



CAMBODIA

RURAL NETWORKS

As the mainstay of the country’s economy, agriculture has been identified by the Cambodian government as one of the four development priorities. Rural populations, affected by the impact of global warming, need to adapt and to develop new agricultural techniques. Rural Connections aims to improve the information available to these populations – and to young people in particular – in the areas of agriculture and sustainable development by improving the capacity of journalists to cover such topics and by promoting the production and dissemination of content.

AIM

To enhance information on agriculture related issues and professional prospect aimed at young people from rural region by promoting the development of media content and improving the capacity of professional journalists and students to cover these topics.

WHEN?

From September 2018 to August 2020

FOR WHOM?

- Around one hundred media professionals, drawn mainly from local media outlets or from outlets specialising in the coverage of rural and social issues
- Around thirty journalism students

A project by



In partnership with



HOW?

- **Initial forum devoted to the media coverage of rural, agricultural and environmental issues.**
- **Development of a training module**, focusing on the journalistic coverage of these issues
- **Development of a specialised training programme** among professional journalists, whether from the provinces or Phnom Penh, on agriculture, climate, the environment...
- **Support to news pure player Thmeythmey.com** and its new application, during 18 months.
- **Support to local and national media outlets in developing investigations**, with a particular emphasis on improving their ability to use data journalism tools.
- **Support to journalists in the field** to improve their knowledge of rural topics, environmental issues and innovative initiatives in agriculture.
- **Support for content creation project** to promote positive solutions and initiatives on agriculture, for young people, disseminated for the most part on social media.

EXPECTED RESULTS



24
months



€315,000
budget

- Improved capacity of Cambodian journalists and media outlets to cover topics of priority interest to young people living in rural areas (opportunities, techniques, agricultural sector strategies, climate change and the environment).
- Increased quantity and variety of content produced on topics related to agriculture and development (especially climate issues) and promotion of positive initiatives.

CFI, the French media development agency

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business, Media and Development.

The “Media and Development” programme helps media organisations to take ownership of development issues (education, health, gender) by strengthening the relationship of trust between journalists and civil society.

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