

ACTING TO EN **GENDER** EQUALITY



#ProjectInAction

PROMOTING GENDER EQUALITY

The media play a role in transmitting values and representing identities. CFI has chosen to make gender equality a priority. In order to strengthen the role of women in political and economic debates and within media outlets, the agency trains the directors of media outlets on non-sexist, inclusive management, rolls out awareness-raising initiatives in newsrooms and helps to produce content on gender-related issues. CFI has adopted a Gender equal writing Charter applying to all publications, which reflects its proactive policy in favour of gender equality. All projects integrate the promotion of gender equality.

OUR PROGRAMMES



1 Training for media outlet directors in non-sexist, inclusive people management, and implementing awareness-raising initiatives in newsrooms.

2 Supporting women journalists and media professionals, especially via personal development training.

3 Setting up consultation workshops attended by media outlets and CSOs to design gender-related content.

4 Organising awareness-raising debates and seminars and advocacy initiatives.

5 Supporting the production and broadcasting of content on gender equality issues.

OUR PROJECTS



EQUAL VOICES

Côte d'Ivoire and Ghana

In late 2022, CFI published a survey on gender equality in media outlets and media content in Sub-Saharan Africa. It showed that many women working in the media are subject to discrimination and violence. They are often under-represented in managerial positions and have to fight to assert themselves. In light of these observations, the Equal Voices project aims to push back on gender-related inequality and stereotypes in media outlets in Côte d'Ivoire and Ghana. It encourages media outlet managers to promote better representation of women, in both their managerial practices and editorial policies.



MÉDIASAHEL FOR WOMEN

Burkina Faso, Mali and Niger

Established in three key countries in the Sahel region, the MédiaSahel for Women project encourages and supports the introduction of top-rate, gender-sensitive journalism and empowers women to express themselves. Backed by proactive civil society organisations, this dynamic highlights how women can spearhead change and social harmony. To achieve this, CFI has activated two schemes for staff of 36 partner radio stations: training in journalism and management that factors in gender equality and support to produce content promoting gender equality, women's rights and/or their role in the peace process.

OUR PROJECTS



ECHOES OF WOMEN'S VOICES

Morocco

Echoes of Women's Voices provides a mouthpiece for young Moroccan women living in rural areas of the Marrakesh-Safi region. Run by CFI and the Citizen Initiatives Association (AIC), this project's aim is twofold: to empower women in rural areas so that they take part in public debate and to collectively seek solutions to inequality issues. AIC staff set up a mobile online radio to travel through this remote, mountainous, region where social barriers are still daunting, collecting accounts from hundreds of men and women for their programmes. The content produced also serves to set up advocacy tools to defend women's rights in Morocco, targeting local political decision-makers.



MAKANATI

Iraq and Yemen

Makanati* helps to improve the situation for women in Iraq and Yemen, countries where they regularly fall victim to blatant violations of human rights and are exposed to sexual assault and gender-based violence. This project empowers women to participate more fully in society and provides clearer insights into their preoccupations, by way of training programmes with women journalists, as well as the production and broadcasting of media content. In the course of two years, over 200 women journalists have received support and around 300 subjects focussing on women and gender equality in Iraq and Yemen have been published.

**Makanati* means "my place" in Arabic.

→ Find all our projects on cfi.fr

Canal France International works to foster media development all over the world, especially in sub-Saharan Africa, the Arab world and the European Union's neighbourhood. Our key priorities: pushing back on disinformation, promoting gender equality, protecting the environment and promoting democracy and citizen 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.

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