



## PROGRAM OF CAPACITY BUILDING OF THE YOUNG PEOPLE PROFESSIONALS IN COMMUNICATION IN TERMS OF ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

# SUMMARY REPORT 3<sup>RD</sup> EDITION 2017



68  
Journalists



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## THE PROGRAM



**PROGRAM OBJECTIVE: BETTER STRENGTHEN THE MEDIA TO RAISE AWARENESS ABOUT THE ENVIRONMENT**

The media play a determining role in raising awareness and informing public opinion of environmental issues. The Foundation realized that there was an interesting lever for its awareness – raising mission.

Accordingly, in 2011, the foundation launched a training course of the young journalists concerning environmental issues, in partnership with the Center for Mediterranean cooperation (UICN-Med), with the idea that well-formed journalists would better be able to relay the major environmental issues and to raise awareness of the general public.

The program, baptized «**Capacity building of young communication professionals**» aims to provide the young journalists in Africa with the basic knowledge on environment and sustainable development, and to create a network of journalists committed in these subjects.

### Choice of device: an e-learning platform for Africa

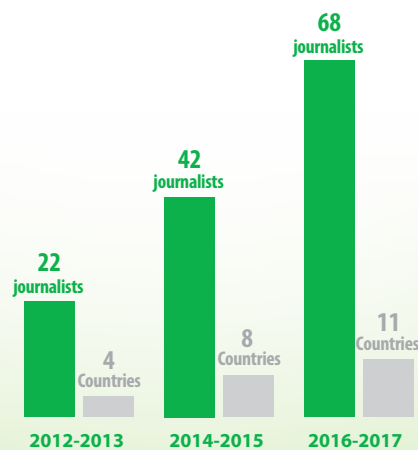
This distance training is provided by relying on an e-learning platform.

This means allows to make professionals participate in several countries of the African continent, and to reconcile training time with professional time.



### HISTORIC OVERVIEW

- The program was launched in 2011.
- The first session was held in 2012 with 22 journalists.
- The second, in 2014, grouped 42 registrants and opened to seven countries (Tunisia, Algeria, Mauritania, Benin, Guinea, Burkina Faso, Senegal).
- In 2016, the 3rd edition was launched with a completely redesigned digital platform in the light of the experience of the first two sessions. The organization of the COP 22 in Marrakesh in November 2016 constituted an additional asset for the attraction of this program.





# THE PROGRAM'S DEVELOPMENT TOWARDS THE 3RD EDITION

The debriefing workshop organized at the end of every session enables the device progress. It has been profoundly redesigned for the third session :

## TO MAKE THE PLATFORM MORE ATTRACTIVE

- More legible architecture and better navigability
- Reproducible and evolutionary Approach
- Automatic notifications to keep the participants informed
- Accessible Platform on tablets and smartphones
- Multilevel system of membership (Senior and junior)
- System of self-assessment (MCQ) (Multiple choice questions).

## TO MOTIVATE THE CANDIDATES

- Moderation Approach for a better online interactivity.
- Evaluation of the acquired knowledge.
- Charter of commitment before joining the network.
- Final Competition for the best journalism works.
- Methodological Support by a scientific committee of experts.

## TO PUBLICIZE THE PROGRAM

- Creation of a group and a forum for the participants

## TO IMPROVE THE CONTENTS OF THE TRAINING

- Updating of the data
- Africanization of data previously focused on Morocco
- Adaptation of the contents to the needs of journalists (striking facts, current events, testimonials).



# THE 3RD EDITION

## Country breakdown

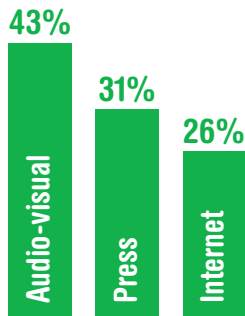
Morocco	20
Algeria	2
Tunisia	3
Mauritania	2
Benin	3
Guinea	3
Senegal	7
Burkina Faso	3
Ivory Coast	2
Congo	2
Cameroon	2
Total	68

68 journalists stemming from 11 African countries (Morocco, Tunisia, Algeria, Mauritania, Benin, Guinea, Burkina Faso, Senegal, Cameroon, Ivory Coast and Congo) participated in this 3rd edition.

## MAIN PHASES

- June 2016: call to participation
- September 2016: launch of the training
- December 2016 to January 2017: evaluation of candidates
- February 2017: competition at the end of training
- May 2017: closing workshop of the 3rd edition.

## Distribution per media



## THE COMPETITION RESULTS

Six works were awarded during this session.



*Kenzly Mideh*  
*Great Event TV*  
*(Côte d'Ivoire)*

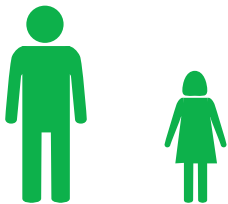
For her radio chronicle entitled « **the strategy chosen for Ivorian agriculture to confront climate change** »



*Zran F. Goulyzia*  
*www.afrikatv.net*  
*(Côte d'Ivoire)*

For his audiovisual report on « **The presentation of a pilot project on electrification by means of natural hydrogen.** »

## Breakdown per genre



**59% 41%**



*Lala Kabore-Dera*  
*www.queenmafa.net*  
*(Burkina Faso)*

For her press article on « **The urgent need to protect the Lake Tengrela tourist site.** ».



*Johnson Gwladys*  
*ECOFIN*  
*(Benin)*

For her press article on « **The impact of the hybrid power station on the village of Igbéré.** ».



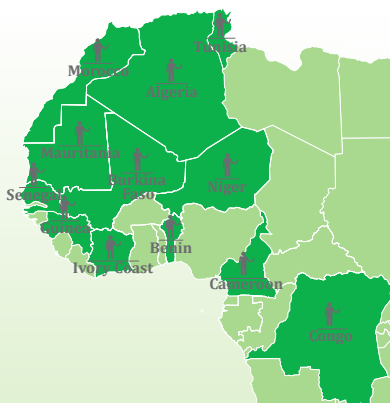
*Rym Benarous*  
*from the daily newspaper Le Temps*  
*(Tunisia)*

For her press article on the « **Protection of coastal areas and marine turtles.** »



*Ndiol Seck*  
*Le quotidien Le Soleil*  
*(Senegal)*

For his press article on « **Coastal erosion.** »





## THE DEBRIEFING WORKSHOP, IN MAY 25, 2017 IN CASABLANCA

Essential bi-annual meeting of journalists from several African countries since 2012, the workshop came to close this year the third edition.



### OBJECTIVES OF THE MEETING

- Presentation of the training assessment
- Reward for the best work
- Exchanges and sharing of experiences,
- Strengthening of the network of beneficiary journalists;

Considering the proximity of the COP 22 which took place in Marrakesh in November 2016, the participants questioned about the means to mobilize the established journalists' network, to incite the chief editors to cover specifically this event, or to mobilize some expertise to accompany the media.

### OBSERVATIONS, RECOMMENDATIONS AND COMMITMENT OF PARTNERS :

#### *Observations*

- The journalists showed a big interest by the project considered as serious and expressed their admiration of the availability of the Foundation's teams;
- The grouping of participants at the end of each session gave them the feeling of belonging to a network committed to the environment..

#### *Recommendations*

- Structure and formalize the network.
- Encourage sharing among members through an official bulletin
- Open training to other African countries and other media, in particular community radio and electronic press.
- Valorize the productions of the participating journalists by publishing them in the Moroccan media.
- Hold evaluation meetings every year in a different country.
- Bring scientists and journalists together to allow a better popularization of environmental issues.



## ANNEXES

### PARTNERS :



### MONITORING COMMITTEE :

Name and Surname	Function and organisation
Oumnia Himmi	Teacher-researcher at the scientific institute, Mohamed V university in Rabat.
Karima Rhanem	Specialist in communication and development - Journalist - President of the Moroccan association for development and parallel Diplomacy, Morocco
Mohamed Belghouate	Director of Studies and Media Development, Morocco
Mohammed Aziz El Agbani	Teacher-researcher in Biodiversity. Scientific institute, Mohamed V university, Agdal
Jennate Cherkaoui	Scientific expert: Mohammedia school of engineers, Mohammed V university, Rabat.
Rhimou El Hamoumi	Teacher-researcher, Faculty of sciences Ben M'sik. Hassan II university- Mohammedia-Casablanca/ Laboratory of Ecology and Environment Biodiversity and Sustainable Development Team
Abdellatif Bayed	Teacher-researcher, Scientific institute, Mohammed V university, Rabat.
Abdeljebbar Qninba	Teacher-researcher, Scientific institute, Mohammed V university, Rabat
Zouhour Himmich	The mediator of the National company for radio and television/ scientific journalist
Mohammed Taleb Sghir	Teacher-researcher, Scientific institute, Mohammed V university, Rabat/ Department of Botany and Plant Ecology
Hanaa Foulani (Moderator)	expert journalist in digital communication