

Green Media Accelerator Conference Champions Just Energy Transition and Community Empowerment

Five pioneering media startups from across Africa have been awarded cash grants to spearhead green media projects following the inaugural Green Media Accelerator (GMA) bootcamp in Nairobi, Kenya. This groundbreaking initiative, which took place on the 26–28 March 2025, at the Aga Khan University, was backed by the Swedish International Development Cooperation Agency (SIDA) and organized by the Consortium for Human Rights and Media (CHARM) through three of its partners Magamba network, Wits Centre for Journalism and Fojo Media Institute. It aims to bridge the gap between media, grassroots movements, and policy advocacy in the fight against climate change. It provided an interactive platform for civil rights defenders, young content creators, policymakers, journalists, and environmental experts to discuss the role of media in addressing climate change and promoting sustainable solutions.

The event was a convergence of thought leaders and changemakers dedicated to amplifying community voices and fostering impactful storytelling. The five selected startups, hailing from Nigeria, Kenya, Tanzania, Zimbabwe, and Uganda, presented their innovative storytelling approaches, which include animation, stop-motion films, long-form documentaries, and public theatre. These creative formats aim to engage diverse audiences and drive conversations around climate action and environmental justice.

Additionally, two influential media institutions, Media Challenge Institute and Buni Media, joined the accelerator program. These organizations play a crucial role in developing media talent and ensuring environmental reporting resonates with audiences across the region.

Participants examined the role of alternative media in shaping climate narratives, exploring actionable solutions to promote social and environmental change.

By equipping journalists and media innovators with the resources and knowledge to report on environmental issues effectively, the Green Media Accelerator is set to transform climate change reporting in the continent. The initiative enhances the capacity of local media to produce investigative and solutions-driven journalism that holds policymakers and corporations accountable for environmental actions. Furthermore, by incorporating storytelling formats that resonate with diverse audiences, such efforts can drive public engagement, influence policy discussions, and inspire community-led climate action. Ultimately, the accelerator fosters a media landscape where environmental reporting is not only informative but also a catalyst for real change.

The Green Media Accelerator Conference underscores the power of collaboration between media practitioners, grassroots movements, and policy leaders. By fostering community-driven journalism and evidence-based storytelling, the initiative sets a strong foundation for an informed and engaged public, ready to champion sustainability and climate justice.

Key Discussions at the GMA



Poor Waste Management: Highlighting the environmental consequences of inadequate waste management systems and promoting sustainable waste disposal and recycling practices.



Flooding and Climate Change: Addressing the increasing threat of floods in many regions due to climate change, and discussing measures to enhance climate resilience.



E-Mobility: Exploring the role of electric mobility solutions in reducing carbon emissions and transitioning toward sustainable transportation alternatives.



Just Energy System Transition: Advocating for fair and inclusive energy solutions that empower local communities and mitigate climate change.



Community Empowerment: Equipping communities with the tools to lead advocacy efforts for alternative energy solutions and environmental justice.



Environmental Justice: Ensuring marginalized communities are not disproportionately affected by ecological degradation and climate-related crises.



Reparations from Oil Companies: Highlighting the responsibility of oil corporations in remedying the environmental harm caused, particularly in the Niger Delta