

CFI at work



CFI, the French Media Development Agency

CFI works to foster media development in Africa, the Middle East, South-East Asia and the Balkans. 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.

Every year





35 countries covered



6,000 beneficiaries, of whom 45% are women and 43% are young people





Our Core Business

Providing long-term support via:

- Training and advice on strategic orientations,
- Facilitating networking and sharing experiences,
- Project funding.



Our Funding

- An annual subsidy from the French Ministry of Europe and Foreign Affairs (MEAE),
- Funding from donors for specific projects: Agence Française de Développement (AFD), European Union (EU), EU member states, UNESCO, etc.



Our Themes

- Fighting misinformation,
- Promoting gender equality,
- Protecting the environment,
- Promoting democracy and civic engagement.



Our Expert Network

Over 800 journalists, working in international media in Europe, Africa and Asia, share their experience to help their colleagues from all over the world to gain better insight into information and develop constructive journalism.

As a subsidiary of the France Médias Monde group, CFI can rely on professionals working at RFI, France 24 and Monte Carlo Doualiva.



Our Approach

- Media Development: strengthening skills, content offer and economic sustainability.
- Media for Development: empowering the media to put sustainable development and democratic governance on the agenda.



Our Beneficiaries

- Direct beneficiaries: journalists, media directors, media technicians, bloggers and engaged citizens, civil society organisations, media regulatory bodies etc.,
- Indirect beneficiaries: the citizens of the countries in question, who listen to, read or watch the media.

CFI Project Cycle

Identifying Needs

CFI listens carefully to media stakeholders and pinpoints their needs. This may involve:

- An observation conducted on site by the agency.
- A request from another media development agency for CFI to join in their proposal in the framework of a call for tender that involves media development,



- a local media stakeholder,
- A call for tender from a donor that involves



Implementation

Once the funding has been approved, the project can be implemented:

- A team is put together.
- Partner agreements are negotiated,
- Stakeholders are identified.
- Beneficiaries are selected.
- Training initiatives are set up,
- Financial and administrative operations are monitored.



Final Evaluation and Impact **Assessment**

Feasibility Study

Once the need has been

confirmed as legitimate, a more in-depth study

is conducted to confirm

feasibility and relevance

to respond to said need.

for proposals, this study

will already have been

to the agency bidding.

conducted prior

of the project aiming

In the event of a call

the technical and financial

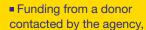
CFI has set up the following to ensure proper use of funds and assess project effectiveness:

- in-house monitoring of projects, as well as an assessment conducted by an independent firm, ■ mid- and long-term
- impact assessment.



Fundraising Several possibilities:

CFI funding, from the agency's own budget. The agency chooses to fund pilot projects, to confirm hypotheses regarding the operation and to become better acquainted with partners on site, in order to convince donors to fund subsequent, more ambitious projects,



Responding to a call for proposals: the sponsor funds the project, mostly with a minority contribution from CFL



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