



**FREE MEDIA - DAPP**  
**IMS IN MENA**

**2017-2021**

# INTRODUCTION

Since its inception in 2003, the Danish Arab Partnership Programme (DAPP) has been a unique instrument for building relations between Danish and MENA partners. DAPP's vision is to endorse a democratic, prosperous and stable MENA region. DAPP combines regional activities with interventions in priority countries currently comprising Egypt, Jordan, Morocco and Tunisia.

International Media Support (IMS), a non-profit organisation working across four continents to support media affected by armed conflict, human insecurity and political transition, has been a part of the DAPP programme since its inception. During this period IMS has experienced how strong independent media are instrumental in enabling the public to take part in key reform issues, and in promoting greater responsiveness to public demands for better and enabling policies. Past engagements have shown that media can play a central role in supporting changes that contribute towards a more democratic and coherent society enabled by a strengthened rule of law, accountability and transparency.

Although much of the MENA region has seen a marked shift over the past couple of years towards unstable authoritarianism and violent conflict following the region's popular uprisings, profound gains have been achieved since 2011, many of which have been driven by the freer flow of independent media content and civil society.

IMS is looking forward to continue its partnership with the Danish MFA and to continue its work in the MENA region with long-term partners, as well as to engage with new innovative actors sharing values and visions in the years ahead in order to strengthen independent media in the region and to contribute to legal reform processes pertaining to media and freedom of expression.

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[www.madamasr.com](http://www.madamasr.com)

# REGIONAL

Building on its comprehensive programmes in the four focus countries of DAPP, IMS leads a strong regional component. The objective is to complement and strengthen national initiatives through regional peer exchanges and collaboration. IMS' long-time interventions in the MENA region have demonstrated how local initiatives and stakeholders benefit from the substantive, professional, critical inputs and solidarity that emerge from exchanges across borders. Among the priorities set for the five coming years are:

*The MENA Media Law Reform process*, which was initiated in 2013, will continue to enable partners and stakeholders to strengthen knowledge about media policy and regulatory frameworks; foster participatory processes, lead advocacy for much needed reforms; and act as a community of men and women advancing free speech, a fundamental pre-requisite for democracy and good governance.

*Arab Reporters for Investigative Journalism (ARIJ)* has been an IMS partner for more than a decade. ARIJ is now a well-established brand and has undoubtedly played an instrumental role in strengthening investigative journalism in the MENA region. IMS will continue its partnership with ARIJ with a view to further the role of investigative journalism across the region and to reinforce accountability and transparency of duty bearers.

IMS has supported more than *100 documentary films* and around 20 co-productions in the Arab world. We have thus facilitated a space and a platform for alternative voices and viewpoints that are primarily overlooked in mainstream media. IMS will continue to support the development and distribution of documentary film productions with a focus on female documentary filmmakers.

IMS will also continue to facilitate and support the work of a *network of digital frontrunners* in the MENA region, exploring and testing regional mobile-based platforms and business opportunities.

FRIDTRIOF FILM PRESENTS

BY ANDREAS DALSGAARD & BOJAN ZYTBO



# THE WAR SHOW



GIORNATE  
DEGLI AUTORI  
VENICE DAYS

OFFICIAL SELECTION

tiff

TIFF

THE WAR SHOW is a production of Fridtriof Film, a Danish production company. The film is a collaboration between the Danish film industry and the Norwegian film industry. The film is a production of Fridtriof Film, a Danish production company. The film is a collaboration between the Danish film industry and the Norwegian film industry. The film is a production of Fridtriof Film, a Danish production company. The film is a collaboration between the Danish film industry and the Norwegian film industry.

# MOROCCO

In Morocco, IMS seeks to bring about an environment more conducive to media independence by working with lawyers handling freedom of expression cases and civil society organisations advocating for legal and structural reforms. Ensuring that men and women safely can promote media freedoms and produce content guided by public interest, both online and offline, is also fundamental to IMS.

IMS engages with content producers and distributors of reliable, relevant news and information who aim to sharpen their managerial set-up and business model. Strengthening digital mind-sets will also be central as there is a rising demand and need for more innovative and audience-focused content production.

IMS supports knowledge-sharing and networking among actors promoting the professionalisation and reform of the media sector, drawing from national, regional and global resources.



In Tunisia, IMS engages with civil society and media actors committed to ensure that significant gains in legal and regulatory frameworks that are related to media and freedom of expression are protected and enforced and that further, conducive reforms are initiated. IMS will support civil society partners in furthering their organisational, professional and managerial capacity. Furthermore, we will continue to work with targeted content producers and distributors striving to achieve independent, diverse reporting and analyses, while strengthening their own managerial and editorial skills.

IMS aims to empower media professionals whose work can influence the professionalism and pluralism of media content and the sector as a whole. This has become highly critical as the media sector is increasingly marred by business interests and political interference. Lastly, IMS will encourage knowledge and skills-sharing among national and regional partners, and facilitate professional peer exchanges and opportunities.



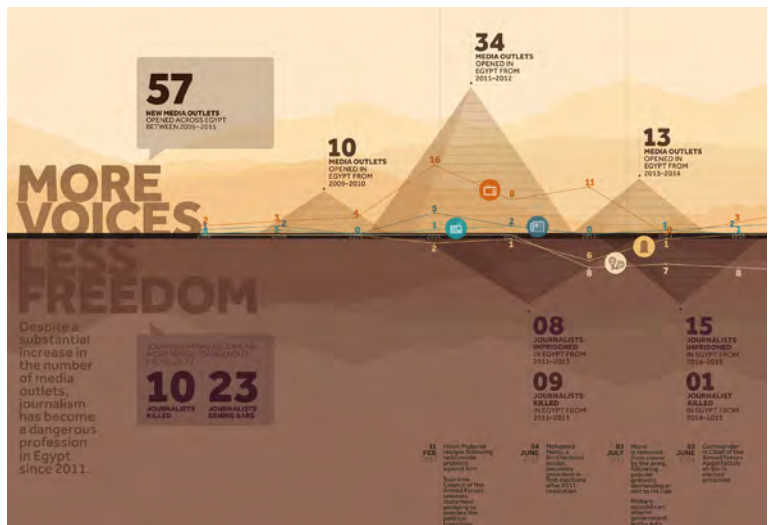
# TUNISIA

# EGYPT

In Egypt, IMS strives to support independent, diverse media content, facilitate peer-to-peer exchanges with regional stakeholders, as well as support actors who are committed to defending free speech and media freedoms. IMS provides guidance to independent media in developing their organisational capacity and furthering the quality of their content.

Generally, IMS endeavours to increase the level of dialogue and interaction between Egyptian media professionals and their like-minded counterparts in Denmark and the MENA region.

Another action track in Egypt is the support to nascent initiatives related to documentary filmmaking, including training, film festivals and small scale pre-production contributions. Targeted regional opportunities for collaborative workshops and network-building are supported based on local needs and strategic considerations.



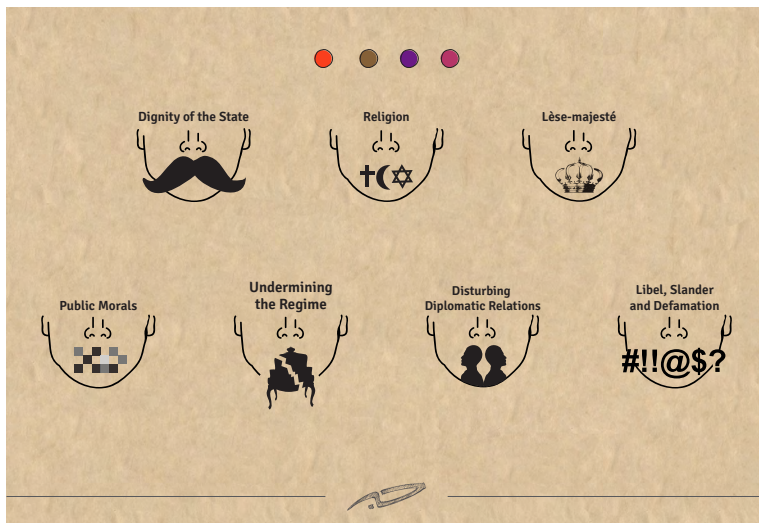


# JORDAN

In Jordan, IMS focuses on strengthening diversity in the media both in terms of its geographic coverage and reach, as well as in terms of gender-balanced representation.

IMS also supports independent digital media frontrunners with a programme designed to strengthen their organisational capacity and notably their managerial and business practices. Since Jordan's media landscape is very Amman-centric, the programme strives to effectively engage with rural and local media organisations and professionals.

IMS will further support knowledge sharing and networking among actors promoting the professionalisation of the sector, drawing from national, regional and global resources. Lastly, IMS will maintain its support to several independent documentary filmmakers and institutions.



# PARTNERS

The type of partners IMS engages with include:

- a) *Human rights groups and human rights defenders*: a key group of partners who embody IMS' human rights-based approach. They are instrumental in documenting human rights violations, conducting advocacy on legal and regulatory reforms, as well as providing legal aid to media actors and specialised training to lawyers and journalists.
- b) *Media content producers and outlets*: the largest group of IMS' partners in the MENA region includes independent actors who produce high-quality, reliable, public interest content in multiple forms both offline and online.
- c) *Capacity building institutions*: this group of organisations tailor trainings and workshops to the needs of stakeholders to build a variety of their professional skills.
- d) *Unions, associations and regulatory bodies*: they remain central players in defining a framework that affects the ability of media and journalists to work freely and independently.
- e) *Authorities*: IMS aspires to enable its local partners to engage with duty bearers. This includes strengthening the lobbying and campaigning capacity of partners so they can seize opportunities when beneficial and feasible to collaborate with government institutions.
- f) *Media networks*: national and regional networks of media actors, which IMS has facilitated over the years, are a unique and powerful set of partners.
- g) *International development groups*: IMS maintains information sharing and operational partnerships with several international organisations to ensure harmonisation and alignment. Synergies and co-funding agreements are sought with groups engaged in media development interventions in specific countries or on a regional level.



Sat 28 November

Cairo - Aswan  
Mansoura - Port Said

Exhibition Opening  
winners Announcement  
10 December

السبت ٢٨ نوفمبر

القاهرة - أسوان  
المنصورة - بورسعيد

افتتاح المعرض  
وإعلان الفائزين  
١٠ ديسمبر



Registration للتسجيل  
[egyptphotomathon.com](http://egyptphotomathon.com)

**EGYPT.  
PHOTO.  
MARATHON.**

ماراثون 2015  
بمصر الصورة

DEDI

باشكاتب

# #ForFreeMedia

INTERNATIONAL MEDIA SUPPORT (IMS) is a non-profit organisation working with media in countries affected by armed conflict, human insecurity and political transition. We work for free and professional media.

[www.mediasupport.org](http://www.mediasupport.org)

