

Tunisia

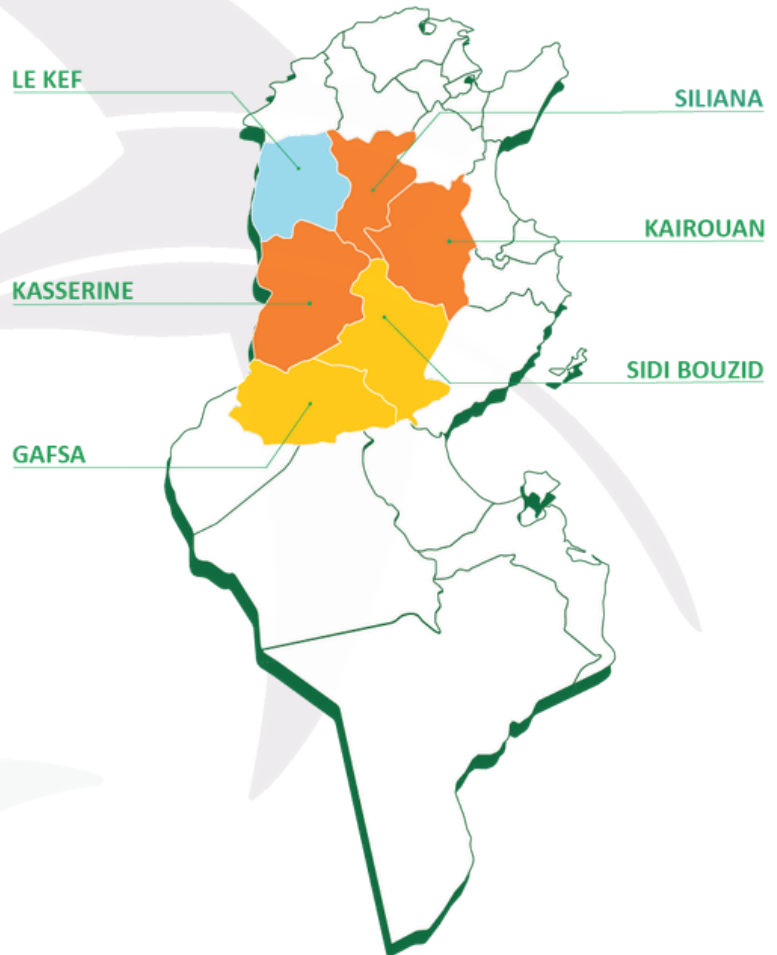
ACTIVE CITIZEN PARTICIPATION PROGRAMME

Since 2020, Fondation Hironnelle has been implementing the media component of the PACT programme (Participation Active des Citoyennes et Citoyens Tunisiens), in consortium with the Danish organisation NIRAS.

This project aims to expand civic space and foster dialogue between authorities and citizens—particularly the most vulnerable—to enable genuine co-construction of public action in the High Steppes region (governorates of Gafsa, Kairouan, Kasserine, Kef, Sidi Bouzid and Siliana).

Phase 2 of the project began in May 2023.

Fondation Hironnelle continues its commitment by supporting local media, key actors in good governance and sustainable development at the local level.



Map of the regions of intervention of the PACT project for its second phase.

BUDGET 2026

233'437 CHF

SOURCES OF FUNDING

- Switzerland (Mandate via NIRAS)
- Communication partnership contracts

Key figures 2025



16 partner
media outlets



6 gouvernorates



42 media
professionals
trained



2 broadcast
languages



33 hours of media
production

Context

Tunisia is currently going through a phase of political and institutional reconfiguration. Fifteen years after the revolution, the media landscape is evolving within a context of power recentralization and a redefinition of democratic balances. In this increasingly restrictive environment for the practice of journalism, media professionals face multiple challenges: legal pressures, the economic fragilization of media outlets, and the growing spread of disinformation, particularly on digital platforms. In this context, strengthening journalists' skills, ethics, and resilience remains essential to ensure a credible, pluralistic information space that serves the public interest.

Opening up the public space and fostering dialogue

In 2025, Fondation Hirondelle continued its commitment by supporting 16 partner media outlets through a mechanism combining training, editorial coaching, and technical assistance.

In total, 42 journalists were trained, including 13 citizen journalists, helping to broaden media participation and strengthen the local anchoring of information. The training programmes incorporated new areas addressing emerging needs in the sector: diction, artificial intelligence applied to journalism, press ethics in a sensitive context, strategic communication, as well as in-house training dedicated to producing debate programmes and providing technical assistance.

In 2025, 148 media contents—123 video reports and 25 radio debates—were produced, totaling 33 hours of broadcasting on FM and online. Focused on local governance and inclusion, they contributed to public debate, including 6 reports broadcast in sign language to ensure more inclusive access to information.

The journalistic content is disseminated by the network of media outlets, on their airwaves and online platforms, as well as on the project's Facebook page.

OUR IMPACT

Journalistic coverage by local media of development projects led by citizens, associations, municipalities, and local authorities has helped structure and enrich public dialogue at the territorial level. In a constrained political and media context, this approach has strengthened practices of transparency, accountability, and responsibility within local PACT projects, while facilitating citizens' access to reliable, contextualized information that is useful for understanding local governance issues.

TESTIMONY

« The training sessions we have benefited from since September 2024 have been of paramount importance. They have strengthened our skills as journalists and enabled us to make our voices better heard, while also amplifying those of residents, who are often marginalized. ».

Citizen journalist in Siliana

The sustainability of the actions of civil society actors and media at the local level is one of the essential conditions for the emergence of democratic, inclusive, and accountable local governance. In this perspective, Fondation Hironnelle, alongside NIRAS, continues to support citizen initiatives as well as those led by civil society, municipalities, and local authorities in the six concerned governorates.

At the same time, the Fondation is expanding its activities into three new governorates, notably to support ethical coverage of human mobility, thereby strengthening social cohesion. The capacity-building programme targets communities to enhance their skills and enable them to better communicate on issues that concern them. It also targets media and journalists, notably through training in mobile journalism, investigative reporting, and the responsible coverage of these sensitive issues.

Digital presence is strengthened through the development and production of video formats.



Photo: journalists from Radio Sufetula in the Sbeitla region, in the governorate of Kasserine, produce a report on residents' concerns.

October 2025 © Fondation Hironnelle

PRIORITIES

- ▶ Promoting participatory democratic local governance
- ▶ Supporting the role of media and civil society as actors of development at the local level

ACTIVITIES

- ▶ Capacity building of communities and network media
- ▶ Production of multimedia content addressing local issues

BENEFICIARIES

In the six project governorates, the local population—particularly young people, women, and persons with disabilities—as well as civil society organizations directly benefit from the project through improved living conditions and greater accountability of local public authorities.

Through the support programme, media outlets are also strengthened and improve their capacity for media coverage and their engagement in the development of their local communities.

DRIVERS OF CHANGE

- Local media and community-based information as catalysts for public debate
- Citizens are more active in public debate

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PACT NEWS ON
SOCIAL MEDIA





Two journalists from the Gafsa and Sidi Bouzid regions during an exercise as part of a training session on video production – June 2025
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