

Setting the scene: Voices from Kigali 2016

Key Challenges and Response Strategies

1) Country experience	Key challenges, (internal & external)	Response strategies
<ul style="list-style-type: none"> • Burundi • DRC • Rwanda • Tanzania 	<ul style="list-style-type: none"> • Media access to information • (Self) Censorship, hostile climate against media, journalists in exile, safety of journalists • Poor regulatory framework and policies • Media being used as government propaganda vehicle and for hate speech • Poor management of media outlets, Lack of editorial independence and financial sustainability • Low capacities, professionalism & ethics (corruption of media)issues, quality content, • Lack of Equipment 	<ul style="list-style-type: none"> • Use of new technologies, using social media, short wave etc. to access or disseminate information (e.g. Burundi) • Collaboration, networking among media for information & content sharing, exchange about media and joint lobbying for enabling regulatory framework and to decriminalize media • Create platforms for dialogue, ethics, cohesion, Providing space for different opinions of opposing parties • Capacity Building of journalists and educate media for peace (e.g. peer to peer Tanzania, Govt support to CapDev Ruanda) • Promote production and dissemination of diversified , quality, content (and link local to national) • Media transformation for financial sustainability, income generation activities, Increased funding in the sector/ sustainable funding • Promoting citizen awareness about media relevance to draw in community support (social sustainability)

Key Recommendations

HQ - SENAP

- Keep media in strategic priorities
- support regional initiatives for more coherence and synergies
- have rapid response mechanisms to crises

Swiss Cooperation Offices

- Invest in research on political contexts, people's needs and appropriate support. work on scenarios in conflict situations
- Avoid rigid logical framework, do joint reviews with partners and adjust
- support innovative, transformative models"
- adopt a systemic approach and interfaces
- work on financial and social sustainability
- support gender related issues
- explore support to community radios for broader outreach

DDLGN

- Share knowledge in broader network
- Use knowledge in global learning

Key Outcomes

- spontaneous Identification of real challenges in the region from digital stories
- Common understanding of the role of media in development and its relation to the context particulars
- Identification in each country of challenges, limitations, opportunities and successful strategies
- Sharing SDC lessons learned and possible strategies for the future