

Improved Communication Capacity for CSOs and stronger cooperation with the Media in a post-elections Sudan.

Khartoum , Sudan – March 5th 2010

The Sudanese Development Initiative (SUDIA) has received a grant from the [National Endowment for Democracy](#) in support of its project titled Strengthening Cooperation between Civil Society & Media in Sudan. The project aims to support a limited number of civil society organizations in Khartoum and North Kordofan and contribute towards a greater impact of their work by improving their communication abilities and ensuring their messages reach their intended audiences. This would amongst other things contribute to greater visibility and increased opportunities to access resources.

“This project will undoubtedly contribute to strengthening our organizations efforts towards Advancing Democracy in Sudan by building our partners capacity in designing and delivering improved communication strategies that may contribute to their increased effectiveness and impact. We have long aspired to developing our own home-grown tools and methods that are relevant to the context and situation under which Sudanese Civil Society operates. Customized tools and participatory approaches to capacity development remains a hallmark of SUDIA and through this project we hope to develop our own effective approach to developing communication capacity within Sudanese CSO’s.” Said Abdel-Rahman El-Mahdi, SUDIA President and CEO.

Grant funds will also be used to organize and hold a conference that will bring together a cross-section of stakeholders over a 3-day period to discuss the future of media and civil society and contribute to strengthening cooperation between these two important sectors towards advancing democracy in Sudan. The conference will be run using the Future Search method, an effective and unique PLANNING MEETING approach which enables large, diverse groups to come together and (1) validate a common mission, (2) take responsibility for action, and (3) organize for implementation, all within 3 days. Future Search is being promoted in Sudan across different development program agendas by SUDIA in partnership with the [Future Search Network](#).

“We are constantly on the lookout for synergies with other projects and approaches which are being adopted by our organization to address the myriad of challenges facing our country and community. As Sudan is about to run its first elections exercise in over 20 years, Future Search is one of those approaches that we strongly feel may be used to chart a common direction for Media and Civil Society in the post-election period.” continued El-Mahdi.

SUDIA headquartered in Khartoum, Sudan is an apolitical, non-governmental, non-profit organization committed to playing an active and lead role in advancing peace, development and social justice for the people of Sudan. For More information please contact:

Najwa Farouk/Projects Officer

+249 155 774880

contact@sudia.org