




Panos Institute West Africa Activity Report 2019





For more information
about the work of
Panos Institute West Africa,
please contact:

Panos Institute West Africa
6 rue Calmette
BP 21132
Dakar
Senegal

Email
secretaire@panos-ao.org

Telephone
+221 33 849 16 66

Fax
+221 33 822 17 61

Web
www.panos-ao.org
www.panosmedia.org

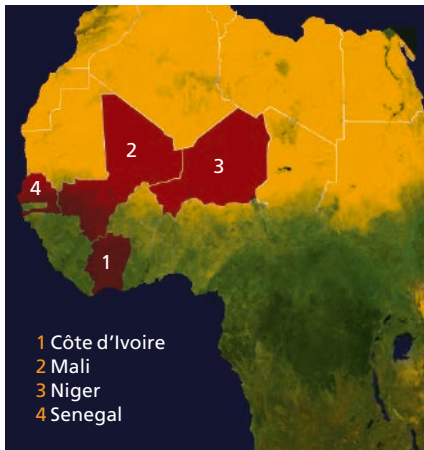
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2019 At a glance

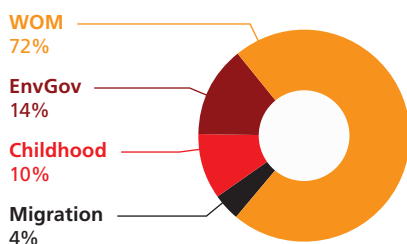
Where we worked



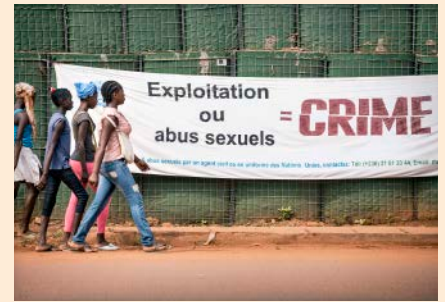
Our projects

- *Women: Occupy the Media! (WOM)*
- *Citizen media for participatory environmental governance in Senegal (EnvGov)*
- *Mobilisation and engagement of communities for the protection of childhood in Senegal (Childhood)*
- *Empowering young Africans through media and communication on Migration (Migration)*

Figure 1
Distribution of programme expenditure



Over 3,500 items – mostly short videos – were posted on social media by civil society associations and young people involved in PIWA projects. Most were about women’s rights and violence against women. The number was six times greater than expected.



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PIWA

Media actors including media associations and government representatives from nine countries agreed to promote the adoption of shared standards for media coverage of women and gender issues. This was one outcome of a regional seminar in December

Religious leaders took part in discussions of women’s rights and religious attitudes to them, on local radio stations, on 137 occasions, in Senegal and Niger.



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Journalists covering environment policy issues in Senegal were introduced to “Fact-checking” journalism – reporting that systematically checks the truth of rhetorical claims made by politicians.

78 members of community radio umbrella organisations, a national regulatory body and journalists were trained to use a media gender analysis tool. This is a step on the way to creating a universal expectation of fair and pro-women treatment of women and gender issues in the region’s media



PIWA

2019 In numbers

- 40** public debates, face to face or in media, with a total of
 - 408** participants including
 - 54** from political or religious authorities:
 - 36** on women's rights,
 - 2** on environmental governance,
 - 2** on migration
-

17 publications

- 4,130** media items produced and published/broadcast, by journalists and by civil society and grassroots organisations:
 - 143** mainstream media reports or investigations
 - 341** local/community radio debates or magazines
 - 3,539** social media items (videos, blogs etc)
-

- 43** capacity-building workshops, with
 - 827** participants in total, including:
 - 361** local radio staff and mainstream media journalists
 - 466** members of grassroots community-based organisations
-

15 operational partners

Context

2019 was a turbulent year, marked by political instability and deteriorating security conditions across the Sahel, extremist religious terrorism and communal conflict being met by governments' attempts to crack down. At least 4,000 people were killed in Mali, Niger and Burkina Faso, and 70,000 were displaced in Mali, 170,000 in Niger.



Women's rights

Women suffered the greatest impact, directly from sexual violence and kidnapping, and indirectly through displacement, loss of resources and support services, and loss of rights and autonomy – all this in societies already characterised by gender inequality, traditional in cultures and often increased by religious fundamentalism. 70% of women are victims of domestic violence, according to a poll in Cote d'Ivoire, and early marriage is common – between 40% and 70% of girls are married before 18.

Women's participation rate in public life and politics was low, despite countries having signed up to international declarations such as the Beijing Plan of Action. Cote d'Ivoire is typical with 10% of MPs and 16% of members of government being women. There were no women candidates for 2019's presidential election in Senegal.

There were also some positive steps, to which PIWA's *Women: Occupy the Media!* project contributed. In Senegal, a law criminalising rape was proposed in 2019 and adopted in January 2020. Cote d'Ivoire adopted a law guaranteeing a quota of women on electoral lists.



JEROEN OERLEMANS | PANOS

Children

Children also suffer marginalisation and oppression. One child in two in Senegal lives below the poverty line, and one girl in three is married before the age of 18. A national strategy for the protection of the child was developed in 2013, but its implementation is dragging.



CHRIS DE BODE | PANOS

Migration

Migration is a massive phenomenon. Nearly 3 million Senegalese, out of a population of 16.3 million, live outside the country, and for the region the transfer of funds from migrants is four times larger than direct foreign investment. Migrants find opportunities but also expose themselves to dangers and human rights violations – deaths, slavery conditions, extortion. Around 70% of migration is within the West Africa region, but countries mostly ignore their undertaking to allow regional freedom of movement (through an ECOWAS protocol). Journalists often perpetuate prejudices against migrants.

Environment

Environmental degradation is speeding up in Senegal. Between 1990 and 2000, 8% of forests were lost, with illegal trading of wood going unpunished and unprevented. Old vehicles and coal processing contribute to making Dakar one of the world's five most polluted cities, and pollution along its coast is 50 times higher than European standards, from uncontrolled waste disposal and building on flood plains. The environment has low priority politically, its tiny budget cut by 2% in 2019, and corruption is common. Many citizen initiatives to protect the environment are largely ignored by government environment management plans.

PIWA's geographic scope

PIWA was active in four countries facing different challenges, with declining rights and security of women a common theme. Senegal took 46% of the budget. The distribution of PIWA activity reflected fund-raising successes rather than strategy.

PIWA's strategy focuses largely on activity at local level, to make marginalised voices heard and achieve rapid and visible change which can create a dynamic for change at national level. Areas selected were particularly vulnerable in relation to PIWA's themes – Casamance and Dakar for environment, areas suffering insecurity or recovering from conflict for women's rights.

Activity at intercountry and regional level is also strategic: sharing of experiences, skills and good practice and building links to strengthen dynamics of change. Regional actions in 2019 promoting good practice and stronger institutions for gender-sensitive journalism were only 13% of spending, but in future PIWA will try to return to its historic level of 50%.

Our priorities

Three themes:

- Human rights
- Democratic governance
- Media development

Priority beneficiaries – women, young people: both generally marginalised

Strategic target groups – media, civil society organisations, community-based associations

Human Rights

PIWA prioritises the rights of women, children and migrants.

Women's rights and violence against women

Three quarters of PIWA activities in 2019 were concerned with women, with the objectives of advancing gender equality, fighting gender-based violence, and promoting women's political participation. Activities aimed at strengthening the visibility and fairness of media coverage of gender, in order to influence public and political attitudes; ensuring the permanence of these changes by embedding gender-sensitive policies and practices into media houses and the media environment; and strengthening women's participation in debate and decision-making, including by strengthening the capacities of women's organisations at every level to communicate through media and directly with the public and decision makers. There was particular focus on young women, doubly disempowered by age and gender, and on rural/grassroots women, doubly marginalised by geography and gender.



Promoting women's engagement in politics

The Gender Media Watch Observatory in Senegal organised a conference with the media community and civil society organisations to raise awareness of the role of the online press in covering women's participation in the Presidential elections.

Debating religions' discourse on women

Media practitioners in Senegal met to reflect on how religious discourse on gender is framed in the media. This meeting aimed at fostering awareness and analysis of religious discourse, and was intended as a step towards eventual discussions between women's rights defenders, media and moderate religious leaders – which would be too sensitive in this region to engage in at once.



ROBIN HAMMOND | PANOS

Children's rights

PIWA is a partner with Plan International and SamuSocial in a project to raise awareness of children's rights at family and community level, and strengthen engagement of local and national decision makers in implementing the existing national plan of action for child protection. PIWA's contributions are to strengthen young people's capacities to communicate, including through training young leaders in social media and giving them smartphones to produce social media videos; and to support local radio stations to make debate and magazine programmes on children's rights. The project began with workshops in December 2019, so its media outputs will appear through 2020.

Migration

A small project in Senegal and Niger aims to empower young people to make better decisions about migration, through the production of balanced and deeper media coverage of migration issues. It follows two larger previous projects – No papers (2011–14), and Reporters at the Borders (2014–17).

Democratic governance of the environment

Social media and traditional media are used to mobilise citizens, especially young people, to engage in protecting the environment, monitor implementation of government policies and demand action and accountability from the authorities. The project is carried out in two regions of Senegal with different environmental problems – Casamance, where protection of forests and of the river Casamance are priorities, and Dakar and its suburbs, where urban pollution and waste disposal, and over-exploitation of the coastline are major challenges.



WILLIAM DANIELS | PANOS



TOMMY TRENCHARD | PANOS

Media development

This thematic priority for PIWA is not the subject of specific projects. Instead it forms part of the strategy for all projects on the other themes.

PIWA's actions – mostly focused on gendering media development – have three threads:

- Strengthening the legal and regulatory framework. In 2019, *Women: Occupy the Media!* included work towards adoption of gender-sensitive regulatory frameworks, in specific countries and across the region
- Strengthen media's ethical and social responsibility. In 2019 this was particularly strong on the subject of gender, at every level of the media – individual journalists, media organisations, professional associations, journalism schools, and regulatory bodies
- Strengthen media institutions. In 2019, *Women: Occupy the Media!* included a number of actions to strengthen media institutions' collaboration with one another and relations with CSOs (which are playing a growing role in the media sphere). PIWA also worked to strengthen institutions' project management and evaluation capacities

2019 What we achieved

PIWA's goal

To build a democratic communication space which facilitates the promotion of human rights, democratic governance and the strengthening of social justice in Africa.

Strategic objectives

- 1 Public debate
- 2 Media production
- 3 Capacity building for more effective communication

Four projects in 2019

- *Women: Occupy the Media!*
- *Environment: Citizen media for participatory environmental governance in Senegal*
- *Children's rights: Mobilisation and engagement of communities for the protection of childhood in Senegal*
- *Migration: Empowering young Africans through media and communication on Migration*

Some of PIWA's operational partners

Institute for technical training in information and communication (IFTIC)

Niger

Institute for the sciences and techniques of communication (ISTC)

Cote d'Ivoire

Association of online press professionals (APPEL)

Senegal

Association of African Communication Professionals (APAC)

Niger

Tuwindi Foundation

Mali – a media support organisation

Union of Community Radios (URPCI)

Cote d'Ivoire

National Coordination of Community Radios (RACOM)

Niger

Studio Tamani

Mali

Ivorian Convention of Civil Society (CSCI)

Cote d'Ivoire

Senegalese Council of Women (COSEF)

Senegal

Women and Human Rights (F&DH)

Mali

Each programme or project is designed to contribute to all three of PIWA's strategic objectives, which are linked and overlapping: capacity-building for journalists feeds media production, which contains debate or stimulates debate among its audiences. Capacity-building can also strengthen the voices of marginalised people or civil society organisations, who can then participate more frequently and effectively in debate and dialogue with the general public and decision-makers. One example is the small 2019 – 2020 project on PIWA's long-standing theme of Migration (see box, p9).

A small project on a big issue – Migration

PIWA joined in a wider UNESCO project in West and Central Africa to help young people make better decisions on migration. PIWA supported young journalists in Senegal and Niger with information, technical skills and support to research and produce media reports on aspects of migration in the region, with a focus on the ECOWAS Protocol on the Free Movement of Persons. The Protocol has never been thoroughly implemented, and indeed public attitudes and government actions often tend in the opposite direction.

In Niger, a workshop 7–9 October brought together 24 young journalists – 16 f, 8 m – equally from print media, radio and TV. They received technical training on investigative journalism and thematic input on migration – facts, dangers, and the legal instruments supposedly governing it. They noted the growing number of women migrants. One half-day a wider group of 76 participants (30% women) including representatives of public institutions, media, CSOs, the private sector, UNESCO and the Italian Ambassador joined the journalists for an awareness-raising forum. Speakers included a migrant from Cameroun to Algeria who had then renounced clandestine migration. In discussion, participants interrogated particularly the role of the International Organization for Migration. This workshop was widely covered in Niger's media: 5 local TV stations, 2 national radio stations and 3 print outlets, as well as 2 international radio stations (BBC and DW).

Journalist participants were invited to develop and submit investigation proposals, five of which were shortlisted and sent to UNESCO, who then selected one journalist to participate in a regional workshop and media campaign (not run by PIWA).



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Meanwhile PIWA invited 15 journalists in Niger to submit investigation proposals to PIWA. From 9 submissions, 8 journalists were selected and given support for one month to produce and publish/broadcast a substantial report of 1500 words or at least 6 minutes (see box p17 for the topics they covered).

In Senegal, some of the 30 journalists (14 f, 16 m; 12 print, 9 online, 4 TV, 5 radio) in the 21–23 October capacity-building workshop were already familiar with investigative journalism, but a new aspect here was danger – as migration is often connected with illegal trafficking. As in Niger, 40 more participants (40% women) joined for a half-day awareness-raising forum, including 27 journalists, a representative of the Ministry of Culture and Communication, UNESCO, Italy's ambassador to Senegal, and 3 returned migrants. The topic of international political/legal instruments was new to many of them and eagerly discussed. Particularly moving were testimonies from a Togolese immigrant and a Senegalese returnee, about harassment at borders and elsewhere.

Following the workshop, as in Niger, PIWA sent out a call for investigation proposals to 300 journalists. 14 proposals were received and a jury of migration experts and journalists selected 8 for PIWA support (see box p17).

Objective 1: Facilitate and inform public discussion and political dialogue

In Mali, trained women's rights CSOs were regularly interviewed or participated in round-tables organised by TV or radio, at national or local levels.



FREDERIC NOY | PANOS

- 40 debates:
 - 11 face-to-face
 - 29 in media
 - 36 on gender equality
 - 2 on environmental governance
 - 2 on migration
- Over 400 participants:
 - 169 from CSOs
 - 15 young people
 - 170 journalists
 - 54 political authorities or officials
 - 5 religious leaders

PIWA strengthens the capacity of civil society groups to engage in dialogue with power-holders and to contribute to public discourse and influence public attitudes, through creating occasions for debate and opportunities for dialogue through the media. PIWA also supports media to be responsible and responsive, reflecting and stimulating discourse on public concerns; this entails working with media, government and CSOs at the level of legal and regulatory frameworks, national associations and professional bodies, media houses, and individual journalists.

The majority of debates in 2019 were in *Women: Occupy the Media!* due to the project's relative size and because it was at its mid-point and peak of activity. Indeed, several of its numerical targets were exceeded during the year. Many of the debates fostered PIWA's aim to build promotion of gender equality and respect for women's rights permanently into media structures and culture – from creating among CSOs and the public a habit of scrutinising media coverage for anti-women bias, to getting new standards adopted by media houses and regulatory bodies. Another aim is to strengthen women's participation in politics and public life.

Some debates and dialogues took the form of physical meetings; more were conducted through various formats in national, local or social media.

Face-to-face debates in 2019

- Regional Forum on legal and regulatory frameworks for pro-women media (see box below)
- Public conference organised by Niger's Women and Media Observatory (established earlier in the WOM project) on the findings of its Media Watch report analysing media coverage of gender issues. 60% of members of the Observatories are CSOs
- Niger's Observatory, in collaboration with the state regulatory body, the Higher Council of Communication, organised 3 public conferences aimed at sensitising media actors on the place of women in media content. In 2020, the Council will produce revised regulations to guarantee more gender-sensitive content in Niger
- Online press and women's participation in Presidential elections (see box, p6)
- Two Fora in Senegal brought together local and youth associations with technical service officials and 14 elected representatives – 79 participants in all – to address local environmental problems and policies. The meeting in Dakar suburbs, 19–20 November, focused on air pollution and sanitation, and that in Ziguinchor in Casamance, 25–26 November, on deforestation (see box left). They reviewed the execution of agreements made the previous year, exchanged good practices and reflected on how these could be scaled up, and considered how to raise public awareness of environment challenges and poor practices. Both meetings produced final statements making very precise recommendations for decision-makers to carry out before the next meetings in 2020
- Two half-day Fora on migration and the ECOWAS Protocol on Free Movement of People (see box p9)

Establishing shared regional standards on gender-sensitive media

A regional seminar, 11–13 December, discussed legal and regulatory environments for media conducive to media content favouring women's rights. Aiming to cover both media institutions and media content, it brought together CSOs, media, and national Ministries of Communication and regulatory bodies from the WOM project countries and Burkina Faso, Guinea Conakry, Cape Verde, and Burundi, and a representative from the Lille School of Journalism in France.

In their final Declaration, participants resolved:

- i) to create a minimum regional standard on gender in the media;
- ii) to promote balanced, fair and equitable media coverage;
- iii) to promote a common regional directive on online content tracking, etc. they developed a plan of action.

Authorities and CBOs act on deforestation

A Forum on policies to manage deforestation in Casamance, Senegal, found that since the previous Forum in 2018, a number of promises had been fulfilled:

- Stronger partnership between the municipality, village chiefs, grassroots organisations, women's clubs and community radio Kambeng FM (a project partner), in the fight against deforestation in the commune of Diacounda
- A concerted management plan established under the local Council of Ziguinchor to preserve areas of forest
- The Water and Forest Department had undertaken to spread knowledge of the new Forest Code, and supported the populations of Diacounda to establish village committees to monitor deforestation

Debates in media (traditional and social)

Women's rights

- The WOM project supported 29 debates in mainstream national media between CSO representatives and politicians or officials
- 107 debate programmes were made by local/community radio stations, in many of which members of local women's groups and CBOs debated with local power-holders and held them to account. 137 religious leaders took part in these debates, in Senegal and Niger. 22% of debates concerned women's political participation, 78% concerned violence against women
- Interventions by leaders of women's rights CSOs in mainstream media: 89 were documented in 2019, most in Mali (65)

Senegal criminalises rape

CSOs trained by PIWA in gender issues initiated a national mobilisation in Senegal against the rising incidence of rape: a sit-in in Dakar, social media mobilisation, and a demand sent to the President. The President responded, instructing the Ministries of Justice and of Families to adopt new legislation and regulations criminalising rape and paedophilia.

Environmental governance

- Ahead of the two Fora in Senegal, 91 debates were broadcast by 12 local radio stations on the project's issues – poor hygiene in markets, maintenance of sanitation structures, pollution of the Casamance River, plastic pollution, chaotic extraction of coastal sand, and burning of refuse. More local power-holders participated than in 2018
- Youth associations and school clubs embraced the use of social media for activism (rather than just entertainment): this was an important factor in mobilising young people in the five project areas, contributing to the project goal of making environmental governance more participative
- The Dakar Forum was followed by an online debate of the issues with 14 contributors. The debate attracted 75 comments, 9 likes and 7 shares.
- The Casamance Forum was streamed live, and drew 23 virtual participants. Overall, it attracted 17 posts, 93 reactions and 10 comments, and 1,428 viewers followed the debates

Children's rights

- Young people were trained in using social media, and an online platform was established – *Protecting children: I'm in*. In three months to February 2020, the platform had 172 members, and the 328 items posted had received 222 comments and 1,704 reactions

Women's access to health and civil services: deputy mayor called to account

During a community radio debate on health care, a radio club in the Mopti region of Mali challenged their deputy mayor about illegal fees being charged for Caesarean section operations and birth certificates. He promised to act, calling on the population to refuse to pay and to report incidents to the Mayor's office. Following the broadcast, a local NGO and UNICEF partner, Action Mopti, asked the radio club to organise a discussion on prenatal counselling and HIV testing of pregnant women.

Publications to support debates

Women's rights

Studies and publications to support, inform and stimulate debates included:

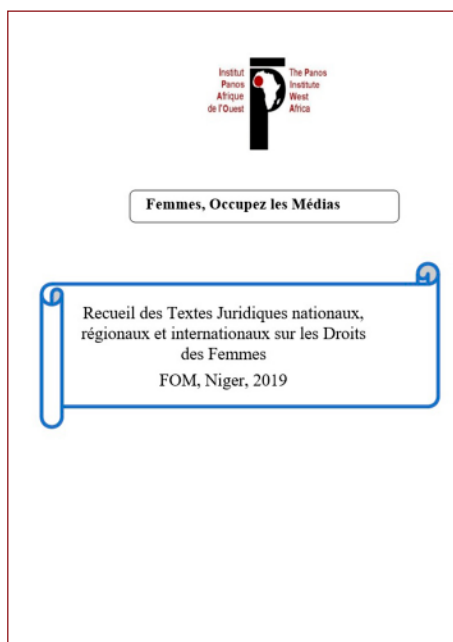
- 4 gender analyses of media content, by Media Observatories. In Senegal, the monitoring study followed a new more ambitious plan – with a larger sample of media and refined analytic criteria, based on the WACC's regular Global Media Monitoring project
- 2 compilations of legal texts on women's rights: Niger (finalised June 2020) and Cote d'Ivoire; three others will follow
- Analysis of the legal and regulatory framework for religious media and religious discourse on women in the media, Senegal; three more countries to come
- Mapping of environmental impact studies and citizen initiatives responding to environmental challenges in Senegal. This study, carried out by geographer-environmentalist and climate change expert Mamdou Ndong Toure, was used in training workshops for journalists and village associations, as well as during the two regional Fora
- Briefings on three environment challenges in Senegal: Pollution, Sanitation and Deforestation



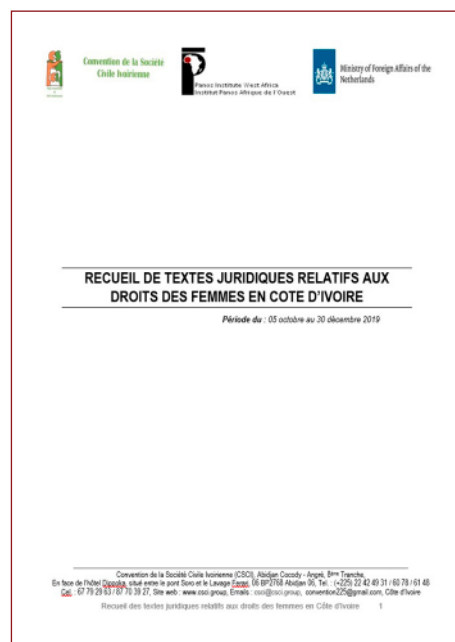
Analysis of coverage of gender in media in Mali



Mapping of environmental impact studies and citizen initiatives, Senegal



Compilations of national, regional and international legal texts on the rights of women, Niger and Cote d'Ivoire



Objective 2: Produce and disseminate information favorable to social change

- 4,130 media items produced:
 - 143 in mainstream media
 - 448 in local/community radio
 - 3,538 videos on social media
- 755 producers of content:
 - 171 in mainstream media
 - 128 in community radio
 - 436 representatives of civil society:
 - 182 CSOs, 72 CBOs, 182 high-school students and youth
- 53% of content producers were women



PIWA

Traditional media (print, radio, and TV) are still important in shaping national discourse and reaching power-holders. PIWA works to increase the depth, relevance and range of voices in mainstream reporting, supporting investigative reporting, fostering correspondents based outside capital cities, and enabling journalists to draw on CSOs and grassroots organisations as sources of information and perspectives. But three times as many media items produced with PIWA support in 2019 were broadcasts on local/community radio, where local communities and grassroots associations can discuss issues of local concern and hold local power-holders accountable.

In recent years, the use of social media has ballooned, and PIWA's media outputs reflect this. Social media enable citizens, particularly young people, to share information and views and mobilise for change.

Quantity and quality in 2019

More media outputs were produced than was planned, mainly due to the explosion of social media videos produced by citizens – six times more than PIWA had planned.

Over 90% of the media items produced concerned women's rights, gender-based violence and political participation. Environmental governance was the subject of only 5% of the year's output, partly because this project placed less emphasis on social media. The *Migration* project focused on investigative journalism in the mainstream media, and the children's rights project, though it is focused on young people and social media, was only just getting started.

The growth in numbers was often matched by improvement in quality of media items produced. This was partly down to changes in project management systems, especially in *Women: Occupy the Media!*



PIWA

- Larger numbers of mentors were involved in supporting trainee investigative journalists, and the mentors themselves received training and support from PIWA partners – schools of journalism in Niger and Cote d'Ivoire and a national association of editors in Senegal – and from consultants in Senegal and Mali
- PIWA developed detailed but manageable tools for monitoring and evaluation, and trained the operational partner organisations, mentors and consultants in using them. (See under Objective 3 below.) Regular reference to the gender analysis grid for media developed in 2018 by the Senegal Observatory lead organisation helped to raise standards and keep the activities flowing. In 2019, 117 community radio productions were evaluated using the grid tool
- Capacity-building on scrutiny and practice of gender-sensitive journalism has been successful; the practice of media monitoring and analysis is increasingly owned by partner organisations and generating its own momentum
- The establishment of a prize in each country for the best article on women/gender issues stimulated interest and emulation. More than 128 journalists put in for these prizes
- Journalists increasingly turn to CSOs as valuable resource people, and CBOs are increasingly involved in production of programmes with local radio stations
- Some projects were organised around "Convergence moments", when a number of different types of media output generated around a specific event can create synergies as well as increasing impact

Producers of media content

Over 750 people produced media content with PIWA support. Some were individual professional journalists in the traditional media, selected for participation in projects with agreement from their editors, and benefiting from thematic or technical training. But in many cases production resulted from collaborations, and so numbers can only be approximate. For instance, four or five school students might have worked together to produce a series of social media videos; or several grassroots organisations formed a single radio club to react collectively to broadcasts or question local authorities.

Well over half the producers of content were women. However, this figure conceals disparities. Women formed the majority of producers from CSOs (63%), but only 47% of local/community radio producers, and 54% in mainstream media. In the *Environmental Governance* project, women were marginal in media production. Of 126 producers, only 12 were women; and there were no women among the 10 local correspondents of national media, because mainstream media do not employ women in those roles.

Mainstream media: major reports and investigations

143 substantial reports, many based on field research, were produced, compared with 120 planned. 89% of them were about gender equality and women's rights issues. In the environment programme, one investigation was published (*Sud Quotidien*, November) on whether communities who depend on forest resources are being integrated into national forest management plans as intended. Other investigations were due to be published in 2020.

In 2019 journalists covering environmental governance were initiated into "fact-checking" – a form of holding power-holders to account by checking and rating the accuracy of their claims – and produced 5 articles of this kind. They were also introduced to "Mobile Journalism" – the flexible use of electronic devices such as mobile phones to produce and disseminate reports – and produced 7 articles.

Some of the women's rights topics covered by PIWA-supported journalism

- What rural women expect from the political programmes of presidential candidates – the example of Kolda
- Women's contribution to the fight against violence linked to extremism in Niger
- How women's opinions are taken into account in meetings and decision-making in Niger
- Women's participation in management of communal conflicts in Mali
- Rape and medical abortion in Senegal
- 60% of cases of infanticide are linked to rape or incest: the limitations of the ban on abortion in Senegal
- The role of women in the fight against desertification in Djibidion and Ziguinchor
- Participation of women in the development of sport in Cote d'Ivoire

Journalists investigate migration issues in Senegal and Niger

(Many of these reports were published/broadcast in 2020 but the work was done in 2019)

Senegal

- The situation of migrants from ECOWAS countries in Senegal (Bondal Ndiath, Iradio, 2 Jan 2020)
- Diaobé: between economic illusion and social disillusion (Amy Keita, Radio Senegal, 29 Dec 2019)
- 20 years in Casamance: the Ghanaian community, the breadbasket of Elinkine (Gaustin Diatta, L'Enquete, 17 Dec 2019)
- The Nigerian community disprove clichés (Seynabou Fall, Source A, 28 Jan 2020)
- Prostitution: refuge for women migrants in Ziguinchor (Fatim Ndiaye, Sud Quotidien, 30 Dec 2019)
- Farafenni Bridge: pathway to comfort (Babacar Wilane, seneweb.com, 30 Dec 2019)
- Senegal's national migration policy: why is it blocked? (Fara Thiernon Mendy, Guestuinfo.com, 28 Dec 2019)
- Trafficking child beggars in Senegal (Fatou Laye Mbaye, Sen TV, 11 Feb 2020)

Niger

- Free movement of people and goods in ECOWAS: between advances and obstacles (Rakia Amadou, Journal Ecllosion, 21 Jan 2020)
- Women victims of sexual violence on the migration route (Mahalmoudou Toure Maimoura, Niger Press Agency, 6 Feb 2020)
- Migration and respect for human rights (Rachide Seyni Diori, Tal TV/ORTN, 2 Feb 2020)
- Harassment and risks face migrants returning to Niamey from ECOWAS countries (Nafissa Brah, Radio Tambara, 2 Feb 2020)
- Application of the ECOWAS Protocol: harassment on routes between Burkina and Niger (Issa Karimou Oumarou, Niger 24 TV, 31 Jan 2020)
- Harassment on the migration route between Agadez and the Algerian border (Alka Alhousseini Andre Chani, Radio Alternative FM Agadez, 3 Feb 2020)
- Ten years without news: life for women and their children whose husbands emigrated in the West Africa region (Amina Dioffo, RTT radio and TV, 31 Jan 2020)
- Cohabitation between migrants and local people (Daouda Oumarou Hannatou, Radio Anfani, 9 Feb 2020)

Environmental governance: what did PIWA-supported journalists talk about?

Stories covered by local correspondents of mainstream media included:

- Pollution by Senchim (chemicals factory) in Thiaroye by the sea: when the state neglects its responsibilities
- Casamance River: a sluice for industry's waste-water
- Deforestation: the response of Naran and Fogny (Casamance)
- Deforestation: a war economy in the southern region

- Community radio:
71% of total number of traditional media outputs
- 62% of these were debates, 38% magazines
- 67% of these outputs were on women's rights

Community radio debates and magazines

Fewer magazine programmes were produced than debates. Magazines are a more demanding and difficult format, but they can also be more informative than debates, and they formed a significant percentage of the *WOM* outputs – 47%, compared with only 20% of the outputs in the *Environmental Governance* project.

The total number of items produced by community radios was slightly lower than planned (341 v. 384), due to a new support system for radio production in the *WOM* project. PIWA delegated day to day management to national organisations (3 national associations of community radios, and in Mali an established radio network). PIWA invested in strengthening the project management capacity of these institutions, including monitoring and evaluation. They are starting to master the M&E tools, though at different paces.

In the *EnvGov* project, local radio stations were so committed to the project that they continued to produce programmes through a significant gap when PIWA had no project officer in post.

Rural women march to demand health services

In Niore, in the Kaolack Region of Senegal, a women's organisation broadcast a radio programme on the lack of a gynaecologist in their locality. They followed the broadcast with a protest march. The health authorities listened, and assigned a female gynaecologist to the local health centre.

Local radio programmes highlight good and bad practices in managing the environment

Do...

- Construct dykes to reduce salinisation of rice fields in Casamance
- Fence off areas of forest against grazing and harvesting, to produce natural regeneration of threatened forest species
- Establish a prize to recognise and encourage the environmental protection efforts of youth sport and culture associations

And don't...

- Fly-tip and dump solid waste around areas of human activity (markets, transport stations)
- Illegal wood-cutting

More impact for social media

'The training workshop on social media provided us with a framework to develop our digital communication strategy, and to better evaluate the impact of our social media productions.'

Boubacar Sidibe

Head of communications at AJCAD, the Association of youth for active citizenship and democracy, Mali



PIWA

Social media

Across all projects, 81% of media items produced were in social media, mostly videos a few minutes long. The number was over six times greater than expected. Increasing reach and wider dissemination of social media campaigns was a focus in 2019.

Increased numbers and scope were partly attributable to revised methods of training and support for new video-makers in civil society:

- A new role of “community manager” was introduced. These were chosen from among a group of trainees, and given additional skills and responsibilities to gather data, track and support productions etc. The role appeared to increase motivation and grasp of the technologies, and production of videos increased. 9 community managers were trained among the 150 school pupils in *WOM* in Senegal, and 35 from among the youth groups and local environmental associations in the *Environmental Governance* project in Senegal (see box, p25)
- Experienced bloggers were brought into the *WOM* project to support the new “community managers”
- Connections were made between the activist networks created in PIWA projects and existing generalist networks, not engaged in the activists’ topics but more embedded and influential in society at large – such as “Chic woman” and “At our stoves”. These connections stimulated the PIWA beneficiaries, who had until then been rather narrowly focused on their own communities

Facebook leads from Mali to Canada...

After PIWA’s training in social media, a representative of RENAJEM (a network of 150 youth organisations in Mali) created Facebook and Twitter platforms. As a result of this successful initiative, she was invited to participate in a conference in Vancouver in June 2019, “Women Deliver”.

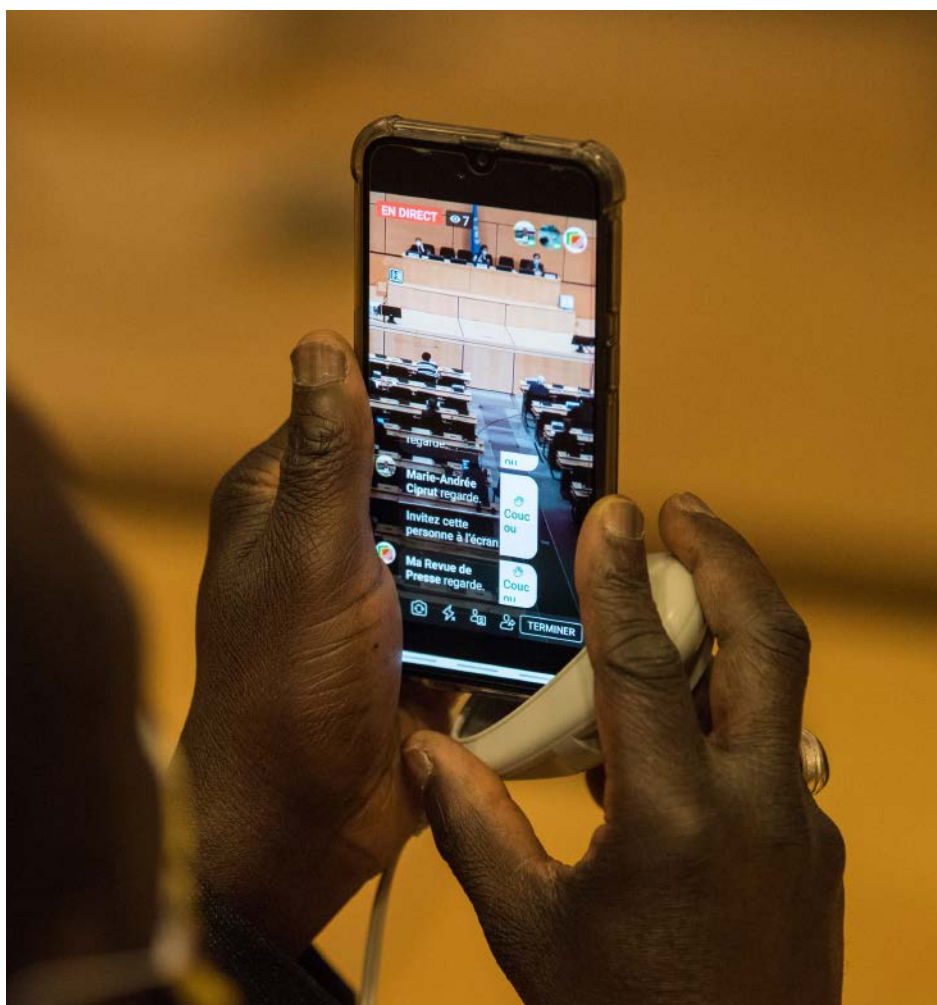
School pupils discuss violence against women

‘PIWA helped get students’ voices listened to and gave them the technical capacity to make videos and images to denounce practices against the rights of women... This enabled us young people to have our own forum to make presentations and give our opinions on the problems that affect society, including gender-based violence, and the real situation of women, through the social media networks.’

Lucien Tine
Student at Lycee Thiaroye

Some audience figures for social media

- Videos made by youth associations and school pupils in EVF (Family Life Education) clubs in Casamance, Senegal, were seen by 6,680 viewers, shared 839 times, received 562 comments and 1,696 likes
- Environmental video clubs met to discuss the content of citizen videos – 65 meetings
- Videos made by high school pupils in Senegal about violence against women and girls were viewed 45,000 times
- Social media coverage of a regional seminar on gender-sensitive journalism touched 10,415 Facebook viewers and 3,897 on Twitter
- In total, videos made by different sectors of civil society in WOM touched over 3 million social media users



MARK HENLEY | PANOS

Media audiences

It is impossible to do more than guesstimate the size of audiences for traditional media: audience and print-run figures for media outlets' total audiences are guarded as commercial secrets. And Information is at best fragmentary on audiences for specific programmes or articles, or the impact they have. PIWA is prioritising recruitment of a programme officer to be responsible particularly for social media, with a top priority to gather, organise and analyse data. At the moment PIWA can only say, very generally but with confidence, that the traditional media outputs do undoubtedly have some impact, and the reach of social media has grown.



PIWA

Concerted coverage around key events

Concerted coverage in different types of media, organised around particular local, national or international events, can generate more debate and impact than individual items.

The *Environmental Governance* project organised such "Convergence Moments" around its two regional Fora in Dakar and Ziguinchor in November 2019. The Fora were the climax of a long media campaign: debates and reports on radio from March to November (22 reports and 91 debates, produced by 12 local radio stations); one investigative report; 154 social media videos made by youth associations and school pupil clubs. The Fora themselves were the subject of simultaneous coverage on social and traditional media. This convergence undoubtedly pushed local elected representatives to be more accountable for their actions (see box p11).

WOM also aimed for "convergence moments": days of activism in Senegal on girls' rights (11 Oct), rural women (15 Oct), and violence against women (26 Nov–10 Dec) permitted production of 30 debates and magazines on 15 radio stations, and 15 mainstream media reports. In Mali, the same activism days produced 1,986 social media items produced by cyber-activists, 12 investigative reports, and five high-level media debates between decisionmakers and CSOs. For these focus days in Cote d'Ivoire, six CSOs produced 22 social media items, there were 7 media debates between CSO leaders and decisionmakers, and 14 mainstream media reports. In Niger, project partners chose the Day of African women (31 July) as the occasion for production of 26 magazines and debates on 13 community radio stations, and two media debates between decisionmakers and CSOs. (All the CSOs participating in these efforts had received training from PIWA in how to engage in dialogue in the media, including with decisionmakers).

Objective 3: Build the capacities of media professionals to produce good quality and more relevant information for citizens, and the capacities of CSOs to communicate better

- 43 workshops:
9 technical,
33 mixed technical and thematic,
1 Training of Trainers
- 827 beneficiaries:
361 media professionals,
466 representatives of CSOs
- Of the CSO representatives:
131 from national CSOs,
133 from local branches of CSOs
or grassroots organisations,
150 high-school students,
52 young village residents

'Capacity-building' includes strengthening **technical capacity** for different types of journalism and communication, for different target groups – professional journalists in mainstream national media and local/community media, and citizen groups. Some of PIWA's key types of technical capacity-building are:

- Investigative journalism, for experienced professional reporters in mainstream media. This has long been one of PIWA's specialities
- Producing reports and debate programmes, for local/community radio producers. The debate format is a speciality that PIWA has developed over several years
- Citizen Radio Clubs: how to set them up, and supporting them to create radio content – often in partnership with a local radio station. A unique methodology developed by PIWA over many projects and many years
- Civil Society Organisations, national and local: PIWA builds their capacities to engage with traditional media to make their voices heard, and also to engage directly with decision makers and others in debate
- Social media: PIWA supports youth groups, CSOs and traditional-media journalists to produce and manage social media content. This is a rapidly-growing area of PIWA's activity, as smartphones have become the main means of receiving information and communicating for many people, especially the young, in West Africa. (This is less true for many remote rural areas, and the trend is less advanced in some countries such as Niger)

'Capacity-building' also means strengthening the target groups' knowledge and understanding of the issues being addressed – **thematic capacity**. It includes access to sources of information, and for journalists, access to resources to pursue stories.

Beneficiaries of capacity-building in 2019

Mainstream media journalists training

The number of beneficiaries was slightly smaller than planned – 827 instead of 844 – due to organisational changes in the *WOM* project.

466 beneficiaries were from **civil society** – 133 from local CBOs or decentralised CSOs, 131 from national CSOs, 150 high-school students, and 52 young people from village associations.

361 beneficiaries were from the **media sector** – 233 from mainstream media, 128 from community radio. The preponderance of mainstream participants conceals a stronger focus on community radio. The *WOM* project revised its strategy, to extend the impact of training by reaching not just directly to grass-roots journalists, but also to those who train and support them.

The results of training also “cascade” down to large numbers of local radio stations through the involvement of national umbrella organisations such as the Union of Community Radios in Senegal which has over 200 member stations, and Mali’s umbrella organisation with over 500. 50 editors-in-chief, two national journalism schools and partner umbrella organisations like the Association of Online Media in Senegal participated in gender training.

All the CSO representatives trained in the *Environmental Governance* project, and journalists trained in the *Migration* project, were young people. Two of *WOM*’s target groups were also **young people**: 150 students from three high schools, and young members of women’s rights CSOs. However, there were fewer of the latter than PIWA hoped, as older members of the CSOs often insisted on participating instead.

The proportion of **women** beneficiaries of training was less than hoped, at 43% of media representatives. Among journalists the balance was good but only 22% of senior editor participants were women.



PIWA



PIWA

Technical training workshops

These were tailored for different groups of content producers. Most workshops were mixed, with some sessions for awareness-raising and thematic knowledge on the topics, and some sessions of technical training.

Technical sessions addressed a range of different formats and journalistic genres, with the largest number of participants learning about social media:

- 233 mainstream media journalists learned how to conduct major investigations: 20 local correspondents of national media in *Environmental Governance*, 54 young journalists in *Migrations*, 159 journalists from the four project countries in *WOM*
- Fact-checking was introduced for 10 environmental journalists (see box p25)
- Training in how to produce radio magazines and debates, for 128 participants from community radios
- 72 grassroots and local women’s organisations in the four *WOM* project countries were trained in how to run Citizen Radio Clubs and produce content for broadcast through their local radio stations
- Skills in speaking and media debate, for 64 representatives of women’s rights CSOs
- Use of social media. Participants were mainly from civil society – women’s rights CSOs, school students, village associations. They learned to use the tools, then moved on to making videos. Training modules also emphasised the challenge of dissemination
- 3 teachers and 9 students participating in the high-school students’ social media activity were trained as “community managers” (see box p 25)
- Some journalists were also trained in the use of social media, and some were introduced to “data journalism” – developing skills in using the vast amount of digital information that is available, such as digging into online data sets to uncover hidden stories

The chance to investigate migration

‘Migration is a vocabulary one has to learn ... I understood that the question of migration is often reduced to just a few elements and others are left out. For instance, internal migration is often forgotten. One has to learn the vocabulary of migration, to avoid confusion. But I was most interested in investigative journalism. That’s what drew me to apply to participate, and overall I am satisfied.’

Babacar Wilane
Assistant editor-in-chief of seneweb.com

Fact-checking journalism

Part of the training for journalists in the *Environmental Governance* project was an introduction to “Fact-checking journalism” – systematically checking the truth of politicians’ rhetorical claims. Conducted 29-31 October in Dakar by Assane Diagne, co-founder of AfricaCheck, the sessions covered:

- The vocabulary of disinformation
- Methodology for researching a fact-checking article
- Choice of suitable subjects
- How to verify a statement
- Editing a fact-checking article
- How journalists should follow public actions and implementation of decisions

Social media training in challenging conditions: children’s rights

PIWA’s role in the children’s rights project is to generate coverage of the topics in social media and on local/community radio, while partner Plan International is responsible for dialogue between public authorities and communities, and for advocacy for implementation of the national strategy.

The project started at the end of 2019, after several months of preparatory work and meetings between the partners to refine the design and content. In December, PIWA held the first of a planned 14 workshops, to build the knowledge of young people and community leaders from 7 regions on the principles and importance of children’s rights; and to train them in creating and disseminating social media content. After the workshop the youth participants were given smartphones so that they could produce posts and videos on children’s rights issues in the following months.

A second workshop for community radio members covered the theme, and technical skills to produce magazine and debate programmes on radio.

Target regions were selected as having the highest levels of child exploitation and abuse and early marriage. These regions are often also remote and far from services, and this presented many challenges for the project. Community radio participants had low levels of skills and experience in producing different radio formats, while many of the youth participants were unfamiliar with smartphones and social media, as well as having rather low levels of education and of French language. Besides, some of the workshop venues had only intermittent electricity and poor phone signals. But a start was made, with the creation of a platform for disseminating online content produced by the trained young people. By February 2020 328 items had been published, stimulating debate in the form of 1704 reactions.

Community managers for social media

35 leaders of youth environment activist associations were trained in managing and strengthening social media campaigns, and 5 were selected for further training. The topics addressed included:

- Use of social media platforms
- Exchanging large files, converting file formats etc
- How to analyse and manage data
- Following statistics of responses to publications (eg citizen videos) and impacts
- Tools for monitoring and tracking the participation of decisionmakers and elected representatives in virtual debates
- How to contact decisionmakers, influencers and resource persons to help the cause

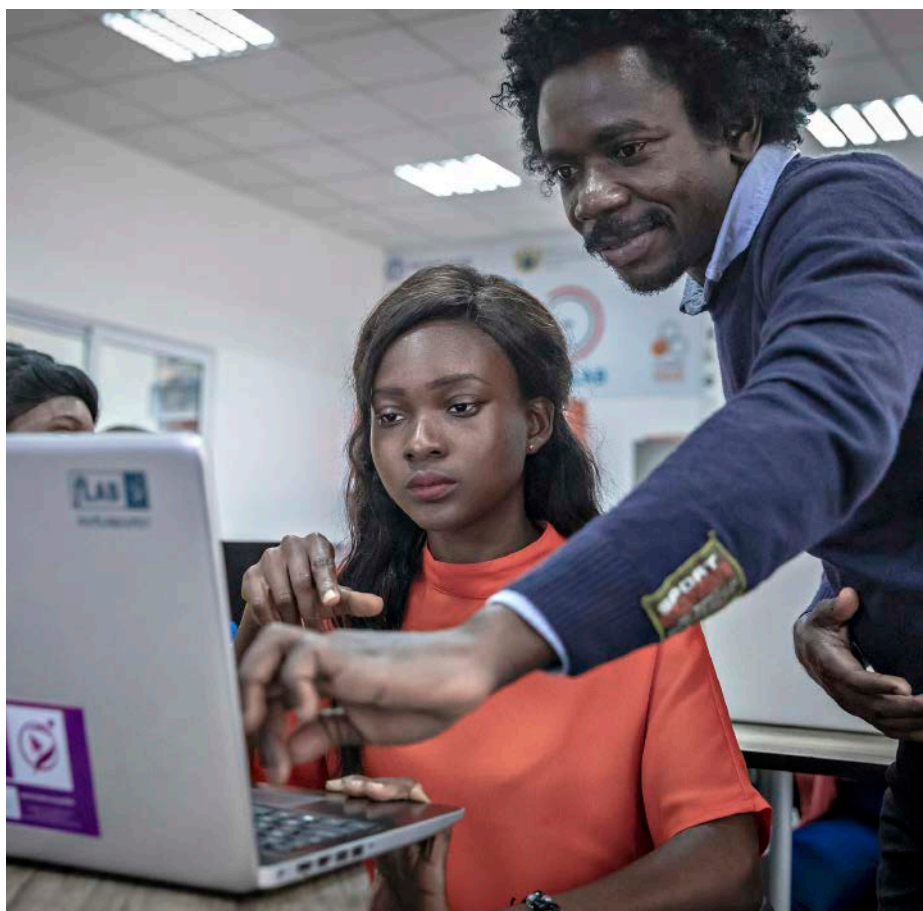
Mentoring and coaching

In recent years PIWA has been strengthening this approach. The 159 mainstream journo in *WOM* had support from 12 mentors, while they completed assignments after participation in training workshops. The mentors had themselves often received training, and were supervised by PIWA's operational partners (schools of journalism, and consultants). This system began to be extended to community radios, through their national umbrella and other associations; and to the networks created by women's rights CSOs and high school students.

Thematic capacity-building

PIWA held 31 thematic workshops on rights of women, 7 on environment, 3 on rights of children, and 2 on migration. Tailored for each group of beneficiaries, the content generally included sociological, economic and institutional information such as the legal framework, international instruments, public policies and citizen initiatives to address the issues. Thematic sessions are often addressed to all the different types of content producer in PIWA's projects – community and professional reporters, bloggers, CSOs, school students.

Resource people are respected experts from within the country or region – academics, officials, practitioners in the relevant field. For instance, in a thematic training workshop for local correspondents of mainstream media in the *EnvGov* project, the resource person on problems of managing waste water was the Director of Senegal's Society of Engineering and Technical Assistance; on pollution from solid household waste, the resource person was from the government's unit for coordination of solid waste management; and on deforestation, there were two speakers, one from the office of Environment and Nature Reserves, and one from the Ministry of Environment and Sustainable Development. Such is the quality of the input that PIWA found that women's rights CSOs were attending *WOM* thematic workshops to improve their own thematic knowledge.



SVEN TORFINN | PANOS

Editor changes her mind about fistula

“This morning at our editorial meeting, a colleague proposed an item on the subject of fistula and the violence it entails against women victims. The subject was rejected as not relevant, and he was asked to work instead on some current event like flooding. After the discussions in this morning’s [training workshop] and above all the presentation by the facilitator of the awareness-raising session, I changed my mind. Fistula are ravaging the rural areas, where the victims are left to look after themselves. I understand now why one must give more prominence to certain subjects.’

Ndee Marieme Ndiaye
Editor in chief of Radio Sud FM
Senegal

A new look at migration

“This was the first time I learned about the ECOWAS Protocol on Free Movement of People. And then I discovered that migration within the ECOWAS area is bigger than migration to Europe. So that was the section of the training that interested me most, because I had already done some training on investigative journalism in the past”

Fatou Laye Mbaye
Senior reporter for ZIK FM/Sen TV



PIWA

Training of trainers

In *Women: Occupy the Media!* the Gender Media Observatories in each country are seen as key institutions in the future to scrutinise media coverage of women and gender, hold media accountable, and focus public and professional eyes on issues of gender-sensitive journalism. They will also provide training and support for media houses in their countries to develop skills, tools and processes to embed gender-sensitivity. To this end, training was given to 40 members of the umbrella organisations for community radio in Senegal, Cote d’Ivoire and Niger, as well as 12 members of the media regulatory body in Niger, the Higher Council of Communication, 14 journalists from Mali and 12 mentors working with high-school students, in use of the Gender media analysis grid developed in 2018.

The practice of gender monitoring and sensitivity in media is starting to become the norm in the region’s media, as it gains its own momentum and is taken up outside the PIWA programme.

EnvGov moved to a new strategy for training of trainers: instead of separate trainers, in 2019 65 leaders of youth associations were trained to train their members in citizen journalism and video production. Some of these leaders also participated in three workshops to learn how to be “community managers” of social media campaigns.

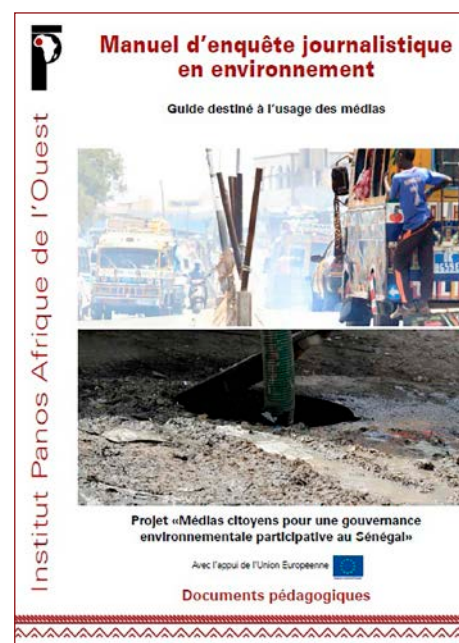
Publications to support capacity-building

Two manuals, 3 press information packs, and 2 training modules were published.

- Manual for running citizens' radio clubs in the *WOM* project, which draws on PIWA's long experience of radio clubs. It includes sections for community radio on how to include CBOs in debate programmes, which is probably unique in the region
- Manual on investigative journalism on the environment: digital version, published by PIWA's multimedia platform
- 3 information packs on Sanitation, Pollution and Deforestation, for the *Environmental Governance* in Senegal project. These packs formed resource material for thematic training workshops
- Tool for analysis and monitoring of gender-sensitivity in radio content

- Gender MediaWatch guide, capitalising on the methodology for organising a MediaWatch developed by the BDA, leader of the Gender Media Observatory in Senegal. This guide will be completed in 2020

The documents produced are useful and well-adapted for their target audience. However, the number of publications was fewer than planned. This continued a disappointing trend of recent years, and the production of knowledge, which used to be a strength of PIWA, risks becoming a weakness. The reasons are the lack of external human resources in the region to carry out studies on media, and a lack of human resources within PIWA to support and manage external researchers. In future it is crucial for PIWA to recruit its own senior management with proven research and policy capacity.



Manual of investigative journalism on the environment



Information packs for journalists on pollution, sanitation and deforestation in Senegal

2019 Overview and future priorities

Strategy: strong points

- Engagement in some regional activities, instead of just country by country
- Return to the field of political dialogue, and starting to build dialogue with religious opinion leaders
- Reactivation of PIWA's role, formerly a defining one, in the field of media environments, journalistic ethics and professionalism, with the successful promotion of gender-sensitive journalism in WOM
- In the promotion of gender equality, PIWA is gaining recognition as a new actor with a distinct approach
- PIWA is becoming solidly embedded among local actors, through partnerships with significant national CSO and media networks. Over 20 long-term operational partnerships were in place in 2019

Programme operation: strengths

- Numerical targets were exceeded in several areas, particularly production of media outputs and social media
- Effective animation of lively debates on social media
- Some of PIWA's methodologies, some unique, were improved and consolidated through revision and adaptation, particularly in the capacity building area (mentoring, coaching, award of prizes, training of trainers, gender observatories, community managers, formation of citizen radio clubs)
- Innovative partnerships with experienced bloggers and established general-interest social media producers to extend outreach
- Slowly improving culture of evaluation, within PIWA and in its partner organisations. New M&E tools were introduced and systematically applied in nearly all training activities and in processes of support for media outputs

...and weaknesses

- Difficulties in involving specific authorities, especially those at local level: despite national media coverage in Environmental Governance, the accountability of national elected representatives was insufficiently challenged. Strengthening parliamentary reporting, something PIWA did for several years in other projects, is planned for Gov Envi in 2020
- The rate of achievement was disappointing in some areas, especially public debates (less than 50% of planned activities achieved); publications (only 12 completed out of 20 planned); number of producers of media content, only 55% (486 of planned 755)
- Delays affected all projects to different degrees, particularly the children's rights project which began late after a longer-than-expected preparation time.
- The culture of evaluation still has some way to go. Evaluation is not always sufficiently embedded in project design and establishment, and the use of M&E tools needs to be more tightly managed, both within PIWA and among the operational partners.



PIWA

Strategic challenges for the future

PIWA is starting to play a role in the cyber-citizen phenomenon, but it is far from the leadership position it formerly held in the fight for media pluralism. To achieve such a leadership position will be a strategic challenge for the coming years.

PIWA is effective and recognised as such in two of the elements of its mission – capacity-building and support for media production and dissemination. But in its role of knowledge-creation in the media sector it does not have this status. PIWA filled this role in the past, but it is now harder to achieve, because of the brain drain of francophone people specialised in this area of research. A strategic challenge is to rebuild PIWA’s role as a producer of knowledge on the media sector.

Another important area in which PIWA aims to rebuild its presence is advocacy for a media environment favourable to social change. PIWA will engage more vigorously in advocacy with decision makers on media environments, particularly regulation and journalism training norms. This is also a role which PIWA played in the past, but which is now more difficult to achieve because of the number of actors, national and from the north.



PIWA

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Researcher (communications) at the Institute of
Science Societies of the National Center of Scientific and
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Director of Communication and Information of the
Prime Ministry – Ouagadougou, Burkina Faso

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Security Officer

Permission has kindly been given to reproduce all the images in this report.

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This summary report was written and edited by Kitty Warnock, adapted from the longer Panos Institute West Africa 2019 activities report.

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Panos Institute West Africa
6 rue Calmette
BP 21132
Dakar
Senegal

Email

secretaire@panos-ao.org

Telephone

+221 33 849 16 66

Fax

+221 33 822 17 61

Web

www.panos-ao.org

www.panosmedia.org