights listen to Yves Laplume (Fondation Hirondelle)

https://www.youtube.com/watch?v=veeQdAF13_U&feature=youtu.be

3.5. How to effectively track and measure impact?

It is easier to track and measure impact when the media-support targets a specific sector e.g. health and less when it is about civic engagement and increase access to quality information. In all cases, it is recommended to:

- Establish a baseline at the beginning and define realistic/measurable indicators
- Link support to specific sectors. Issue-oriented approach
- Regularly conduct audience surveys (yearly), collect disaggregated data and analyze them,
- Conduct impact studies and require the use of methods that allow qualitative and quantitative information about the change induced by the intervention
- Train partners in M&E and learning methods
- Invest in research : partner with universities or other expert centers
- Use communication and learning tools as : briefs, storytelling, videos

4. Innovative approaches

Note: innovative approaches here do not mean new tools, new ways of doing. It refers to approaches/strategies or tools that are not often used in classic media while they are effective in adapting to new contexts, new situations. The most prominent raised were the following:

- Mobiles to link with radios : can be very effective for M&E, messaging, etc
- data journalism and civic tech-data portals
- Investigative journalism online
- Web radios (e.g Burundi situation)
- Satires, songs, cartoons
- Community radios to link with remote places
- Civic and data journalism hubs that provide open data
- Training of magistrates, lawyers and journalist on the law for journalists' protections
- WhatsApp to share broadcasts

4.1. Integration of Gender in media programmes

- Air more women voices on radios
- Target women politicians, women's organizations
- Provide genuine portrayal of women
- Identify barriers to women's ownership of media outlets

4.2. Role of social media in boosting good governance and development: caution

Despite the optimism on what social media can achieve in development work, discussions at the workshop called for caution in supporting/using them in media programmes. While they are good tools for collective action as was the case during the Arab spring, the lack of reliability of the flow of information through these channels (Facebook, WhatsApp, etc.) can be dangerous and counter-productive as they can spread false information.

Nevertheless, they are important today and very complementary to mass media. They have increased access to communication technologies especially with mobile phones and have reduced the governments' capacities for censorship and control. Issues of access and languages used in social media were also raised.

<https://www.youtube.com/watch?v=8G5uUjWqX8&feature=youtu.be>

It was recommended to include digital media in the package supported, but exercise caution. They can be good alternatives especially in closed spaces like Burundi.

4.3. How to deal with hate speech – report back from Case Clinic – final day (Thursday 29th June)

Hate speech in the local media is a recurring problem, particularly in the Great Lakes region, and can be very dangerous, as it can whip up hatred and violence. Regulating it is very difficult, especially where there are hundreds of small radio stations to monitor on a continuous basis, where there are several different languages to monitor, and where law enforcement is weak. The following suggestions to SDC were made:

- Define what hate speech is – it's not always clear
- Understand how it functions – how it is communicated – not just through the words used, but the tone of voice, context, the manner and channel in which it is communicated etc.
- Work out why you are against it in the first place – i.e. where the limits are between allowing free speech and sanctioning hate speech.
- Work out what to do about it – i.e. monitor it, sanction it, educate the audience about it, use legal means to deal with it.
- Set up a monitoring service which reports at least weekly
- Conduct regular surveys among listeners/viewers
- Support NGOs and regulatory bodies with technology which detects hate speech, to help them with the task of monitoring and reporting hate speech

SDC should choose its partners with utmost care, and should stop funding immediately if there are any signs of hate-speech emerging on any supported partner stations.

5. Way forward

The third day was particularly dedicated to internal work/discussions among SDC staff and partners on ways forward based on insights obtained from experts and other media actors. Below are outcomes of group-work organised per country/region.

Great Lakes

Burundi

- Assurer la survie et le développement des initiatives qui existent
- Faire arriver l'information au grand public à l'intérieur et à l'extérieur, y compris aux réfugiés
- Poursuivre les formations aux journalistes burundais (in-out), y compris sur les questions de sécurité
- Appuyer les activités de lobbying et plaidoyer pour la mise en place des lois facilitant l'accès à l'information et le cadre légal de la presse en ligne
- Soutenir le jumelage des radios sur des thématiques régionales moins politiquement sensibles ex. programme pigistes

RDC

- Appuyer les formations spécifiques à la couverture des élections, y compris la sécurité des journalistes
- Accompagner les professionnels des médias dans la valorisation/diffusion des lois sur la presse
- Assurer l'appui en matériel pour une plus grande couverture régionale e.g Nord-Sud-Kivu

Rwanda

- Appuyer l'auto-régulation des médias

- Appuyer le journalisme d'investigation

Régional (Grand Lacs)

- Appuyer un programme large de protection des journalistes
- Appuyer les collectifs/syndicats des professionnels des médias pour la défense des droits

Egypt

- Provide demand-based support
- A2I/legal archives.
- Support parliamentary reporting
- Assess the impact of capacity building

Mozambique

- New Programme LGMI 2018-2021
- Reflection with the implementing partners about the integration of media sector support
- Find the best partner/mechanism to work with in this sector
- Think about a long-term programme that includes capacity building (sustainability, protection of journalists etc)
- Conduct a research on media landscape
- Support advocacy for media to continue their work

Tanzania in the new strategy 2019-

- Mainstreaming governance and media in the health and Employment and incomes, E+I
- Linking media and other civil society organization to create stories for broader communities
- Learn from Rwanda experience with working media and score cards
- Foster media outlets to gender mainstreaming
- Help media outlet to know their value chain
- Invest in the quality and content
- Support training on digital and cyber security as well as media literacy

Horn of Africa

No plans for media in the near future

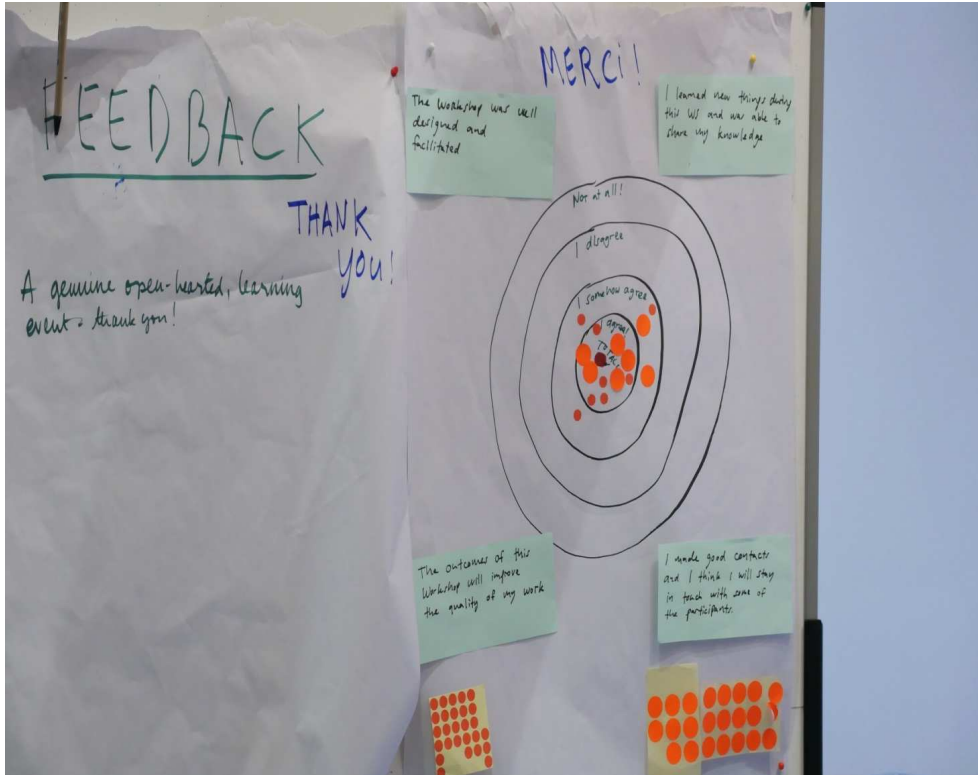
6. Conclusion.

SDC's and SONAP's endeavors in the media sector are tangible. However, there is still room for improvement concerning tools and strategic vision. For both organizers and participants, the workshop was a success as reflected in the chart below. It provided room for discussions on: risks for donors engaged in the sector, especially in restrictive environments; strengths and limitations of digital media (do not rush in blindly); options for ongoing programs; and future plans in the countries represented

<https://www.youtube.com/watch?v=B19qPV70Y9k&feature=youtu.be>

https://www.youtube.com/watch?v=4Xfd_tXjLe0&feature=youtu.be

<https://www.youtube.com/watch?v=0K8leVPcJgg&feature=youtu.be>



Recommendations

- DDLGN to update the 2007 guide, to provide reference tools on monitoring and evaluation.
- SONAP Division to make further steps to scope ambitions, to define a vision and frame interventions in the sector. It was clear that in most cases clear lines of intervention are still missing.
- Country offices to focus support to media on specific subtopics such as corruption, health, youth, women, etc. based on a good context analysis. Linking support to media to a specific sector increases the impact potential compared to general support that targets wide open objectives, such as access to information, improvement of democratization processes, etc. Community radios have been particularly identified as good niches for boosting citizens engagement, making social accountability work with radio programmes linking citizens and policy makers/leaders, securing the use of new technologies and minimizing the risk of false information. Adopting systemic approaches with collective vision of media actors and establishing M&E system were also recommended at this level

A page flow of the event is available on DDLGN shareweb : follow the [link](#)

Annex 1: Full questions from Cooperation offices

Egypt

1. New media role in authoritarian regimes?
2. How to ensure the independence of media actors in fluid and volatile transitions?
3. In case no spaces are allowed for independent and new media to arise, what are the alternative channels?
4. Digital security aspects.
5. Good practices and success stories of SDC engagements in similar context pertaining the role of media in promoting good governance.

Tanzania

- How to account for the fact that media houses are not always established to bring accountability (donor's view) but to cater for business and (sometimes hidden) political interests of owners and other parties?
- How do media houses (especially small rural ones) remain sustainable beyond donor support when catering to a rural audience that is not a significant source of ad revenue?
- What are the priorities of the media houses for the next five years?

Great Lakes

1. Are there similar cases elsewhere? Some lessons to share?
2. How to keep the quality of information when access to sources is difficult? When the source is afraid for his life? What credibility is given to masked voices?
3. Is it advised to support social networks, web media without any control?
4. How to manage the political risks associated with such funding, perceived as relays of the opposition political parties?
5. Quelle protection faudrait-il accorder aux médias dans un contexte si fragile et comment renforcer sa collaboration avec les organisations de la société civile ?
6. Naissant dans le contexte particulier qui ne s'inscrit pas dans l'idée de créer des véritables entreprises de presse, les plus importants des médias dépendent des subventions accordées par des bailleurs de fonds. Comment permettre aux médias de travailler pour la transparence alors que leur durabilité économique est loin d'être atteinte ?
7. Comment renforcer l'accès du public à l'information à travers les médias sociaux dans un environnement où l'accès à l'internet est difficile pour la grande partie de la population (surtout la population rurale ?). Comment utiliser les médias traditionnels pour promouvoir les médias sociaux ?
8. How can we unpack the concept of "the role of media" in regards to the different contexts in which we work? Is this concept universal or should we contextualize when defining it?
9. How do we conciliate donors' expectations when advocating for media freedom and the need for protection of journalists when the quest for the latter becomes dangerous? What could/should be donors' responsibility when life is endangered?
10. How can we overcome the challenges resulting from a small economy making it hard for the media sector to get profitable?

Mozambique

A) Economic and financial imbalance

- Journalists generally do not have the conditions and means to do certain types of work. As civil society often we have to cover the expenses of journalists when we are on the same missions. How to use traditional media to show the impact of the institution's work without incurring large costs?

B) Imbalance in knowledge

- Members of civil society tend to specialize themselves in several areas of activity, while journalists are generalists. The historical, social, economic and political context of the emergence of the class of Mozambican journalists did not allow them to a specialization. How can journalists be encouraged to write about little-known issues?

C) From sources to news receptacles

- Journalists no longer go after the news, often the stories are delivered to them. Also the editorial lines of each media influence the way in which civil society messages are transmitted to the public. How can we change these scenarios?
- In recent times the reception of the press release is not enough to draw the attention of the journalist. Some of the subject only draws the attention of journalists when it comes out in the social medias. How can we better use the social medias to engage the journalist?

Annex 2. Examples of innovative activities from Fondation Hirondelle (as shared in French)

Produire (innovations)

- Des programmes radio thématiques plutôt que des programmes généralistes : avoir des faits, expliquer et dialoguer
- Des programmes audio-visuels (enregistrement vidéo des débats) : juste après les débats, les vidéos sont diffusées sur les télévisions
- Des rédactions temporairement spéciales
- Des news au format web et réseau sociaux
- Des débats publics enregistrés (audio-vidéo)
- Création de chansons
- Des outils spécifiques pour la couverture des événements
- Elaboration des dictionnaires en langues nationales : expliquer comment faire du journalisme en langue nationale. C'est très différent d'une langue à l'autre.

Diffuser (innovations)

- Diffusion en direct lorsque c'est possible (satellite, streaming)
- Utilisation du Sound cloud pour poster les programmes ou sites spécialisés pour le téléchargement. Ça dépend de la qualité de l'internet
- Monitoring des diffusions médias par les programmes partenaires : pour rendre compte au bailleur
- Utilisation du WhatsApp pour les transmissions des reportages
- Fourniture du matériel adapté aux médias partenaires (énergie solaire, logiciel open source)
- Assistance technique au partenaire
- Equipement vidéo

Soutenir et renforcer les acteurs média

- Formations internes ouvertes au média partenaires
- Formations action pour étudiants en journalisme et les professionnels des médias partenaires
- Formation en management et en génération de revenus
- Soutiens ouverts aux médias publics
- Soutiens spécifiques aux assemblées parlementaires pour que les élus et les citoyens sachent qu'ils ont un moyen d'interpeller
- Stage dans le cursus universitaires : inclus dans la note globale de diplômé
- Des outils nouveaux : support dynamique ; ex. passeport professionnel avec visa. Pour chacun des visas, il y a des compétences requises (diplôme professionnel, donne envie au journaliste d'avoir le maximum de visas)

Analyser l'impact des programmes

- Commande régulière d'études qualitatives et quantitatives d'audiences
- Contribuer à la recherche sur l'information et le rôle des médias
- Associer des universitaires à l'analyse des contenus des programmes
- Nouer des Partenariats avec des universités sur leurs thématiques
- Engager des réflexions sur le rôle des médias en zones de conflits

Annex 3 : Workshop programme

Time	Tuesday, 27 th June	Wednesday, 28 th June	Thursday, 29 th June
8h00	Arrival of participants, coffee		
8h30	Welcome, opening remarks Introduction, presentation of participants, , Presentation of WS goals, Expectations, Logistics, social reporting	9:00 : Review day 1	Review of day 2
10:00	Coffee Break	Module III: “Getting inspired!” International trends and innovative approaches related to policy influencing, corruption/transparency, accountability and voice of the voiceless (<i>iMedia</i>)	Module IV: “The way forward” • Individual work on integrating lessons into country programmes
10:30	Module I: ‘Setting the scene’ • Voices from Kigali: Recap of country experiences, key challenges, coping mechanisms and specific strategies to fulfil roles of media related to different subtopics, summary of SDC strengths and challenges/ <i>SDC staff</i> • Screening of digital stories • SDC guidelines on media assistance, governance and media/ <i>DDLGN</i> • Specific media issues from different countries experienced in SDC programmes/ <i>SDC staff</i>	10:00 -10:30 Coffee Break • Best practices on innovative approaches/ <i>Fondation Hirondelle</i> • Experience sharing by local innovative media , share fair : internews, BBC media action + TMF	Coffee-Break 10:00-10:30 • Cross fertilization of generated ideas for future action
12:30-14:00	Lunch Break	Lunch Break	
14:00 - 17:00	Module II: ‘Working in difficult contexts and environments’ • Specific approaches in fragile or	Continuation module III • Experience sharing by local innovative media –continued : internews, BBC media	Continuation module IV • Presentation of country programmes • Case clinics on specific issues with media

	<p>restrictive environments (<i>i-media</i>)</p> <ul style="list-style-type: none"> • Presentation of CAPEX on Media in SDC with particular focus on Eastern, Southern, Northern Africa region (SONAP Division) (<i>iMedia</i>) • Feedback and reactions to findings of CAPEX /SDC staff and TMF • World café... “How to engage with media in difficult contexts and environments?” sharing approaches, best practices and implementation challenges Part 1 <i>different donors and/or resource persons</i> 	<p>action +other <i>tbd</i></p> <ul style="list-style-type: none"> • Panel discussion “Potential and limits of social media: internews, BBC Media action + Jamii Forums • Q&A session 	
	15:15-15:45 Coffee Break	15:50-16:20 Coffee Break	15:50 -16:20
	<ul style="list-style-type: none"> • World café... “How to engage with media in difficult contexts and environments?” sharing approaches, best practices and implementation challenges Part 2- continuation / <i>different donors and resource persons</i> 	<p>Review issues raised on Day 1: <i>did we find answers?</i></p>	<ul style="list-style-type: none"> • Wrap up: Next steps and required support; possible support by DDLGN • Workshop Evaluation • Concluding remarks and closing by /<i>Head of Cooperation SCO Nairobi</i>
19:00		Social event	

Annex 4. List of participants

Participant	office/institution	country	Function	E-Mail Address	attended ?
Liliana Marcela de Oliveira Mangove	Centre for Public Integrity (CIP)	Mocambique	Communication officer	liliana.mangove@cipmoz.org	yes
Lizette Manguete	IESE	Mocambique		lizete.manqueleze@iese.ac.mz	yes
Mauricio Sulila	SDC	Mocambique	NPO	mauricio.sulila@eda.admin.ch	yes
Fausta Musokwa	Tanzania Media Foundation	Tanzania	Programme Manager-	fmusokwa@tmf.or.tz	yes
Dastan Kamanzi	Tanzania Media Foundation	Tanzania	Senior Knowledge Management Advisor	dkamanzi@tmf.or.tz	yes
Maxence Melo	Jamii Media	Tanzania	Founder and Director	maxence@jamiiforums.com	yes
Moussa Passent	SDC office	Egypt	NPO	passent.moussa@eda.admin.ch	yes
Dona Fabiola Nshimirimana	SDC office	Burundi	NPO Décentralisation	donafabiola.nshimirimana@eda.admin.ch	yes
Alexandre Niyungeko	Radio Inzamba/union burundaise des Journalistes	Rwanda (exile)	President	niyalex2000@gmail.com	yes
Muhozi Innocent	Association burundaise des	Rwanda (exile)	President	patrick.nduwimana@gmail.com	No

	radiodiffuseurs				
Léandre Sikuyavuga	Journal Iwacu	Burundi	Rédacteur en chef	lsikuyavuga@iwacu-burundi.org	yes
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Nadège Kanyange	SDC	Rwanda	NPO Media	nadega.kanyange@eda.admin.ch	yes
Sifa Kasongo Raïssa	Radio Maendeleo	RDC	Chargée de Programme	raykasongo@gmail.com	yes
Johan Deflander	La Benevolencia	RDC	Regional coordinator	labenevolencia@gmail.com	yes
Emmanuel Mugisha	Rwanda Media Commission	Rwanda	ES	emma2rw@gmail.com	Yes
Laila Sheikh	SDC Regional Office Horn of Africa	Kenya	Head of Cooperation	laila.sheikh@eda-admin.ch	yes
Lillian Kilwake	SDC Regional Office Horn of Africa	Kenya	National Programme Officer	lillian.kilwake@eda.admin.ch	partially
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Joseph Kamini Njuguna	Danish Embassy	Kenya		josnju@um.dk	partially

Brice Rambaud	Internews	kenya	Regional Director , sub-Saharan Africa	Brambaud@INTERNEWS.ORG	yes
Angela W. Muriithi PhD	BBC Media Action	kenya and Somalia	Country Director	angela.muriithi@ke.bbcmmediaaction.org	partially
Winnie Kamau	AODC	Kenya	Data Journalist	kamawinnie@gmail.com	yes
Steve Biko	Soko Directory Investment	Kenya	Blogger	biko@sokodirectory.com	No
Manja Kamwi	International Media Support - Sweden supported	Kenya		mjk@mediasupport.org	partially
Christopher Wakube	Safeworld	Kenya	country Manager	cwakube@safeworld.org.uk	No
Roger Gichuhi	Buni Media	Kenya	Chief Operating Officer	roger@bunimedia.com	yes
Richard Nash	DFID	Kenya		R-Nash@dfid.gov.uk	Partially
Resource Persons					
Mary Myers	iMedia Associates	UK	Development communication consultant	marysophiamyers@gmail.com	yes
Yves Laplume	Fondation Hirondelle	CH	Délegué Editorial	yves.laplume@hirondelle.org	yes
Steering committee					
Eric Kalunga	SDC	Tanzania	Programme Officer	eric.kalunga@eda.admin.ch	yes

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Moderators					
Siclari Andrea Luigi Angelo	SDC HQ	Switzerland	KLC	andrea.siclari@eda.admin.ch	yes
Natalie Frei	SDC HQ	Switzerland	KLC social reporter	natalie.frei@eda.admin.ch	yes