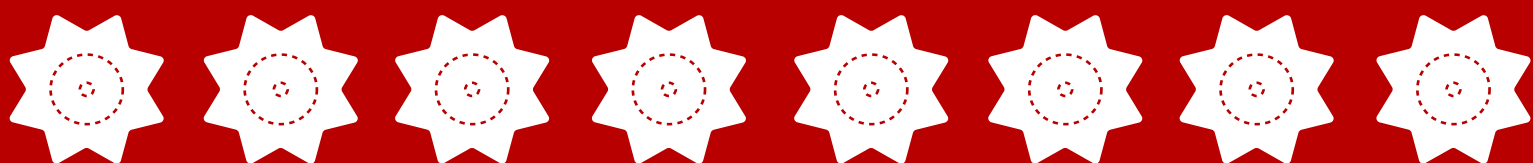


FIJI: UNDERSTANDING AUDIENCES AND THE ROLE OF MEDIA AND COMMUNICATION



1. Context

Fiji has one of the largest and most diverse populations among the Pacific Island nations. The population of just over 930,000 people¹ is predominantly made up of iTaukei (Indigenous Fijians) and Indo-Fijians, with smaller communities of Rotumans and other Pacific Islanders, as well as people of European and Chinese descent. Fiji's relatively young and urbanising population,² combined with its central geographic location, has made it a regional hub for economic activity, education, and migration within the Pacific, and contributes to its influence in regional politics and development. Fiji is a multilingual nation where English, iTaukei (Fijian), and Fiji Hindi are all official languages, and most Fijians are bilingual or multilingual.



Fiji's political history has been shaped by periods of colonial rule, independence, and military intervention. Formerly a British colony, Fiji gained independence in 1970, but its post-independence years were marked by several coups that reflected tensions between ethnic and political groups. A 2006 coup installed a military regime until Fiji returned to democracy following elections in 2014. Since returning to democratic rule, Fiji has made progress toward political stability, though debate around representation, constitutional reform, and national unity continue to shape its governance and development.

Fiji's media landscape makes it, in many respects, an outlier in the Pacific Islands region, with a highly developed and diverse media sector comprised of several prominent newspapers, a strong broadcast sector, and a rapidly expanding online news environment. The Fiji Times and the Fiji Sun are the two main national dailies, with the Fiji Times being the country's oldest and most widely read publication. There is 100 per cent radio network coverage in Fiji, with key players being the government-owned Fijian Broadcasting Corporation (FBC) and Communications Fiji Limited (CFL).³ Television stations include Fiji Television, Mai TV, and FBC TV, all based in Suva, with Digicel delivering pay-per-view through its Sky Pacific channel.

Almost all media in Fiji have an online presence on major social media platforms such as Facebook, X, and YouTube. Several online news media companies, including Fijivillage and FijiLive, deliver local, regional, and international news and content primarily via websites, apps, and social media. Access to broadband and mobile internet in Fiji has expanded rapidly over the past decade, driven by infrastructure investment and increased competition among telecommunications providers. Mobile penetration is now widespread, with more phone connections than people – as of early 2025 there were 1.41 million cellular mobile connections, which equates to 152% of the country's total population.⁴ This indicates that many individuals maintain more than one mobile connection—often separating work and personal use or combining prepaid and postpaid services. While urban areas enjoy relatively fast and reliable connectivity, rural and remote communities continue to face challenges with coverage and affordability.

¹According to Worldometer: <https://www.worldometers.info/world-population/fiji-population/> [Accessed 28/10/2025]

²The population of Fiji is relatively young - 32% of the population is aged under 18, with a median age of 28 years. And just over 60% of the population live in urban areas (source – Worldometer)

³ABCID, State of the Media: Fiji (2025) <https://live-production.wcms.abc-cdn.net.au/5d3f5500839347a99aeb80ac81c8bf88> [Accessed 28/10/2025]

⁴According to DataReportal's Digital Fiji 2025 report <https://datareportal.com/reports/digital-2025-fiji> [Accessed 28/10/2025]

Fiji's media landscape has been shaped by a restrictive legislative environment that significantly curtailed press freedom. The 2010 Media Industry Development Decree, later formalised as law in 2018, imposed strict government oversight of media content and restrictions on media ownership, with severe penalties for non-compliance.⁵ These 'draconian'⁶ laws created a culture of fear and self-censorship among journalists and media organisations. Although the repeal of the Act in 2023 marked a major step toward restoring media freedom, the legacy of state control and self-censorship continues to influence journalistic practice and confidence within Fiji's media sector,⁷ with a 2023 Pacific Freedom Forum report stating, "there remains the impact of a generation of censorship to undo".⁸

Research Methodology

Data in this research briefing is based on a mixed method research study designed by BBC Media Action. The research was designed to understand the lives of communities in Fiji, their media access, usage and preferences, how information is shared and perceived, and how key national and local issues affect people's lives.

A nationwide mobile phone survey⁹ of 1,013 adults in Fiji aged 18+ was conducted in February and March 2025 by Tebbutt Research. Respondents were sampled via a randomly generated list of mobile phone numbers. Survey quotas were overlaid to ensure accurate representation by sex and age within each province in alignment with most recent population data. At the end of fieldwork, weights were applied to adjust survey proportions where needed. Based on this research methodology, all survey participants had access to a phone, either at home or elsewhere. Therefore, the percentage findings in this briefing reflect the media habits and preferences of Fijian adults with mobile phone access. Given that an estimated 98% of households in Fiji own a mobile phone, the findings can be considered broadly reflective of the national population, though not fully representative of all Fijians.

Qualitative research was used to complement the nationwide survey. Ten focus group discussions (FGDs) were conducted across Fiji's Central/Eastern, Western, and Northern areas, intentionally selected for this demographic and geographic diversity. In each location, the sample sought to include a varied cross-section of the population, including those from marginalised communities and those with lower media access.



⁵ABCID, State of the Media: Fiji (2025) <https://www.abc.net.au/abc-international-development/state-of-the-media-fiji-2025/105003972> [Accessed 12/11/2025]

⁶As described by Reports Without Borders (RSF): <https://rsf.org/en/country/fiji> [Accessed 12/11/2025]

⁷ABCID State of the Media: Fiji (2025) <https://www.abc.net.au/abc-international-development/state-of-the-media-fiji-2025/105003972> [Accessed 12/11/2025]

⁸Pacific Islands Media Freedom Index 2023, For Us, By Us, About Us, (2023) https://pacificfreedomforum.com/wp-content/uploads/2024/09/Pacific-Islands-Media-Freedom-Index-and-Report_2023_lr2.pdf

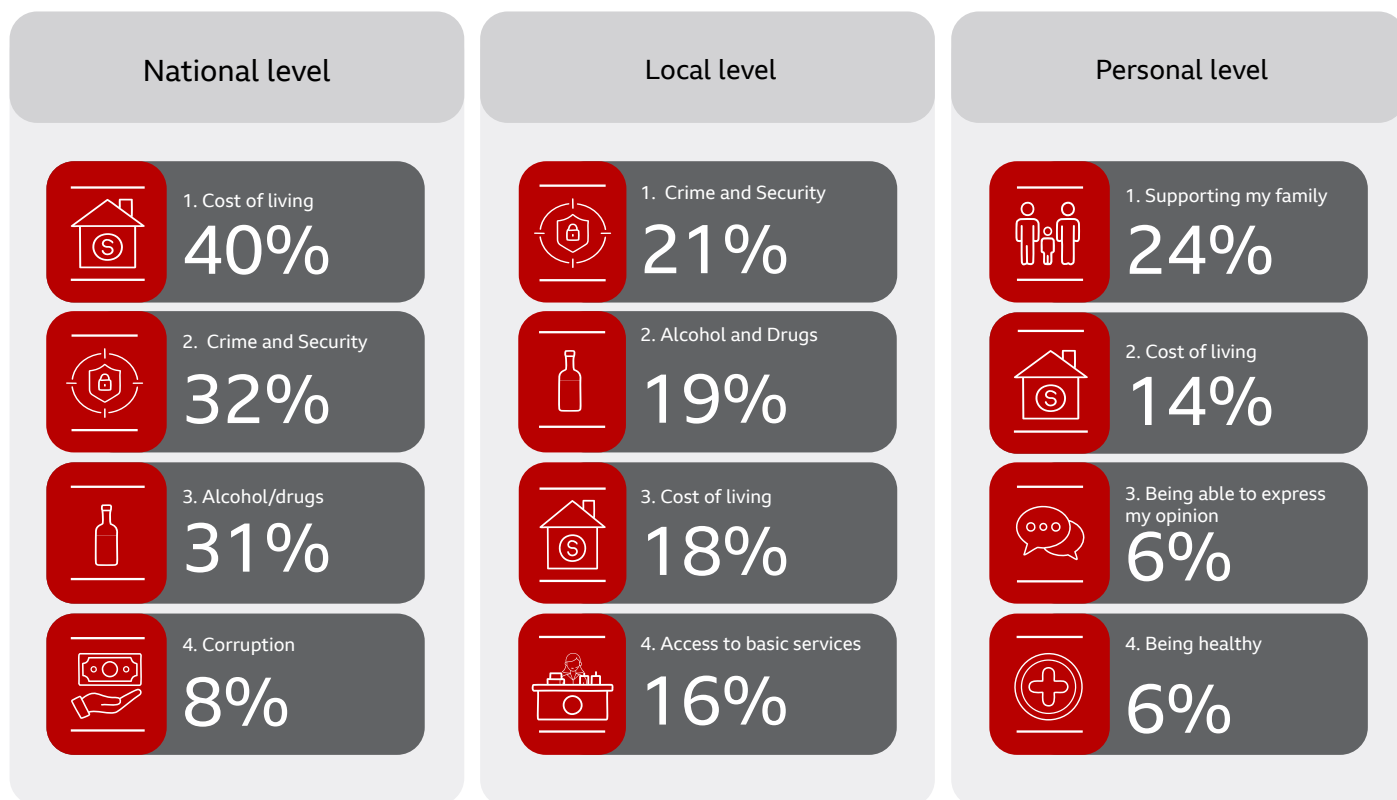
⁹Although other data collection methods were considered for this research, the costs and logistics of face-to-face interviewing were not feasible in the scope of this study and were unlikely to be able to reach significantly more people in such geographic contexts due to the travel required.

2. Findings

2.1 What are the key concerns and issues affecting Fijians?

People were asked in the survey what issues were most affecting them on a personal, local, and national level.

Top 4 Challenges:



Q. What do you think is your biggest challenge currently? In your opinion, what are the main issues/challenges affecting the country? And for you, what are the main issues/challenges facing your local area? Multiple responses allowed (n=1,013)

At the personal level, respondents commonly cited concerns around supporting family and the cost of living. Financial concerns were also reflected at the national and local levels, alongside issues with crime and security, as well as alcohol and drugs. Audiences also noted health and education as top concerns, with specific worries about HIV/AIDS, mental health, and quality schooling. Climate change was cited as especially important to younger, urban respondents.

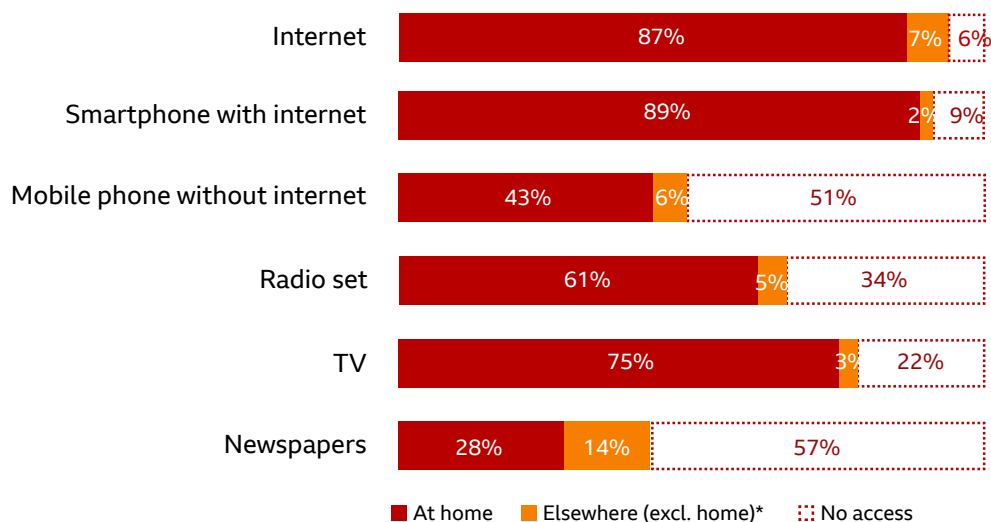


2.2 How do people in Fiji access and use media?

BBC Media Action's survey of mobile users in Fiji found that almost all respondents had access to the internet and smartphones, predominantly at home; and that these were used frequently. The survey found that access to, and use of, broadcast media was also relatively widespread, although used much less frequently than online media.

Overall Media Access and use among mobile phone users in Fiji¹⁰

Access to Media Overall

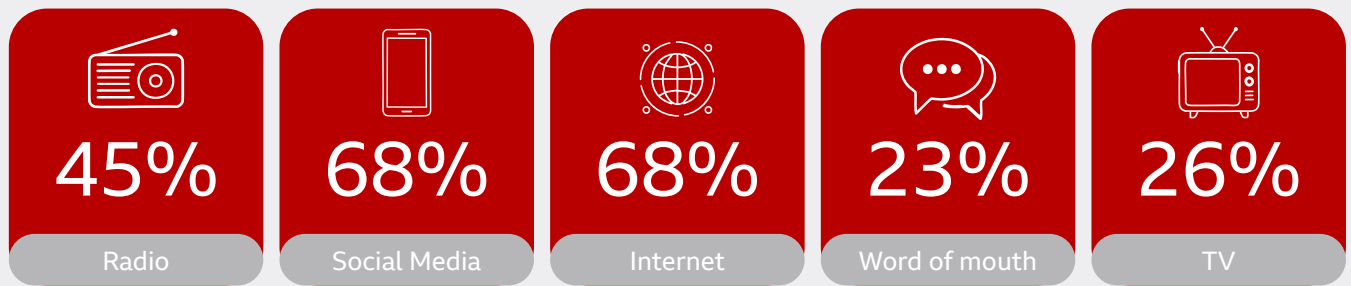


**While multiple responses were permitted for the question (i.e. access both at home and elsewhere), this chart presents responses as a single response – i.e., access at home, elsewhere only, or no access*

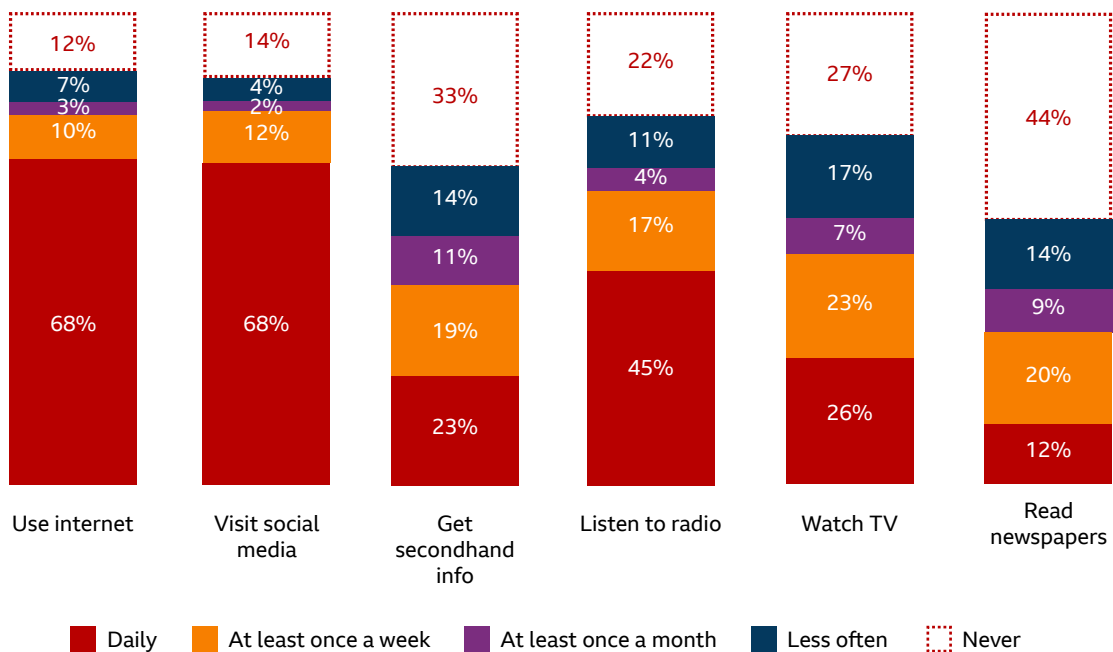


¹⁰Findings are representative of the Fijian population with access to a mobile phone. This is estimated to include around 98% of the population.

Daily media use



Frequency of Media Use Overall



Q: How frequently do you do the following, if at all? Base: n=1,013



Widespread internet and smartphone access, though connectivity gaps persist

Over nine in ten respondents have access to the internet, predominantly at home (87%). Similarly, 91% report having access to a smartphone (89% at home), reflecting the prominence of mobile internet as the primary means of internet.¹¹ Smartphones are often shared among the household, with younger audiences reporting use of their parents or guardians' smartphones. Gaps in smartphone and internet access are significantly more likely to impact people aged over 45 years, with a low level of education, no income, and who live in Northern and Eastern divisions. While most people have good network coverage at home (81% of respondents have at least three bars), limitations in digital infrastructure affect areas in Fiji's Eastern and Northern divisions, where geographic challenges of remote islands and mountainous terrain contribute to slower speeds and patchy mobile coverage.¹² Around one in five respondents (17%) reported having less than three bars of network coverage at home, and audiences identified unstable connection as a key challenge to accessing the internet, alongside the high cost of mobile data.

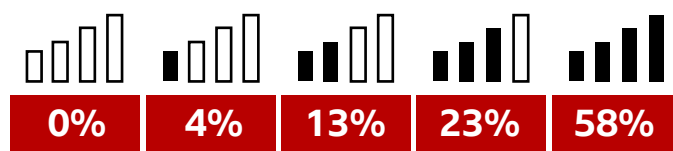
“

Sometimes the phone network does not ‘catch’ and we have to go somewhere where the network catches

– Female, 18-35, Urban, Northern Savusavu

”

Network coverage at home



Q. How many network bars do you have on your phone where you live? Base: n=1,000 (respondents who have access to a mobile phone or smartphone)

Smartphones and social media are part of everyday life for many Fijians

Reflecting Fiji's broad internet access, daily use is high—68% of Fijians report going online every day. Frequent internet use is most common among those aged 18–44, urban residents, people living in the Central Division, and those with higher education or income levels, as well as among employed people and students. Social media is a major driver of connectivity, with 68% visiting platforms daily. Confirming that smartphones serve as the primary gateway to the internet and social media, 66% of Fijians use their phones for at least an hour each day, with 35% reporting usage of three hours or more, and 34% spending over FJ\$30 per month on mobile use.

¹¹This finding is reflected in the UNCDF's report Assessing Digital and Financial Literacy in Fiji: A Survey on Knowledge, Skills and Access (2023) <https://www.uncdf.org/article/8317/assessing-digital-and-financial-literacy-in-fiji-a-survey-on-knowledge-skills-and-access> [Accessed 28/10/2025]

¹²Douglas, S. (2025) APNIC, Fiji's Strengthening Internet infrastructure (18 June 2025) <https://blog.apnic.net/2025/06/18/fijis-strengthening-internet-infrastructure/> [Accessed 28/10/2025]

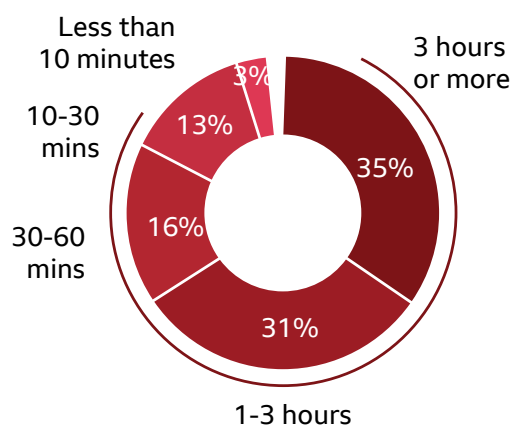
“

You carry it [phone] around all the time, on your data the radio will be there, news, even Walesi, we can listen to the radio. Everything is accessible on the phone and it is easy.

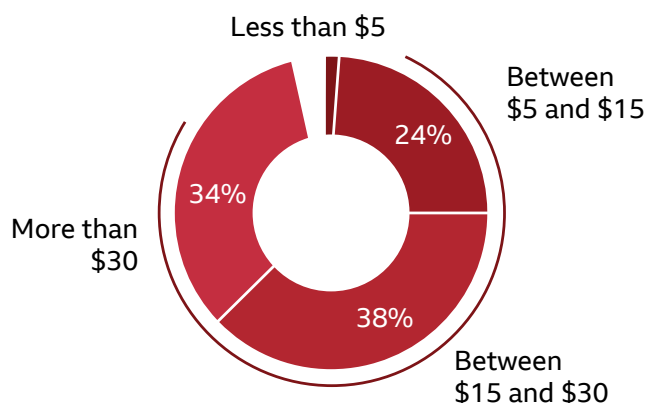
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– Male, 18-34, Urban Labasa

Time Spent on Mobile Phone
(in average day)



Monthly Spend on Mobile Phone
(Fijian \$)



Q. How much time do you spend on a mobile phone on a normal day? Base: n=1000 (respondents who have access to a mobile phone or smartphone)

Q. On average, how much do you spend on your mobile phone per month? Base: n=1000 (respondents who have access to a mobile phone or smartphone)

The 13% of Fijians who report using their phone for less than 30 mins per day are more likely to be those aged over 45, who live rurally, and have a lower level of education.

Radio outpaces TV in daily use, though both remain part of Fijians' everyday media mix

Although many respondents have a television at home (75%), viewing is relatively infrequent. While 26% of respondents watch TV daily, nearly half (47%) are less regular viewers, tuning in weekly (23%), monthly (7%), or less often (17%), and 27% say they never watch TV. Two channels dominant viewership among respondents, with FBC TV is the most-watched channel (48%), followed by Fiji One (37%). A further 12% of respondents reported watching Mai TV.

Radio, though less commonly owned, is used more regularly, with 45% of Fijians listening daily. Among those who listen to the radio, audience share is dispersed across multiple stations. Two national Hindi-language channels (Radio Navtarang and Sargam FM) are among the most popular (with listenership at 22% and 18%, respectively), along with national iTaukei stations FBC Bula FM (21%) and Viti FM (16%). (Audiences describe using television and radio to source news and information at different times of the day, with radio listenership peaking in the morning and TV in the evening. Audiences also mentioned that radio and television are commonly heard

in public spaces in Fiji, such as transport hubs and supermarkets.

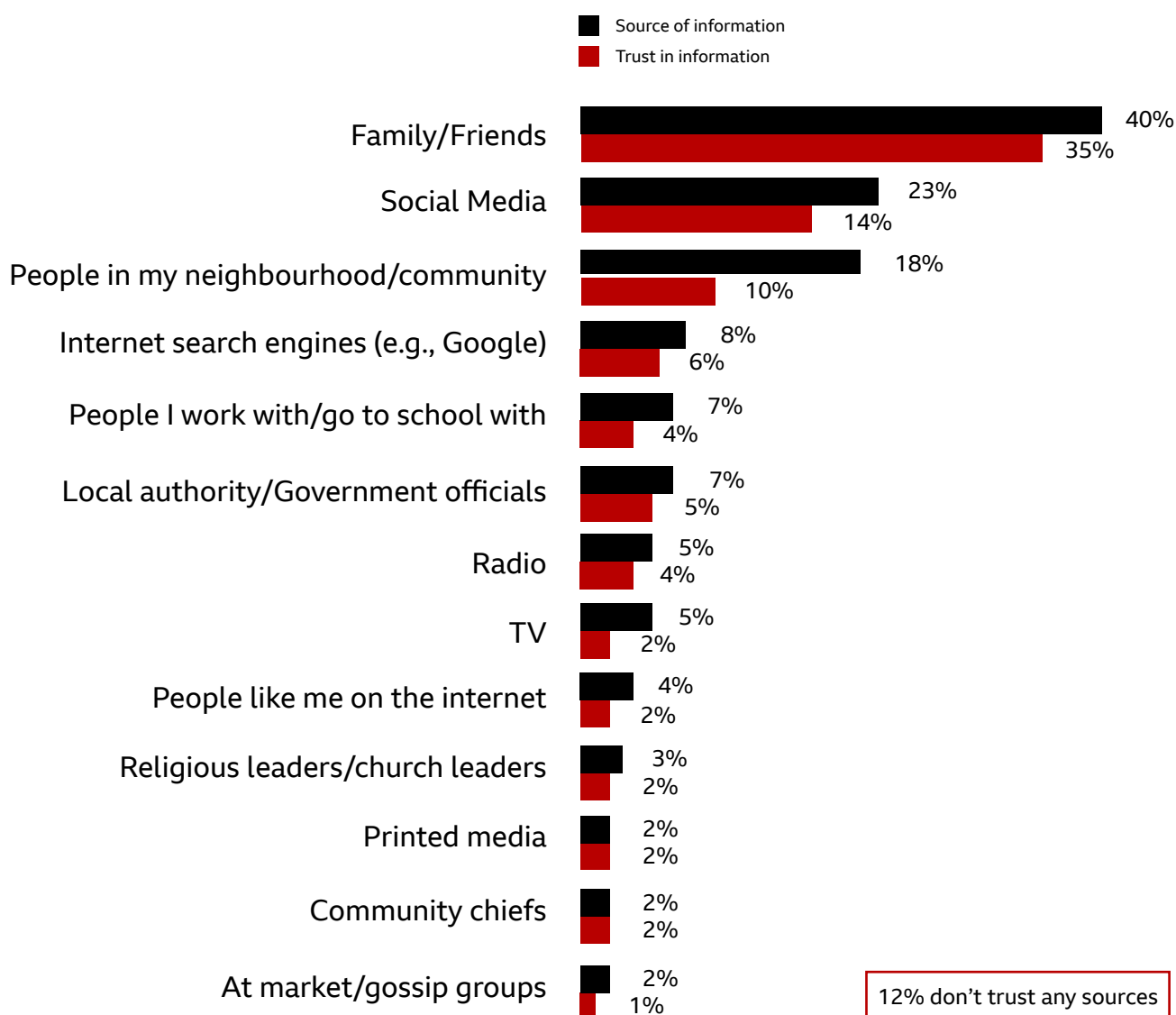
As Fijians follow the global trend of adopting more digital news, access to and use of print newspapers is limited, despite continued trust in the format. Close to one in three respondents (28%) report having access to print newspapers at home, and 12% say they read newspapers daily. Conversely, 44% of respondents report never reading a newspaper.



2.3 How are Fijians consuming and sharing news and information?

Media preferences in Fiji are shaped by trust, access, and concerns over false information. Older audiences tend to place trust in traditional outlets like radio and television for their consistency, reliability, and local relevance, while younger urban groups favour social media for its speed and convenience, despite worries about fake news. Family and community networks are also important to both source and verify information. Fijians typically use a mix of traditional and digital media alongside personal networks, balancing speed, accuracy, verification, and trust—demonstrating a relatively strong level of media awareness.

Source of, and Trust in, Information Sources



Q. Where or who do you usually go to find information about the issues? Base: n=1,013

Q. Among the sources you have mentioned, which ones do you trust? Base: n=913
(respondents who mention a source)

Family, friends, and community remain key sources of news and verification in Fiji

Personal networks are an important source of information for Fijians. Around 42% receive information second-hand at least weekly, with 23% doing so daily, and 40% cite family and friends as sources of news and information, which they largely trust. Community members are also frequently cited. Family, friends, and the wider community not only help news spread quickly once it captures interest but also serve as a means of verifying information. Phones and social media are key tools for maintaining these connections and sharing news.

“ If I find it really interesting, I’ll share it with some of my friends. I always call my mum and talk on the phone. My mum doesn’t have a phone that is connected to the internet, so I usually update her on these things.

— Female, 35-54, Rural Labasa



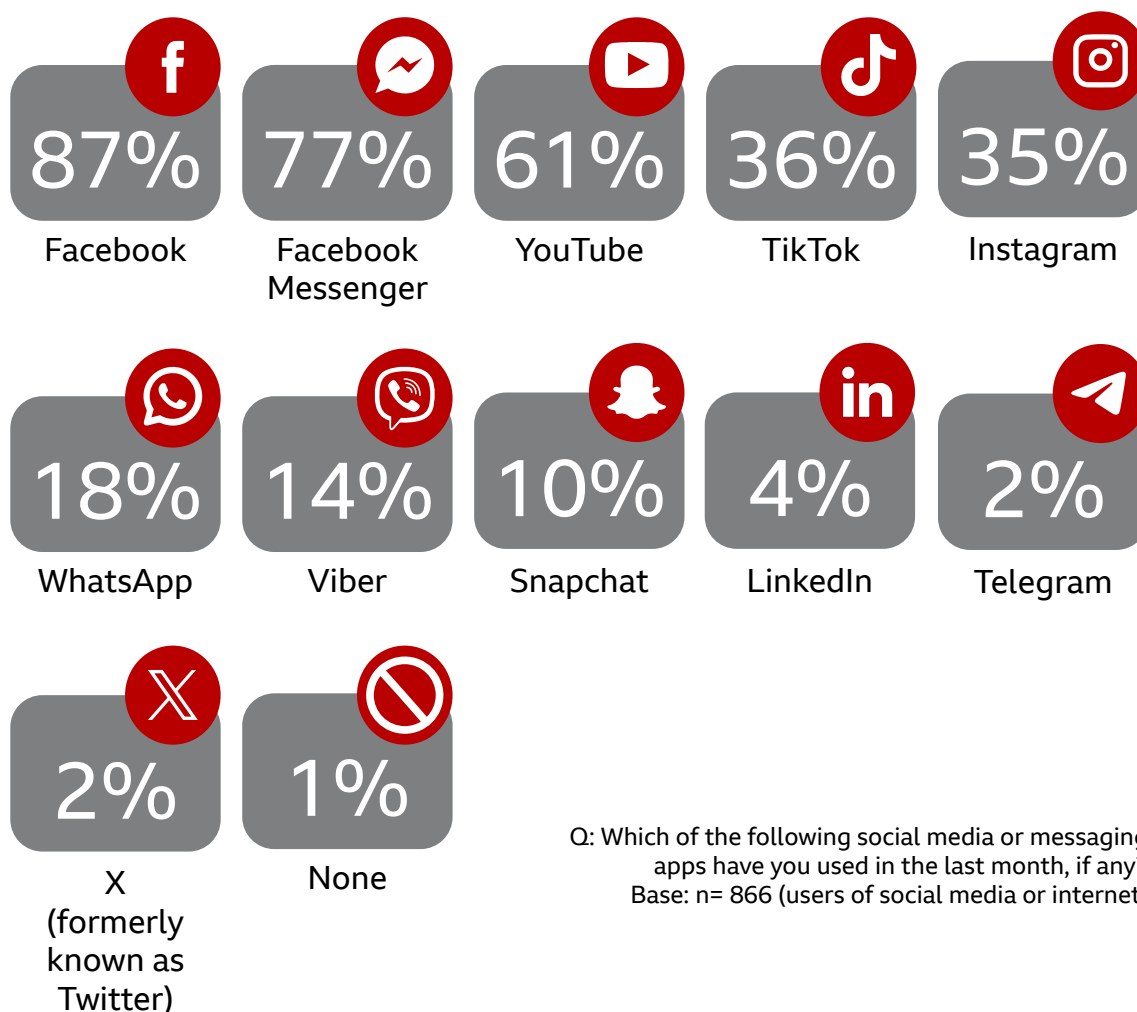
Fijians are active on social media, yet recognise its limits as a trusted news source

Social media is the main reason Fijians go online, with 66% citing it as their primary motivation for using the internet. Facebook remains the most widely used platform, followed by YouTube, TikTok, and Instagram. Younger Fijians aged 18–34 are significantly more likely to use platforms such as Instagram, TikTok, and Snapchat, while Facebook and YouTube attract a broader demographic. Urban users tend to engage with a wider range of social media platforms, whereas rural users rely more heavily on Facebook and YouTube for connection, communication, and entertainment.

However, audiences express distrust in social media—particularly Facebook and TikTok—due to concerns about fake news and unreliable content. They report seeking out pages of established outlets, like Fiji Village, Fiji Times and Fiji One to source what they consider to be accurate news and information. This finding is consistent with other research into the news consumption habits of Fijians, which found that “the top consistently engaged social media pages have been the news media organisations online, which indicates the emergent intersection between traditional media and the social media landscape”.¹³

¹³Jope Tarai, “Social Media Ecology in an Influencer Group: A Closer Look at Chat (Fiji) as a Case Study,” *Pacific Journalism Review* 30, no. 1&2 (2024): 144

Use of platforms in last month:



Q: Which of the following social media or messaging apps have you used in the last month, if any?
Base: n= 866 (users of social media or internet)

Fijians use personal networks to share and check information, prioritising speed over accuracy

Fijians rely on interpersonal networks both to share information and to verify its accuracy. Sharing plays a key role in community life, with 82% agreeing it makes them feel connected. Decisions about what to share are shaped by the type, importance, and potential impact of the news: sensitive information is shared cautiously, while other content may be shared quickly, sometimes before verification—64% of respondents say speed is more important than accuracy. Discussions with others are often used to check facts, even for information suspected or known to be false. Traditional media, including TV, radio, newspapers, and trusted Facebook pages like Fiji Times and Fiji Sun, are generally relied on for verification, but it is evident that in practice, verification is not always a priority.



“ When I hear news around our village from Fiji or the world, I want to share it with my friends and then from there find out more. ”

– Male, 35-54, Rural Savusavu



Few gender differences exist among audiences

With relatively high media access and use in Fiji, there is little in the way of differences by gender. In terms of content, women consume less sports content than men and are more likely to use Snapchat.

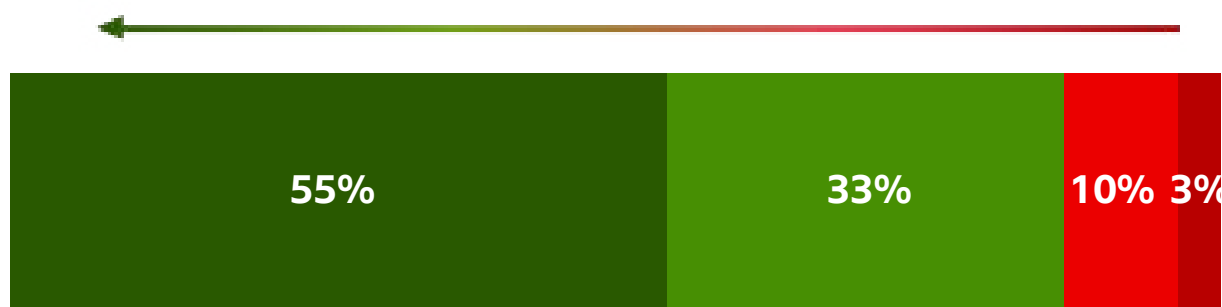
2.4 What do Fijians think of the media?

Most Fijians, across all demographic groups, are interested in following the news: 88% of survey respondents stated that they were at least somewhat interested in the news, with 55% saying they are very interested. This is reflected in the type of media content audiences reported consuming, with news and current affairs content predominating (57%), followed by sports (22%) and movies (18%). News stories involving crime, health, religion, and social issues, as well as human-interest stories, stand out as key interests among audiences.

Interest in News

Very interested

Not interested



Q. How interested are you in news? Base: n=1,013

Variety, relevance, and reliability drive Fijians' engagement with media

Discussions revealed preferences for programmes that offer a variety of content, including news, entertainment, sports, education, and religion. Audiences value news and information with local relevance, such as crime, health, or social issues, and report disengaging when they feel that content is irrelevant, inconsistent, inaccurate, or negative. Radio Fiji One (Na Domoiviti) was cited by audiences as having diverse programming, including music, education, religion, and news content, while BBC was valued for international coverage. Fiji TV is also recognised for its variety, including sports and religious content. Discussions revealed that audiences trust news delivered by experts, familiar voices, and family or friends, while clear and balanced reporting builds audience confidence in accuracy of news content. Overall, audiences favoured media that is diverse, relatable, and trustworthy.

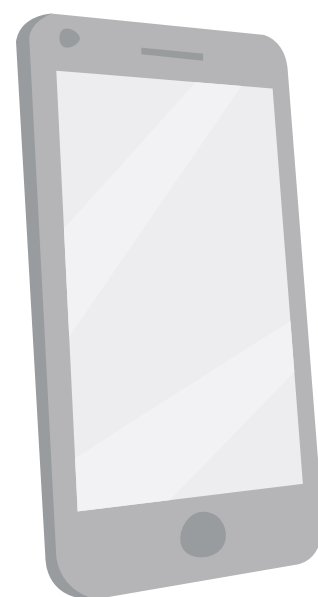
Fijians perceive misinformation to be rife and damaging

Fijian audiences are generally aware of the risks posed by misinformation and believe they encounter it frequently. Half of survey respondents report exposure to false or misleading information at least weekly, with 22% experiencing it daily. Discussions reveal that concerns about the impact of misinformation centre on potential harms to health, social reputation, and finances. While 43% of survey respondents feel very confident in their ability to identify false information, 23% report feeling little or no confidence. Participants on the ground were able to recall only limited examples of misinformation they had encountered, with false reports about COVID, celebrities, political figures, and natural disasters mentioned. Ordinary citizens (38%) and online sources (i.e. news outlets or social media platforms, 22%) were the most commonly cited sources of misinformation. Discussions with urban and rural participants showed a common view that social media—especially Facebook—is the main source and channel through which misinformation spreads, with participants noting that their friends and family often play a role in circulating it. Echoing this, 64% of survey respondents felt that it was more important to share information quickly, rather than check it for accuracy, a finding which highlights the ease with which false or inaccurate information can be spread throughout communities.

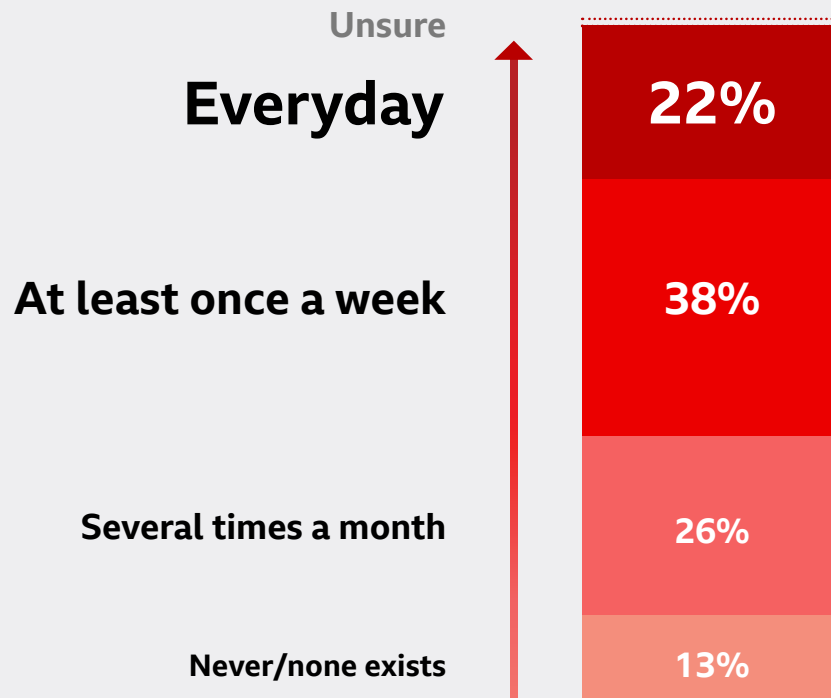
“ [I see false information]...on Facebook. Plenty of people share it. That's where you hear mostly misleading information. From friends as well.

– Female, 36-54, Rural, Western, Sigatoka Corridor

”



Perceived Frequency of Exposure to False and Misleading Information



Q. How frequently do you come across information that you think is false or misleading? Base: n=1,013

2.5 What are the barriers to people being informed?

With high mobile phone access, extensive radio coverage, and fairly broad access to television, most people in Fiji can easily access both broadcast and digital media. Social networks also play an important role in circulating information, helping many Fijians feel well connected to news and current events.

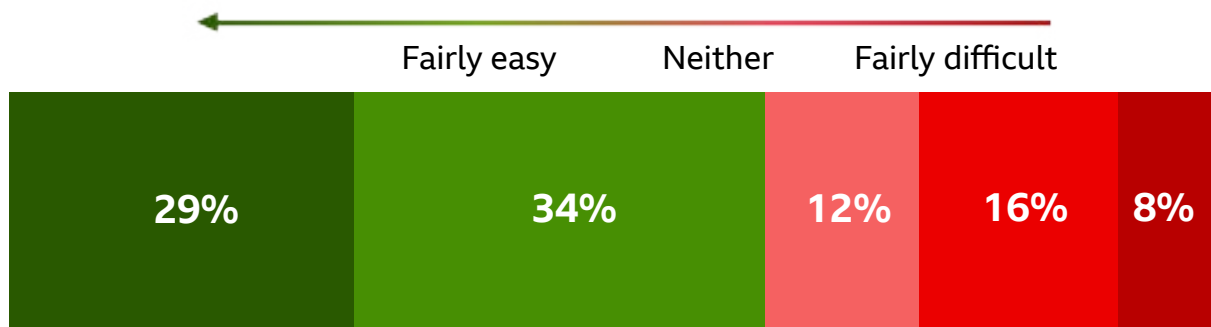
Most Fijians find news accessible, but some communities feel overlooked by the media

Close to two in three Fijians (63%) find it at least fairly easy to find news and information that is relevant to them. Those with a high level of education, high income, employment, and those who live in the Central division, are over-represented among those who find it very easy to find information. Conversely, those who find it difficult to access information tend to be people with a lower level of education and low income. People talked about how they felt the media didn't always cover issues local to them, particularly those living in rural areas. One participant reflected that the media "probably don't have the information for our community".

Perceived Ease of Finding Information

Very easy

Every difficult

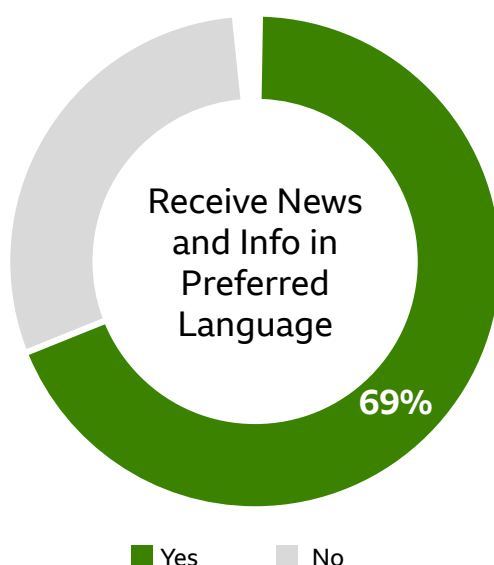


Q. How easy or difficult is it for you to find information about issues that matter to you?

Base: n=1,013

Multilingual media keeps most Fijians well-informed

Fiji's media landscape largely caters to multilingual audiences, reflecting the country's diverse linguistic makeup. While English remains the dominant language across print, television, and online media—particularly in business and formal communication—many outlets also provide content in iTaukei (Fijian) and Fiji Hindi to ensure wider inclusion. Radio is the most linguistically diverse platform, with major stations broadcasting in multiple languages,¹⁴ and the Walesi mobile app offering access to television and radio content in Fijian, Fiji Hindi, and English. This multilingual approach enables most Fijians to access news in a language they understand, but gaps remain. Around one-third of respondents (30%) say they do not always receive news in their preferred language, a pattern similar among iTaukei and Fiji Hindi speakers. This gap may stem from the prevalence of English-language content, which may be less accessible for those not fully fluent.



Availability of News and Information in Preferred Language

Q. Do you get news and information from the media in your preferred language? Base: n=1,013

¹⁴AMARC Asia-Pacific, The State of Community Media and Community Radio in Fiji Islands (2022) <https://amarc-ap.org/wp-content/uploads/2022/01/The-State-of-Community-Media-in-Fiji-Islands.pdf> [Accessed 29/10/2025]

2.6 What do people want to see from the media?

Communities call for media that reflects local issues, personal stories, and underreported topics

Discussions revealed a desire for more inclusive and relevant media coverage that reflects lived experiences and local community concerns. Youth participants called for greater focus on youth-led initiatives, mental health, and drug issues, while rural women highlighted the need for more coverage on health topics such as HIV/AIDS, social issues like sexual violence, and support for people with disabilities. Urban men emphasised a need for content on climate change and international news, while male participants living in rural areas sought more coverage of business news and a wider range of sports content. There was an overall feeling from the discussions that current coverage is shallow, often entertainment-focused, and fails to address key issues affecting their communities.

Participants also sought more religious programming, positive news, and content that highlights personal stories or addresses taboo topics. Rural and female respondents in particular felt overlooked, noting that health and education, as well as drug-related issues in rural communities, were poorly covered. For some participants, this lack of inclusive, informative coverage on key issues contributed to feelings of communities being overlooked by the media.

“ I would say [there is a lack of content about] the youth in Fiji as a whole, like initiatives, issues being faced, mental health and things like that. ”

– Female, 18-34, Rural Sigatoka Corridor



Information preferences for upcoming elections

The next Fiji general election is scheduled for August 2026. As part of the qualitative study, we examined people's understanding of the electoral process and their preferences for election-related information. Overall awareness of the upcoming election was low, which is unsurprising given that the discussions took place more than a year before it is due. Engagement with politics in general was also limited, with some participants voicing distrust toward politicians, citing past broken promises and lack of transparency, while political apathy was evident among urban youth.

“ I don't know anything about the election, it's not really that important to me - like it is important, but not to me. It's like all the people there don't tell the truth ”

Female, 22 years, Urban, Western, Nadi Lautoka

Despite apparent scepticism, participants expressed a desire for more election-related information, which they felt was lacking, particularly details about future candidates and their manifestos. Social media (specifically Facebook) was seen as the most effective platform for sharing this information, with participants emphasising the need for an official verified page, for example one held by the Fiji Elections Office. Older participants, however, preferred to access election information through traditional media such as television and radio, as well as directly from the Fiji Elections Office.

“ For us who are living out in rural areas, we are the people who don't have access to information...so we are disadvantaged in all those things...Who will come to us? Most of us don't have radios - where we can update ourselves? We rely on Facebook only. Do they have a program there? For election alone?... If they can create that, so people who have access to Facebook, they can also access to those [government] changes. ”

Female, 55+, Rural, Central, Nausori



Recommendations

Targeted training for media practitioners to strengthen capacity in producing in-depth, well-researched, and investigative content. Such training should focus on advanced reporting techniques, data journalism, and fact-checking, while also fostering critical analysis and storytelling skills. Building these competencies would enable journalists to go beyond surface-level reporting and deliver more robust, comprehensive and impactful coverage of key issues. There should be a focus on supporting the media sector to adjust to the new freedoms allowed by the repeal of the MIDA, giving practitioners the skills and confidence to deliver balanced, evidenced-based journalism that supports a strong civil society by raising awareness on key issues of public interest and holds government to account.

Media literacy education to help audiences discern fact from misinformation is critical. Comprehensive media literacy education should be strengthened across Fiji to help audiences recognise credible information and guard against misinformation and disinformation. It is vital to equip people with the skills needed to critically assess information sources, verify facts, and understand the risks of sharing false or misleading content. Locally tailored public awareness campaigns, community workshops, and school-based programs should be developed in partnership with key stakeholders (including village chiefs, religious leaders, educators, and local organisations) to build trust and promote responsible media use.

Increase availability of localised news and information, particularly content from Fiji's dispersed rural population and outer island communities. To meet the demand for more relevant and inclusive coverage, media organisations should prioritise content that reflects the experiences and realities of all Fijians. This can be achieved by placing or supporting journalists across different provinces to report on local issues such as community development, economic challenges, crime, and corruption. Additionally, highlighting positive and inspiring stories about agriculture, fisheries, climate change, and entrepreneurship would help strengthen community engagement and pride. Greater investment in rural content production is also essential to preserve and promote Fijian values and voices within the national media landscape.

Support media organisations to continue to focus on multilingual content delivery to ensure all audiences can access news in their preferred language. This could include regularly assessing audience language needs and prioritising inclusive language practices. Support should aim to close the current accessibility gap and ensure more equitable access to information for all communities.

Support media organisations to prioritise early, accessible, and trustworthy election coverage. Coverage should aim to address low awareness, political apathy, and distrust in the election process. This could include providing clear, unbiased information on candidates, their manifestos, and the electoral process. Media outlets should be supported to collaborate with official organisations (i.e. Fiji Elections Office) to amplify verified, easy-to-understand content online, while also ensuring the same information can be accessed through television and radio. Strengthening the reach and clarity of election coverage will help ensure more informed and engaged participation ahead of the 2026 polls

Acknowledgement

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Supported by

