

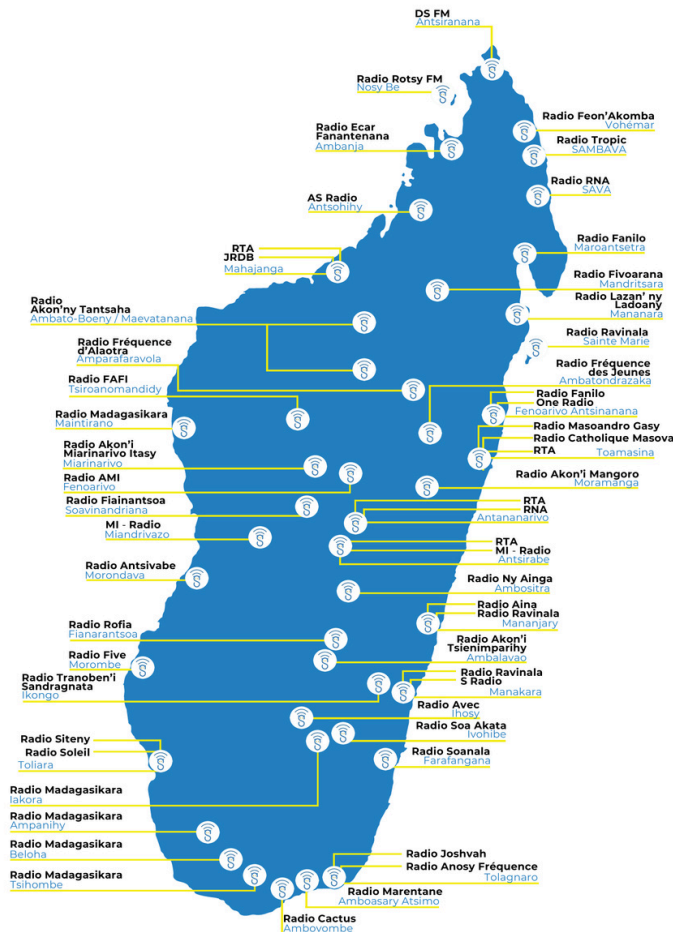
Madagascar

STUDIO SIFAKA

Studio Sifaka is a Madagascar NGO founded on 19th June 2021. It was initiated by the partners of the “Studio Sifaka: Finding Paths to Peace through the Voices of Youth” project who wished to pursue the activities begun in 2019 with Fondation Hironnelle and UNDP Madagascar, supported by funding from the UN Peacebuilding Fund (PBF).

Under the terms of its partnership with Fondation Hironnelle, Studio Sifaka's mission is to help improve access for Madagascar's youth to information on employment, education and training, health, the environment, and privatesector and civil-society initiatives for entrepreneurship and innovation.

To this end, the 2-hour daily radio programme offers a national and regional news segment as well as topical reports and programmes, discussion and music. The only show of its kind in Madagascar, the programme is broadcast by a national network of 55 partner radio stations located throughout the Big Island.



Map of Studio Sifaka's partner radio network.

FINANCIAL VOLUME 2024

262 558 CHF

SOURCES OF FUNDING

- Switzerland (SDC Core Contribution)
- FEDEVACO
- Fondation Baur
- European Union
- Fondation d'Aide à l'Enfance et au Tiers-Monde
- Fondation Däster Schild Stiftung
- Fondation Madeleine

More information about Studio Sifaka is available on our website: www.hironnelle.org/en/madagascar

KEY FIGURES 2024



55 partner
radio stations



292 media
professionals
trained



16 auditor clubs
with
160 members



94 000 followers
on social media



2 broadcast
languages



732 hours of
broadcasting

Context

In 2024, Madagascar experienced unprecedented water shortages and cuts to electricity. The blackouts caused water network pumps to fail, forcing people to fall back on unsafe water sources in many neighbourhoods in Antananarivo. In addition, the country experienced a period of political and social unrest when the governing party lost its parliamentary majority during the general election in May. Municipal elections at the end of the year revived political divisions at the local level. In this troubled climate, it became more difficult to access reliable information. These factors affirmed the importance and relevance of Studio Sifaka for the country's young people.

Informing Madagascar's youth to strengthen civic rights

In 2024, Studio Sifaka strengthened its commitment to providing news and raising awareness in Madagascar. An internal evaluation led to improvements in the organisation and editorial strategy. The Santé NaKa project, funded by FEDEVACO, made it possible to produce 192 programmes on various health topics alongside workshops and media training for professionals working in the sector. Meetings between journalists and civil society actors provided opportunities to discuss subjects including mental health and the fight against HIV/AIDS. At the same time, Studio Sifaka began to work towards Journalism Trust Initiative certification, a standard that recognises media professionalism.

Studio Sifaka's broadcast partner network grew in 2024 from 50 to 55 radio stations, making it possible to cover all 24 regions and reach 63% of Madagascar's 16.8 million residents. Through a partnership with the social enterprise Viamo, the editorial team made a portion of the station's content accessible through a toll-free number that could be called from anywhere in the country.

The Liberté d'Expression à Madagascar project set up in partnership with Internews enabled the production of programmes and debates on topics including governance and health. UNICEF Young Reporters Clubs were created, and their productions were broadcast widely. Lastly, UNESCO's Safety of Women Journalists programme made it possible to run training and awareness-raising sessions on preventing gender-based violence.

Our impact

A study published in early 2024 revealed strong civic engagement among Studio Sifaka's audience, with a particular focus on political and community issues. Listening to the Débat des Jeunes programme encouraged participation in political discussions and local meetings and favoured an understanding of electoral processes. Respondents highlighted the positive influence of programmes on subjects such as employability, training and making group decisions.

Testimonial

"Taking part in this training is a major advantage for me. Before, I didn't have the courage to lead a debate. I'm going to use all of the knowledge I've acquired. Now I feel that I'm brave enough to lead this type of debate."

Hélène, journalist at a Studio Sifaka training session in Fianarantsoa

Despite a decrease in funding in 2025, Studio Sifaka remains committed to informing and engaging young people in Madagascar. The studio will continue to produce original and inclusive radio programs, notably in collaboration with civil society organizations, young people, and public authorities. It is also exploring new broadcasting channels to reach a broader and more diverse audience, particularly in remote areas.

The year 2025 will focus on strengthening the capacities of the studio's journalists and partners through targeted training on key topics such as health, governance, and the environment. Producing content that is adapted to local realities remains a priority, with a strong emphasis on innovation and accessibility, especially through multimedia formats and alternative distribution platforms. New formats, including video, will enrich the existing offer, allowing for better coverage of major national issues and engaging young people on topics that directly affect them.

PRIORITIES

- ▶ Inclusion of Malagasy youth
- ▶ Participation in democratic processes

ACTIVITIES

- ▶ Daily production of 2 hours of programming focused on youth-related topics

Studio Sifaka will also work to develop spaces for dialogue between youth, experts, and civil society to foster a better understanding of social and political issues. Emphasis will be placed on civic engagement and raising awareness of the country's current challenges. By strengthening collaboration with civil society actors and creating more opportunities for public dialogue, the studio aims to build an environment that encourages youth expression and active participation in public debate.

By consolidating its partnerships and exploring new funding strategies, the studio seeks to ensure the sustainability of its work and continue providing independent, high-quality information to as many people as possible. This includes a thorough reflection on diversifying revenue streams and optimizing existing resources to secure the project's long-term viability. Studio Sifaka aspires to grow and adapt to meet its audience's expectations while reinforcing its impact on Madagascar's media landscape.

BENEFICIARIES

Young Malagasy people are the primary and main beneficiaries of Studio Sifaka's programs, which address their interests and information needs.

Partner media professionals, as well as the broader Malagasy media sector, also benefit from Studio Sifaka's activities, particularly through the capacity-building component in which they actively participate.

In 2024, Studio Sifaka also strengthened its commitment to supporting civil society organizations (CSOs).

DRIVERS OF CHANGE

- Youth-friendly information
- on democratic and electoral processes
- Coverage of essential needs
- of young Malagasy (education, employment, health)
- Recognizing youth as a key driver of Malagasy society's development
- Support for local, community-based media outlets

A Studio Sifaka journalist interviews two members of the Malagasy women's rugby team in Andohatapenaka, September 2024.
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