

Greetings from Kampala, Uganda,

April was a dynamic and productive month for our team, filled with reflection, learning, and collaboration across various initiatives. In this edition, we highlight the progress of the Green Media Accelerator and its beneficiaries, who continue to demonstrate the power of storytelling in advancing environmental awareness. We also feature an insightful interview with Sally Ngoiri, Chief Executive Officer of Kick Ass Films, whose latest project addresses the urgent issue of garbage waste management in Kenya through a compelling media lens.

Additionally, we captured feedback from participants of our recent bootcamp through a brief pop quiz. Their reflections offer a glimpse into the impact of the program and the value of peer learning.

We also turn our focus to West Africa, where the Universal Periodic Review Training and Advocacy Capacity Strengthening Workshop for Civil Society Organizations (CSOs) recently concluded in Porto-Novo, Benin. The workshop, organized by CIVICUS Alliance and Réseau des Femmes Leaders pour le Développement (RFLD) with support from the Consortium for Media and Human Rights (CHARM), brought together 25 CSOs to enhance their advocacy skills and understanding of the UPR process.

We invite you to explore this issue and celebrate the shared efforts driving media innovation and human rights across Africa.

Enjoy your read.

The Coordination Team



Fojo Insitute Jean Mujati presenting a certificate to one of the Green Media Accelerator. Five startups benefited from a seed grant of \$4500 to pursue a climate change initiative driven through media

“It was truly an honour being part of this inaugural event which I truly hope indeed grows to incorporate more talent from the continent. The diversity of story-telling exhibited by our first five participants was amazing and truly inspiring. The solutions we are in need of have already been thought of by the young people in Africa, they only need the platforms to express it. I wish them all the very best as they go out and share their stories.
Jean Mujati, Program Coordinator, Fojo Media Institute

Sally Ngoiri: Telling Climate Stories That Matter Through Film

For filmmaker Sally Ngoiri, storytelling has always been more than entertainment, but a tool that ignites a flame for change. A passionate climate justice defender, she holds on to the deep belief in the power of film to shape public discourse. Her niche lies in two areas, climate change and waste management.

This mission led her to the Green Media Accelerator (GMA) bootcamp, an initiative by three partners of the Consortium for Human Rights and Media (CHARM). Through Magamba Network, Fojo Institute and Wits Centre for Journalism, the bootcamp sought to empower media startups to tell climate change stories, by offering them mentorship and a startup grant to produce content for a media outlet. Sally saw an opportunity to sharpen her storytelling craft and amplify environmental narratives that often go unheard. Representing her production company, Kick Ass Films, Sally entered the accelerator with a bold idea: to explore the realities of waste management in Kenya and challenge the narratives around recycling.

Her documentary, supported by a GMA grant, will investigate critical questions:

- How is waste really being handled in Kenya?
- Are companies following through on their recycling claims?
- And what policies exist, or are they missing, to support genuine environmental solutions?

Apart from producing the film, she intends to take it for screening in different schools and in community halls, to spread awareness of the impact of climate change on society and in particular its link to Gender Based Violence (GBV). Sally's commitment to climate storytelling goes far beyond one project.

She's already created *The Greenhouse*, a Showmax documentary that follows a Kenyan family's battle to save their ancestral forest land. She is also developing *Waste Land*, a documentary exploring waste management and sustainability, and *Wild at Heart*, a VR film that examines the ethical complexities of wildlife rehabilitation.

"Wasteland follows Janet Chemitei, a bold fashion entrepreneur in Eldoret who transforms discarded clothes into high-fashion pieces, and a local innovator turning plastic waste into durable building bricks. As Janet reclaims dumped fast fashion to tell stories of identity and resistance, her counterpart reimagines plastic pollution as the foundation for a more sustainable future. Together, their journeys reveal a powerful narrative of creativity, resilience, and circular economy—where what is thrown away is not the end, but the beginning of something beautiful and enduring," said Sally Ngoiri, CEO, Kick Ass Films.

Her work is a powerful reminder: when it comes to changing hearts and minds, a good story, told well, can be one of the most effective tools we have.

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“I am also keen in mentoring young women from the ages of 18- 25, since this is the age most careers are shaped, in film making. I have already had cohorts who undergo the trainings and are producing positive and well investigated stories,” said Sally Ngoiri, CEO, Kick Ass Films.

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The Green Media Accelerator Bootcamp through the participants lenses



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This experience has been nothing short of transformative. I've learned so much, not just about green media and climate change but also about innovation, collaboration, and impact. The insights shared and the rich discussions we had will remain invaluable to my work moving forward. I also deeply appreciate the connections I made throughout this journey. It was inspiring to meet so many passionate and like-minded individuals who are committed to making a difference.

Sally Ngoiri,
CEO- Kick Ass Films (Kenya).

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The Green Media Accelerator (GMA) bootcamp was an incredibly enriching experience. It provided a dynamic platform to refine my storytelling approach for Waves of Climate Change while connecting with like-minded creatives and industry experts who are passionate about environmental storytelling. The mentorship and feedback were invaluable, helping me see new possibilities for impact through animation.

Adelaide Jachi
Waves of Change - Tanzania



"The GMA program has enabled me to understand my idea better, and align my approach with climate and sustainability in mind. I have also received great support from the trainers and speakers and each of these sessions have put more emphasis on the role of media and content creation in the fight for climate change and sustainability especially in today's world."

Aurelio Mofuga
Dala Dala Verse - Tanzania



"The GMA was really an amazing, powerful and helpful platform of shaping how stories are told to in relation to climate justice and social change. It went beyond what we expected, guiding us through our project proposals to the point of pitching them. I would say this made our idea more diverse and gave a green light for us to tell our story better and in a very positive way, hence it is a necessity for this program to continue for it holds the future for Africa"

Ashley Rudo Jim,
Matamba Films Lab for Women
Zimbabwe



"The Green Media Accelerator boot camp came at a time when the environment and climate discussion in Nigeria and indeed the world is intensifying. This reality reinforces that we have to bring indigenous and impacted people to the fore front with stories that are deeply rooted in community experience, to demand global and local attention to the climate crisis. I would say the GMA exchange has equipped me with compelling storytelling mechanisms to drive this change beyond the boot camp."

Grace Apollos
Programs Manager,
We The People, Nigeria.

Regional Workshop Strengthens Civic Space Advocacy Across West Africa

Twenty-five civil society organizations (CSOs) from across West Africa recently concluded an intensive Universal Periodic Review (UPR) Training and Advocacy Capacity Strengthening Workshop, held in Porto-Novo, Benin.

The three-day workshop took place from 23 – 25 April 2025 in Porto Novo, Benin, was organized by Réseau des Femmes Leaders pour le Développement (RFLD) and CIVICUS Alliance, with support from the Consortium for Human Rights and Media (CHARM). It aimed to strengthen the ability of CSOs, National Human Rights Institutions (NHRIs), and regional actors to advocate for open civic space and engage effectively with regional and international human rights mechanisms.

The event took place against a backdrop of both progress and persistent challenges in protecting civic space in West Africa. While several countries have enacted legal frameworks to safeguard fundamental freedoms, many human rights defenders and civil society groups continue to face barriers such as restrictive laws, administrative challenges, judicial harassment, and arbitrary detention. Recognizing the crucial role of civic actors in promoting accountability, peace, and democracy, the workshop provided a platform for dialogue, learning, and collaboration. Participants explored regional civic space trends, shared national experiences, and examined legal and policy tools that can be leveraged to strengthen protections for civil society.

Among the issues discussed was an introduction to the African Human Rights System and key instruments, the role of civil society in the United Nations Human Rights System, including engagement with the UPR, Human Rights Council, and Special Rapporteurs;

The participation of Non-Governmental Organizations (NGOs) in the African system through observer status and ECOSOC accreditation; Networking, lobbying, and advocacy strategies as well as practical tools for monitoring and reporting human rights violations.

The workshop was also guided by recent developments at the African Commission on Human and Peoples' Rights (ACHPR), including Resolution ACHPR/Res.569 (LXXVII) 2023, which calls for stronger protection of civic space and outlines state obligations under the African Charter and other international human rights treaties. These discussions were framed within the broader goals of achieving the aspirations of "The Africa We Want", a shared vision for inclusive governance and human rights protection on the continent and was conducted in English, French, and Portuguese to create a platform for diverse voices to connect across linguistic and national boundaries.

The key wins in the events included improved knowledge and understanding of civic space dynamics and legal protections, practical skills for engaging with ACHPR and UN human rights mechanisms, strengthened collaboration among CSOs, NHRIs, and ECOWAS institutions and a renewed commitment to defending civic freedoms across the region.

As shrinking civic space continues to threaten democratic participation and accountability in parts of West Africa, initiatives like this workshop are essential to building resilient civil society networks. The convening underscored the importance of solidarity, strategic advocacy, and rights-based dialogue in ensuring civic actors can operate safely and effectively throughout the region.

In Pictures : West Africa Universal Periodic Review Training





About CHARM

CONSORTIUM FOR HUMAN RIGHTS AND MEDIA IN SUB-SAHARAN AFRICA (CHARM) aims to promote and protect human rights, civic space and media freedoms in Sub-Saharan Africa.

CHARM is a partnership of CIVICUS, Civil Rights Defenders, DefendDefenders, Fojo Media Institute, The Wits Centre for Journalism, Réseau des Femmes Leaders pour le Développement, and Magamba Network.

The partnership acknowledges the role that a free and active media and civil society have in the protection of robust democracies and the promotion of national development.


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