



PROJECT NAME:

brave media – supporting independent media worldwide

IMPLEMENTATION TIMEFRAME:

October 2024 to October 2027

OUTCOME 1:

Independent media outlets have improved and have developed more gender-equitable capacity to manage their organisations, operate safely and deliver public interest journalism for those at greatest vulnerability to harm from mis- and disinformation

OUTCOME 2:

Improved capacity and opportunity for **sector-level support and coordination** for independent media in at least 20 countries and three sub-regions

ORGANISATIONS IN CONSORTIUM:



BBC Media Action



Arab Reporters for
Investigative Journalism



Equal Rights and
Independent Media



Fondation Hirondelle



International Federation
of Journalists



Media Institute of
Southern Africa



THE SAMIR KASSIR FOUNDATION

Samir Kassir Foundation



SembraMedia



World Association
of News Publishers

WAN-IFRA

IMPACT:

More resilient media ecosystems worldwide that can protect and promote democracy, human rights and fundamental freedoms and counter mis- and disinformation

OUTCOME 3:

Media practitioners globally (from project and non-project countries) have access to learning opportunities, tools, research and evidence that enables them to strengthen practice and policy action

OUTCOME 4:

Challenges faced and solutions found by media stakeholders in the Global South are higher up on the agenda of **global policy makers and stakeholders**



OUTPUTS/ACTIVITIES:

- **Independent media outlet organisational mentoring and financial support**
 - Financial support to 40 independent media outlets, including 12 women-led media outlets
 - At least 175 journalists trained on thematic areas
 - At least 120 journalists trained to deliver investigative journalism in MENA
- **Technical assistance for national and regional networks and sectoral organisations**
 - Financial support to 12 sectoral organisations/bodies
- **Piloted, tested and/or ready-to-scale sector level initiatives**
 - New solutions explored / piloted / tested:
 - Regional advertising model pilot in Jordan, Lebanon, Tunisia
 - Regional advertising model expansion feasibility studies
 - Content aggregation model pilot in Jordan, Lebanon and Tunisia
 - National Fund for Independent Media in Sierra Leone
 - National Action Plan processes in various countries
 - Collaborative audience research model in Benin
 - Exploration of investigative journalism networking models
 - Practical resources launched or strengthened
 - Fact checking tools in the MENA region
 - Media Defence Fund in Southern Africa
- **Coordinated, curated and multilingual peer learning strategy**
 - At least 35 learning events and 24 learning outputs
- **Global policy events and advocacy campaigns**
 - At least 3 deep dive case studies on critical supranational threats to independent media
 - At least 50 policy engagement and dissemination events

BRAVE PROJECT KEY CONTACTS:

Project Directors – **Andy Harrington** (andrew.harrington@bbc.co.uk) and
George Ferguson (george.ferguson@uk.bbcmediaaction.org)