

Benin / Chad / Togo

MédiAOS

MédiAOS (2024–2028) is a project implemented in Benin, Chad, and Togo by CFI, with Equipop and Fondation Hironnelle. It aims to strengthen the media ecosystem to produce quality content, particularly in local languages, that addresses the concerns of young people, especially young women. The project supports radio stations, online media, journalism schools, and regulators, and encourages regional exchanges to promote inclusion, citizen participation, and democratic development.

Fondation Hironnelle works particularly with community radio stations and draws on its experience in capacity building, editorial structuring, and professionalization of editorial and technical practices to support its partners in the production and dissemination of information tailored to the needs of young people.



Benin, 2025. © Yanick Folly.

FH ANNUAL BUDGET
270'000 CHF

SOURCES OF FUNDING

- Agence française de développement

KEY FIGURES 2025



17 partner
radio stations



27 journalists
trained in safety



3 studies on young people's
media preferences and
information needs

More information about the project is available at
www.hirondelle.org.

Context

In Benin, Chad, and Togo, the population is predominantly young, but this youth struggles to access reliable, pluralistic information that is relevant to their realities. The media landscape, which is economically fragile and sometimes constrained by regulatory or political factors, struggles to meet their expectations. Young people, and young women in particular, remain underrepresented in content and spaces for expression. This results in a disconnect between their concerns and the media offerings available to them.

Local media serving young people

In 2025, Fondation Hironnelle gave MédiAOS a decisive boost. First, the teams selected seventeen local radio stations in Benin, Togo, and Chad that were deeply rooted in their territories and ready to reinvent themselves to better connect with young people. From N'Djamena in Chad to Dapaong in northern Togo, the selected radio stations cover different areas and regions, illustrating a desire for territorial diversity.

With these radio stations, Fondation Hironnelle carried out a collective analysis and co-construction process to develop tailor-made reinforcement plans, combining editorial innovation and technical skills development. Seventeen reinforcement plans were thus developed and began to be implemented. At the same time, a large-scale field study of 700 young people provided a better understanding of their habits, expectations, and aspirations. This helped media partners create more useful, interactive, and inclusive content, particularly for young women.

Following this study, the main observations common to all three countries are as follows:

- There is a high degree of porosity between traditional and digital media, with young people juggling FM radio, social networks (WhatsApp, Facebook, TikTok), and messaging platforms to stay informed and entertained.
- There is a strong demand among young people for useful content. They want concrete topics related to their everyday concerns (employment, practical life, urban culture, etc.);
- These radio stations are perceived as credible but not very interactive, and often not very visible on the channels used extensively by young people;
- There is a recurring tension between national languages and French: language remains a marker of accessibility and proximity, but also a potential factor of exclusion.
- Differentiated gender dynamics can be observed: on average, young women are less exposed to political or technical content and more receptive to narrative, participatory, and cultural formats.

TESTIMONIAL

"We have assets as media outlets, untapped strengths, and topics that have not been addressed that could be of interest to listeners. It is important not to produce content 'for' our target audiences, but 'with' them."

Participant in the co-construction workshop in Lomé, Togo. June 2025

Between March and April 2025, Fondation Hironnelle oversaw the completion of an in-depth qualitative study on the uses and expectations of young audiences (aged 15–30) with regard to local media. The methodology was based on 70 focus groups (20 in Benin, 20 in Togo, and 30 in Chad), representing a total of 700 young people surveyed.

DEVELOPMENT 2026/2027

In 2026, MédiAOS will enter a fully operational and collaborative phase. Partner editorial teams will benefit from ongoing coaching, both in the field and remotely, supplemented by joint training courses in each country to strengthen their editorial, technical, and organizational skills in the long term.

Consultation workshops with youth organizations will identify their priority concerns and mobilize relevant experts and stakeholders in order to anchor the content in local realities.

The project will also support media literacy initiatives aimed at young people, to develop their critical thinking and communication skills.

Finally, co-productions between radio stations in Benin, Chad, and Togo will stimulate creativity, promote regional exchanges, and generate ambitious content designed by and for young people.

PRIORITIES

- ▶ Strengthening editorial capacities
- ▶ Developing links between media and civil society organizations
- ▶ Media literacy

ACTIVITIES

- ▶ Ongoing coaching, on-site and remote
- ▶ Co-production of content aimed at young people and women

BENEFICIARIES

The ultimate beneficiaries of the project are young people, particularly young women, living in the countries where the project is being implemented, and more directly those living in rural and urban areas affected by crises.

Civil society organizations representing these young people are also targeted, notably through joint initiatives with the media, such as the co-production of media literacy content.

DRIVERS OF CHANGE

- Focus on the aspirations and needs of young people, and young women in particular, in the three countries of intervention.
- Peer-to-peer sharing within the sub-region and exchanges of good practices between traditional media (radio) and online media.

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