



Region/country: Egypt

Timeframe/dates: 2011-2013

Funder: Swedish International Development Cooperation Agency (SIDA)

Partners: Andalus Institute for Tolerance and Anti-Violence Studies

The goal of the project is to encourage the emergence of responsible Egyptian media which are based on international standards and principles of free expression, diversity, inclusiveness, transparency and public accountability.

The project will contribute to the rebuilding of post-revolution Egyptian media by supporting a more inclusive approach that ensures diverse regional and rural, as well as urban voices, across the country are heard in national debate on *all* issues relevant to *all* citizens. At the same time regional and local media will be equipped to lead or contribute to debates relevant exclusively to some regions or to some communities.

Through tackling issues related to diversity in Egyptian society the project aims to help widen public discourse on social and cultural diversity and their impact on social cohesion. Though respect for diversity already exists in Egyptian society, much more can be done by the media as well as by the political and social elite to encourage a more sensitive and inclusive public debate at the national and regional level.

In order to achieve its aims the project will:

- Undertake media monitoring in order to identify issues and problems in the Egyptian media.
- Work with media decision makers to agree solutions to these problems and use that agreement to build the capacity of journalists.
- Provide media relations training for civil society organisations representing marginalised groups to help them get their voices heard in the media and public debate.
- Support media educators & academics to deliver graduate journalists with a solid understanding of the standards and requirements of responsible journalism.
- Work with the entertainment media sector, who have a huge impact on audience attitudes, to help them understand better not only the need for more diversity-friendly content, but also the financial benefits a more inclusive approach can bring.