



# 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



**40**  
projects implemented



**35**  
countries covered



**800**  
initiatives, conducted in the field or remotely



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



**A €16-**  
**million**  
budget in 2021



## Our Core Business

Providing long-term support via:

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



## 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 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 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.



## 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 Doualiya.

# 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 request formulated by a local media stakeholder,
- A call for tender from a donor that involves media development.



## 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,

- Funding from a donor contacted by the agency,
- Responding to a call for proposals: the sponsor funds the project, mostly with a minority contribution from CFI.



## Feasibility Study

Once the need has been confirmed as legitimate, a more in-depth study is conducted to confirm the technical and financial feasibility and relevance of the project aiming to respond to said need. In the event of a call for proposals, this study will already have been conducted prior to the agency bidding.



## 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

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.



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MEDIA DEVELOPMENT