



Women's Economic and Social Empowerment

Making a Difference: Bilan Media

Yearly Narrative Report 2

NDICI AFRICA 2023/1452-428

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PROJECT INFO SHEET

Project Action) Title	Women's Economic and Social Empowerment – Making a difference: Bilan Media
Agreement Reference	NDICI AFRICA 2023 / 1452-428
Start date - End date	01/01/2024 - 31/12/2026
Duration	3 years (36 months)
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Country	Somalia
SDGs	   
UN Gender Marker	3
EU Gender Marker	2
Beneficiaries and Target groups	Bilan Media unit team and Somali women journalists/ Women of Somalia Somali Media and People of Somalia
Organisation	United development Programme (UNDP)
Contact person	Ms Helene Monnerie Apollis, Project Manager helene.apollis@undp.org
Report endorsed by Lionel Laurens UNDP Resident Representative in Somalia Date and signature	DocuSigned by: <i>Lionel LAURENS</i> 2947F85F0EE14DA... 10-Feb-2026

ABBREVIATIONS AND ACRONYMS

CTA	Chief Technical Advisor
EUD	Delegation of the European Union (to Somalia)
EUR	Euro
FG	Federal Government
FMSes	Federal Member States
POQA	Project Operations and Quality Assurance
SNU	Somalia National University
UNDP	United Nations Development Programme
UNV	United Nations Volunteers
USD	United States Dollar
Y	Year

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EXECUTIVE SUMMARY AND KEY ACHIEVEMENTS

The 36-month Women's Economic and Social Empowerment – Making a Difference: Bilan Media project continues to play a critical role in strengthening women-led journalism and promoting inclusive, gender-responsive media ecosystems in Somalia. Implemented by UNDP with EU support (2,5 M EUR), the project supports Somalia's first women-staffed media unit, Bilan Media, by providing a safe working environment, professional capacity development, digital innovation support, and advocacy platforms to amplify women's voices and challenge harmful social norms. The reporting period confirmed the project's ongoing relevance amid Somalia's complex political, security, and media landscape, where women journalists remain disproportionately affected by discrimination, harassment, and limited professional opportunities.

During the reporting period, the project achieved significant progress across its core objectives. The Bilan Media team was successfully consolidated through transparent recruitment and institutional restructuring, ensuring continuity of operations and strengthened editorial leadership (with a Bilan new chief Editor, who started as a journalist, was promoted a deputy and finally Chief Editor). A total of **91 original video stories** were produced in 2025, reaching over **9.5 million views on Bilan social media only for reporting period**. Content diversification through talk shows, advocacy videos, and short feature productions further strengthened public engagement on gender equality, climate resilience, social inclusion, and women's rights. International visibility was enhanced through further publication of Bilan stories in global media outlets including TRT World, BBC and El Pais.

Capacity development remained a core achievement. Over **22 training days** were delivered, strengthening digital journalism, editorial standards, leadership, and media management skills among Bilan staff and women journalists from Federal Member States (FMS), who also benefitted from small grants. The internship programme successfully integrated four young female graduates into professional newsroom environments, while a competitive small-grants scheme supported ten women journalists to produce high-quality reporting from across Somalia. These interventions contributed directly to women's economic empowerment, professional advancement, and sector-wide representation.

The project also advanced advocacy and networking efforts. Bilan Media actively participated in national campaigns such as the **16 Days of Activism**, facilitated consultations toward a women journalists' charter, and strengthened south-south and north-south professional exchanges, especially during trainings. Distribution partnerships with national and regional media outlets expanded Bilan's reach across Somalia's Federal Member States, reinforcing the project's national footprint.

Despite these achievements, implementation faced notable challenges. Staff turnover, security-related staff displacement, temporary leadership gaps, and health-related work adjustments affected operational continuity. Structural constraints in Somalia's media sector, including weak professional regulation, limited gender-disaggregated data, and growing competition from informal digital content creators, also posed challenges. These risks were mitigated through adaptive management measures including interim leadership arrangements, recruitment processes, flexible working modalities, strengthened on-the-ground coordination, and support from the EUD that has allowed contract amendment signed in December 2025. Additional risk management mechanisms such as third-party monitoring and strengthened internal oversight further safeguarded accountability and transparency.

Looking ahead, the next implementation phase will focus on consolidating sustainability and scaling impact. Key priorities include strengthening Bilan Media's institutional and financial sustainability within Dalsan Media Group, expanding Training-of-Trainers models to reach more women journalists nationwide, increasing internships through UN Volunteer placements, rolling out NGO grant mechanisms

enabled by the December 2025 contract amendment, and reinforcing women journalists' advocacy networks. The project will also prioritize digital transformation, audience analytics, diversified revenue strategies, and the development of an exit and sustainability roadmap to ensure long-term viability.

With continued EU support, the project is well positioned to consolidate gains, expand women's leadership in the media sector, and contribute meaningfully to address social norms through inclusive public discourse and gender equality among Somali media.

Key achievements of reporting period per work packages are listed below:

Bilan Team work environment

- Bilan editorial team of journalists was successfully renewed and redesigned, with clear job descriptions, through a transparent internal competitive recruitment (opened to former trainees and back up women journalist) after two.
- Specific support was successfully provided to the team allowing 2 women journalists to stay on in the profession: one women journalist, who had paused her participation in the project due to specific family-related security issues, allowing her to come back to work, while another Bilan journalists, currently pregnant with specific medical conditions, continues working with adapted working conditions
- Dalsan Media continued to provide a safe working environment for Bilan Team, with relevant equipment (production and post-production studios) and logistics services
- Bilan team journalists conducted 5 reporting trips on the field in the FMSes (Somaliland, Jubaland, Puntland Galmudug and Southwest)
- Coordination of the project with Bilan Team was raised through changes in project staffing now fully based in Mogadishu, allowing regular physical coordination meetings, and the hiring of a new digital media consultant

Content production and distribution

- 91 new Video Stories were produced and published on Bilan Facebook account <https://www.facebook.com/BilanMediaPro/>, cumulating 9 577 726 views (as per early January 2026)
- Additionally, Bilan Media has started raising engagement with its community by producing more diversified forms of digital contents including advocacy content and fiction.
- 3 Talk shows were produced and distributed on Bilan social media and on Dalsan Media Group TV channel and Dalsan radio (https://radiodalsan.com/#google_vignette)
- A Serie of 5 short feature films related to women journalists' harassment was produced by Dalsan Media and is under post-production
- Bilan Media contents produced since the beginning of the project have cumulated over 10 million views so far on Bilan media social media only
- Bilan Media content was further distributed through 5 distribution agreements with media from the FMSes, in addition to distribution on Dalsan Media group radio and TV

Traineeship for students and young graduate women journalists

- Four recently graduate Somali women journalists have joined Bilan team for 6-month paid traineeships after a competitive selection process during reporting period, including 2 through recruited though a pre-selection by Somali National University (SNU).
- Possibility to scale-up traineeship for students and young graduate Somali female journalists though UNV mechanism, Somali Media houses and some Somali universities engagement was explored for next reporting period.
- 10 “1,000 USD grants” were offered to women journalists based on their qualitative content production. Their 10 Video Stories were published on Bilan social media

Training and Capacity building

- A total of 22 training days sessions were organised by the project for Bilan Team and for 10 women journalists from the FMSES
- 5 (five) internal workshops, including one related to a gender assessment that was led by UNDP gender specialist, were organised from October to December

Advocacy and Partnerships

- Bilan Media Team actively participated in “16-days of Activism” with a specific Talk show on “online harassment” produced.

SECTION 1 PROJECT PURPOSE

Somali women journalists operate in a country that is consistently ranked as one of the worst for gender equality, with adverse social norms that see woman space as in the home. As a result, women journalists face immense challenges, including harassment and exclusion from decision making, training and promotions. This silences the voices that can best shine a light on these issues. «Somali Women's Economic and Social Empowerment- Making a difference: Bilan" Project will support "Bilan Media" Somalia's first women-staffed and -led media unit, to challenge these biases. Over three years, it will provide a safe workplace, world-class digital skills training, business development services and connections with international media and other networks that will allow Somali women journalists to reach millions of citizens with new information and prove they can compete at the highest levels of a traditionally male-dominated profession. Project is a continuation of initial UNDP "Somali Women Media Project (SWoMP)" (2021-2023).

The project will also support women journalists across all Federal Member States, offer internships and voluntary opportunities to journalism students, mobilise women journalists and their supporters, including male journalists and media actors, to address gender biases, and build networks for south-south cooperation and learning among Somali women journalists and their counterparts in challenging environments overseas, provide grants to women journalists and NGO supporting women journalists.

The project expected outcome is to enable professionally competent women journalists to challenge structural gender biases and adverse social norms by accessing high-quality jobs in the media, influencing the news agenda and providing a platform for women to speak out on issues of gender equality. The project has the following 3 main objectives:

Objective 1: Bilan provides an enabling environment for women journalists to work in business development services to run media organisations that breakdown stereotypes and challenge adverse social norms

Objective 2: Women journalists access digital skills, world class training, networking and south-south cooperation

Objective 3: Women journalists are supported to work together and mobilise for better workplace treatment and protection

Project targets Somali women journalists as direct beneficiaries, with a specific focus on Bilan Media unit women journalists and to women journalists and NGOs, through direct support regarding their access to improved work conditions and advocacy support for better treatment and working conditions of Somali women journalists. Action also benefits more broadly to women of Somalia, giving a platform to raise their specific issues, and Somali people accessing a more diverse information. Somali media houses, universities and Somali women journalists 'advocacy actors are key partners/stakeholders to the project, as well as Local authorities and gender equality-oriented organisation or individual champions.

SECTION 2 RESULTS

1 Progress versus plan

The project (Action) continues to provide a significant and direct contribution to gender equality by strengthening the professional, economic, and institutional participation of women journalists in Somalia's media sector. The project has supported women's access to safe working spaces, modern equipment, and professional editorial environments, helping to reduce structural barriers that traditionally limit women's participation in media production.

Through targeted training, mentoring, internships, and digital skills development, the project enhances women journalists' technical competencies, leadership capacity, and employability, contributing to greater representation of women in high-quality journalism and decision-making roles within media organizations. Notably, during reporting period, direct beneficiaries also included women journalists from the FMSes and grantees. The small grants scheme has further promoted women's economic empowerment by enabling female journalists to pursue independent reporting projects and media initiatives.

In addition, the project has addressed gender-specific protection and workplace challenges, including harassment and discrimination, by supporting advocacy platforms, policy engagement, and cooperation networks. Although some outputs remain at risk, contract amendment signed in December 2025 will allow to provide grants to women journalists NGO in Y3, allowing completion of advocacy outputs and the groundwork is laid for some collective action among women journalists, at least in Somalia.

Overall, the Action continues contributing to transformative gender outcomes by challenging harmful social norms, amplifying women's voices in public discourse through qualitative reporting,

and promoting a benchmark in terms of women safety and more inclusive media ecosystems. The continued support will further consolidate gains and expand the impact on women's rights, freedom of expression, and gender-responsive media development in Somalia.

2 Project results matrix

The table below indicates outputs indicators values for project Year 2 and cumulative values for Y1.Y2, to be updated within the OPSYS system after the EUD's approval of this interim progress report with status and comments.

OBJECTIVES	OUTPUTS	OUTPUTS INDICATORS	Y1	Target Y2	Y2	Cumulative Results by Y2	Final Cumulative target	Status
1. Bilan provides an enabling environment for women journalists to work in and business development services to run media organisations that breakdown stereotypes and challenge adverse social norms	1.1 Engage media company to provide safe office space, equipment and logistics	1.1 Bilan has a safe place to work, and the facilities needed to produce high-quality journalism	YES	YES	YES	YES	YES	On track
	1.2 Purchase and maintain equipment	1.2 Bilan has the computers, phones, cameras and software needed to produce high-quality journalism	YES	YES	YES	YES	YES	On track
	1.3 Provide guidance to Bilan journalists on producing reports for local and international media	1.3.1 Number of Bilan journalists trained (cumulative target)	6	6	6	6	6	On track
		1.3.2 Number of reports published in local media	119	104	91	210	312	On Track
		1.3.3 Number of views for Bilan stories in Somalia (total for project duration)	1,2 m	6m	9,5 m	10,7 m	12 m	On track
	1.4 Maintain and expand partnership s with international media	1.4 Number of reports in international media	13	14	7	20	42	On going
	1.5 Develop distribution arrangements with media in FMSes	1.5 Number of distribution arrangements in place	5	5	5	5	5	On track

	1.6 Administer small grants for women journalists	1.6 Number of women who receive grants	0	20	10	10	60	On going
2. Women journalists access digital skills, world-class training, networking and south-south cooperation	2.1 Provide mentoring and training sessions	2.1 Number of training and mentoring sessions conducted for Bilan staff	8	12	22	30	36	On track
	2.2 Establish a system for Bilan women journalists to provide mentoring and hands on training to women journalists in FMSes	2.2 Number of women journalists in FMSes supported by Bilan journalists through hands-on training on digital technology and working on joint reports	0	15	20	20	45	On track
	2.3 Manage an internship programme for students/recent university graduates	2.3 Number of internship programmes / UNV positions for university students/recent graduates (cumulative target)	4	2	4	8	6	On track
3. Women journalists are supported to work together and mobilise for better workplace treatment and protections	3.1 Establish platform for advocacy against harassment with social media networks and policy makers	3.1 Women journalists charter of rights drawn up with key aims and asks (cumulative target)	NO	YES	NO	NO	YES	At risk, activity needs to be adapted
	3.2 Set up meetings with social media companies and policy makers to lobby for action	3.2 Number of meetings held	0	4	2	2	12	On going
	3.3 Conduct advocacy campaigns	3.3 Number of views on social media for	0	500,000	41,500	1,45m	1,5 m	On going

	to influence social media platforms and policy makers	advocacy messages						
	3.4 Facilitate south-south/north-south cooperation sessions among women journalists	3.4 Number of cooperation sessions	3	2	5	8	6	On track
	3.5 Set up networks for cross-border reporting by women journalists	3.5 Number of reports produced	0	3	0	0	9	At risk, activity needs to be adapted

SECTION 4 PROJECT IMPLEMENTATION

1 Context

In 2025, Somalia balanced cautious optimism about democratic progress with deep political divisions and a challenging security landscape, setting the stage for critical national elections in the year ahead. Somalia's political trajectory was dominated by a historic push toward democratic elections and the complex realities of security and governance. After decades of indirect, clan-based selection of leaders, the federal government moved forward with plans to reinstitute one-person, one-vote elections, beginning with local council polls. December 25, 2025, marked a landmark one-person, one-vote municipal election in Mogadishu, the capital's first direct vote in more than 50 years, drawing thousands of voters and dozens of political parties.

While Repeated droughts and below-average rains increased humanitarian needs and worsened displacement conditions, The economy showed some positive prospects, with growth expected around 3-4 %, supported by reforms and private sector activity. Somalia also made progress in debt restructuring, including a \$306.5 million debt relief deal with the Arab Monetary Fund, helping normalize financial relations. However, foreign aid cuts and uncertainty dampened growth potential and put pressure on public services. Recognition of Somaliland as a sovereign state by Israel in late 2025 marked a historic shift, strongly rejected by the Somali government.

In 2025, Somalia's media environment remained extremely challenging yet critically important for democratic development and human rights protection. According to Reporters Without Borders (RSF), Somalia's ranking on the World Press Freedom Index improved slightly in 2025, moving from **145th out of 180 countries in 2024 to 136th in 2025, with its score rising from 39.40 to 40.49, marking the first measurable improvement after years of decline. Despite this marginal progress,

Somalia retained a “difficult” press freedom classification, illustrating persistent systemic threats to journalism.

Journalists in Somalia continued to face political, legal, and security pressures, including arbitrary detention, harassment, and restrictions under counter-terrorism laws, with at least 41 documented violations against media freedom in the first half of 2025 alone. These included arrests, assaults, equipment confiscation, and prosecutions, often linked to coverage of sensitive political and security issues. The UN Human Rights Council served as an important platform in 2025 for highlighting press freedom concerns and urging Somalia to uphold its international human rights commitments related to freedom of expression and protection of journalists. Civil society groups used this engagement to press for implementation of legal reforms and accountability for abuses.

Women journalists in particular still faced a disproportionate share of risks. Reports from media unions highlighted numerous incidents of gender-based harassment, online abuse, and discrimination in workplaces that limited women’s safety and professional opportunities. The National Union of Somali Journalists (NUSOJ) reported ongoing gendered threats against female reporters, reflecting deep-seated structural inequalities and safety gaps in the media sector.

2 Main Challenges and actions taken

The implementation of the faced several challenges during the reporting period. These challenges were addressed through **adaptive management measures** implemented by UNDP in close coordination with the European Union Delegation (EUD). The main challenges and corresponding mitigation actions are outlined below.

The Somali media landscape continues to present structural constraints. There is currently **no mandatory or centralised registration system for journalists**, while professionals’ estimates suggest that women represent approximately **30 percent of the journalism workforce**, reliable and disaggregated data remain limited. In addition, the growing influence of **content creators and social media influencers** has increasingly blurred the distinction between professional journalism and informal digital content production, reshaping audience engagement dynamics. Furthermore, although approximately **eight women journalists’ associations** operate nationally, with limited coordination. The projects started consolidating available sector data and initiated dialogue with relevant stakeholders. For the next reporting period, the Action plans to strengthen collaboration with women journalists’ civil society organisations and undertake broader assessments of the **creative and digital media ecosystem**, to improve targeting, coordination, and evidence-based programming.

During the reporting period, the project experienced significant staff turnover and operational disruptions within the Bilan core team:

- In **June 2025**, two senior journalists departed from the project: **Ms Hinda Abdi Mohamoud**, Chief Editor of Bilan Media, who did not return following international travel undertaken in a personal capacity (*see Annex 1: Incident Report – Non-return of Ms Hinda Abdi*

Mohamoud), and **Ms Kiin Hasan Fakat**, who resigned after travel to Spain in a personal capacity.

- As a result, several initiatives launched during the previous reporting period, including steps toward the establishment of a Bilan NGO and related grant applications, became no longer viable due to changes in team composition. In addition, the departure of Ms Hinda Abdi Mohamoud resulted in the temporary loss of website administrative access, which affected digital operations.
- Another team member, **Ms Shukri Mohamed Abdi**, faced serious family-related security threats linked to Al-Shabaab and was required to leave the country for several months.
- In December 2025, **Ms Naima Saïd Salah** informed management of her pregnancy and required temporary adjustments to her workload/workplace due to medical that required avoiding road transports.

These developments led to a temporary reduction in content production capacity, the loss of some equipment that were assigned to Ms Hinda Abdi Mohamoud (see section 5, activity 1.2 below) and required revisions to implementation planning. To ensure operational continuity, the project implemented the following corrective actions:

- The **Deputy Chief Editor** assumed interim leadership responsibilities during the transition period, and an additional journalist was recruited in **September 2025** to stabilise editorial output. Following the return of Ms Shukri Mohamed Abdi, job descriptions were reviewed, and an **internal competitive recruitment process** was conducted in November 2025. All positions were formalised and contractual arrangements updated as of **1 December 2025**. At the time of reporting, the Bilan team structure is as follows:

Name	Position
Ms Fahria Muraad	Chief Editor
Ms Sadia Eid	Deputy Chief Editor
Ms Shukri Mohamed Abdi	Journalist / Video Reporter
Ms Maryan Ladane	Journalist / Video Reporter
Ms Naima Saïd Salah	Journalist / Video Reporter
Ms Hawa Noor	Journalist / Video Reporter
Ms Aminata Yusuf	Coordination and Logistics Assistant
Ms Ifrah Mohamed	Social Media and Partnerships Assistant
Ms Hamdi Hame	Trainee
Ms Fosia Hassan	Trainee

- In coordination with the EUD, the project provided **comprehensive duty-of-care support** to Ms Shukri Mohamed Abdi. This included close monitoring by the UNDP Somalia Security Team, project-funded relocation and travel support for her and her family, provision of special leave arrangements, and access to psychosocial support services. Following her **return on duty to Mogadishu on 1 October 2025**, additional protection measures were implemented, including restrictions on public-facing communication materials that could identify her and adjustments to field reporting assignments to limit exposure to security risks (*see Annex 2: Follow up report Shukri Mohamed Abdi*)

- Flexible **remote working arrangements** were established for Ms Naima Saïd Salah to accommodate health requirements related to pregnancy while ensuring continuity of professional engagement.

These measures were facilitated by the deployment of a **full-time Project Manager in Mogadishu from July 2025**, which significantly strengthened day-to-day coordination with the Bilan and Dalsan teams. This included the organisation of regular in-person coordination meetings, internal capacity-building workshops (including five-day working sessions held at UNDP Somalia premises on Saturdays), and a dedicated **two-day Gender Workshop** delivered by UNDP Somalia Gender Specialist Ms Maha Abusaram (see section 2.1 below). These interventions supported team cohesion, improved work planning, and strengthened gender-responsive implementation practices.

3. Updated Risk Matrix

Project Risk Matrix has been updated as follows, only with two additional risks related to corruption (following UNDP's policies related to grants) and to turnover in the Bilan team:

Event	Cause	Impact(s)	Risk Category and Sub-category (including Risk Appetite)	Impact, Likelihood & Risk Level (See Annex 3 Risk Matrix)	Risk Owner (Individual accountable for managing the risk)	Risk Treatment and Treatment Owner
1-Project plans to offer Low-value grants	Lack of transparency in LVG delivery by implementing partner	Which will impact the project causing adverse reputational impacts and financial losses.	1. Financial 1.1 Corruption and fraud	Likelihood: 2 - Low likelihood Impact: 2 - Minor	Project Coordinator and ERID Portfolio Manager	Risk Treatment 1.1: The Project will monitor the delivery of Low-value grants and will carefully reevaluate risks on a quarterly basis. Risk Treatment Owner: ERID Portfolio Manager Risk Treatment 1.2: The project will also hire third-party monitoring to assess if processes are followed in a transparent way Risk Treatment Owner:

						Project Coordinator, UNDP
2-There is a risk that some women journalists leave the project before its end date (either for personal or related to professional opportunities reasons, or otherwise).	As a result of the Somalia context and recurrent trends in journalism	Which will impact the reputation of the project and its timely implementation	5.Reputational 5.5. Stakeholder management	Likelihood: 2 - Low likelihood Impact: 2 - Minor	Project Coordinator and ERID Portfolio Manager	Risk Treatment 2.1: Project trained female interns increasing pool of expertise Risk Treatment Owner: ERID Portfolio Manager Risk Treatment 2.2: The project will be cultivating partnerships with universities to link the project with female graduates with journalism and mass media background Risk Treatment Owner: Project Coordinator, UNDP
3-There is a risk that the Government relations with the media in Somalia be problematic, with frequent arrests and allegations of assault and weak law enforcement to protect journalists' rights.	As a result of weak law enforcement	Which will impact in the project timely implementation	1. SOCIAL AND ENVIRONMENTAL (1.1. Human rights) - UNDP Risk Appetite: CAUTIOUS	Likelihood: 3- Moderately likely Impact: 3 - Intermediate Risk level: MODERATE (Equates to a risk appetite of EXPLORATORY)	Project Coordinator and ERID Portfolio Manager	Risk Treatment 3.1: The Project will monitor the situation at local level and will carefully reevaluate risks on a quarterly basis. Risk Treatment Owner: ERID Portfolio Manager Risk Treatment 3.2: The project will also maintain good relations with significant government offices. Risk Treatment Owner:

						Project Coordinator, UNDP
4-There is a risk that extremists may launch attacks and unleash violence. High-profile projects that support or involve women are always at risk of attracting attention from extremist groups.	As a result of protracted conflict and instability and high-profile women led project	Which will impact in project team safety ownership of the project, result in fear and reluctance to be involved in the project	8. SAFETY AND SECURITY (8.3. Terrorism) - UNDP Risk Appetite: CAUTIOUS	Likelihood: 2 - Low likelihood Impact: 2 - Minor Risk level: LOW (equates to a risk appetite of CAUTIOUS)	UNDP Field Security Office and Project Coordinator	Risk Treatment 4.1: UNDP Field Security Office will conduct periodic reviews of the security at Bilan's offices and ensure that recommendations are implemented, due precautions are taken. UNDP will also provide training and advice on working in hostile environments for Bilan's journalists. Risk Treatment Owner: UNDP Field Security Office Risk Treatment 4.2: The project will regularly consult with Bilan's staff to make sure they are comfortable with risks being taken and that they are fully considered before reporting, particularly on what could be seen as controversial subjects. Risk Treatment Owner: Project Coordinator
5-There is a risk that the women team be harassed from male	As a result of social discrimination	Which will impact in women's ownership of the project, result in fear	1. SOCIAL AND ENVIRONMENTAL (1.2. Gender equality and women's empowerment) -	Likelihood: 2 - Low likelihood Impact: 3 - Intermediate	Project Coordinator and ERID Portfolio Manager	Risk Treatment 5.1: UNDP will consider organisational culture practices in selection of a

colleagues. Harassment from male colleagues is a significant issue in the workplace, including in media offices.		and reluctance to be involved in the project	UNDP Risk Appetite: CAUTIOUS	Risk level: LOW (equates to a risk appetite of CAUTIOUS)		local media partner. Risk Treatment Owner: Project Coordinator Risk Treatment 5.2: UNDP will ensure that Bilan's offices are self-contained, with their own entrance, toilets, prayer room and other essential facilities. Risk Treatment Owner: ERID Portfolio Manager
6-There is a risk that the project may be experience a funding crisis. Due to the changing nature of media consumption , media houses around the world are having to adapt in order to remain commercially viable. This could affect relationships with international media houses and also the ability of any local partner to absorb Bilan women team.	As a result of recurrent trends in journalism	Which will impact in the timely implementation of the project	2. FINANCIAL (2.6. Budget availability and cash flow) - UNDP Risk Appetite: MINIMAL TO CAUTIOUS	Likelihood: 2 - Low likelihood Impact: 2 - Minor Risk level: LOW (equates to a risk appetite of CAUTIOUS)	Project Coordinator	Risk Treatment 6.1: The project will ensure redundancy in the network of partnerships with international media and will pursue grants and other funding opportunities to help support Bilan beyond core commercial viability. Risk Treatment Owner: Project Coordinator Risk Treatment 6.2: The project has also established brand presence and social media outlets for Bilan Media as a separate entity that will allow it to continue reporting in the temporary

						absence of a media partner. Risk Treatment Owner: Project Coordinator
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4. Activities implemented per output

Output 1: Bilan provides an enabling environment for women journalists to work in and business development services to run media organisations that breakdown stereotypes and challenge adverse social norms

Activity 1.1 Engage a media company

During reporting period, Dalsan Media Group contract was extended till the end of the project to provide:

- a stable safe and qualitative office space for Bilan Team, for which no security threat was recorded during reporting period,
- access to its recording and post-production studios for Bilan team,
- payment of monthly salaries of the full Bilan team (Journalists, support team and trainees),
- driver service for reporting in Mogadishu.

Additionally, as planned in previous reporting period, Dalsan Media Group provided additional services (see sections below) and logistics services for 5 field reporting trips in FMSes for 10 Bilan journalists/trainees in total as detailed below:

FMS/Cities	Dates	Bilan Journalists	Planned Reports	Links to reports produced
1-Hargeisa (Sanaag)	02-18 September 25	Farhia Mohamed and Naima Said	Report on the Beeyo Tree, that highlighting the connection between people and the environment. Impact of local conflicts in Sanaag on livelihoods and the community.	https://www.facebook.com/share/v/17kMdyM9Uy/ https://www.facebook.com/share/v/1G5TBW4biP/
2-Jubaland (Kismao)	30 September -10 October 2025	Sadia Nour and Fathi Hassan	Water Scarcity in rural villages and how women struggling of getting a drinking water.	https://www.facebook.com/share/v/1AinR4JzLR/n

3-Puntland (Bosaso)	10-18 Sep 25	Hawo Nor and Naima Said	Displaced families have found a legal environment to live in, although they still face challenges related to the roads and electricity. Living conditions of displaced people living with HIV in Bosaso.	https://www.facebook.com/share/v/1FzLdFzKxP/ https://www.facebook.com/share/v/1AQudLQDdX/
4-Galmudug (Galkayo)	14-21 October 25	Farhia Mohamed and Ifrah Isse	How has climate change effected Dhinowda village which has been covered by sand.	https://www.facebook.com/share/v/17xE6cGrna/
5-South West (Baidoa)	20-27 Decemb er 2025	Sadia Nour and Hawo Nor	Prolong droughts have reduced honey production in Baidoa, but women are adopting through modern beekeeping. Businesswomen in Baidoa are playing a vital role in local economy to meet their daily needs.	https://www.facebook.com/share/v/14WbyH3wiiM/ https://www.facebook.com/share/v/1Ack3eXJgf/

Activity 1.2 Purchase and maintain equipment

No additional equipment was procured during the reporting period, as the Bilan Team prioritized consolidating the use of the initial batch of equipment through routine operations and capacity-building activities. All equipment previously acquired under the project continued to be actively utilized to support implementation activities. While the transfer of equipment purchased under the UNDP funding phase to women journalists from the Federal Member States (FMSs) had been considered, no appropriate operational modalities were identified during the reporting period to ensure sustainable ownership, accountability, and maintenance. Consequently, the equipment remains under the custody of Dalsan Media Group for the Bilan Team.

In December, a prioritized list of additional equipment and relevant digital subscriptions (including Canva Pro) was developed in consultation with the Bilan Team and formally validated by the international consultant, Ms. Rakika Bendermel. This process was aligned with the team's capacity development needs and ongoing technical support in digital skills, community engagement, and digital media business model development.

Dalsan Media Group maintained appropriate asset management and safeguarding measures for equipment procured during the previous reporting period. An on-site asset verification conducted on 8 October by the UNDP Somalia Assets Team confirmed that all project-funded equipment items were fully accounted for and in functional condition but 1 "APPLE IPHONE 14 - 6.1"SMARTPHONE 256GB" and "1 APPLE MACBOOK AIR M2 NOTEBOOK - 13.6" 1TB", that were lent to Ms Hinda Abdi Mohamoud who left the project are missing (***see Annex 3: On-Site Equipment Verification Report, October 2025***).

Activity 1.3 Provide guidance to Bilan journalists on producing reports for local and international media

Throughout the reporting period, regular editorial and technical mentoring support was provided to the Bilan Team through the engagement of three international consultants — Ms. Mary Harper Walker, Ms. Hannah McNeish, and Ms. Rafika Bendermel — all experienced women journalists. Ms. Mary Harper Walker and Ms. Hannah McNeish delivered targeted editorial coaching focused on strengthening written journalism and video reporting skills, including direct support for the development and international placement of selected stories.

From October 2025 onwards, Ms. Rafika Bendermel provided expanded capacity-building support aligned with the operational requirements of a digital-first media organization. This support focused on strengthening the team’s understanding of the digital media ecosystem, audience analytics, community engagement and growth strategies, ethics professional use of digital/AI tools and the development of diversified storytelling formats adapted to digital platforms.

During the reporting period, the Bilan Team produced and disseminated **91 original video Stories** (including 10 Stories from grantees and joint Stories with contribution women journalists from FMSes) across its digital platforms (Facebook, TikTok, Instagram, and YouTube). These publications generated strong audience engagement, reaching **over 9.5 million cumulative views on Facebook alone (see Annex 4 Bilan contents self-declared views on social media 2025)**. A digital performance analysis of Bilan Media content was conducted in December 2025 (**see Annex 5 Bilan contents performance analysis report**) that confirmed Bilan Media’s editorial strength and thematic focuses have mass reach potentiality within Somalia’s digital landscape, and requires targeted improvements in visual design and analytics practices and recommends the following:

1. **Content Strategy** – Prioritise recurring series on proven high-impact themes (women’s economic rights, climate resilience, GBV). – Maintain 3–5 Reels/week cadence with rapid repurposing across platforms.
2. **Visual & Production Upgrades** – Immediately implement unified graphic charter and motion-graphics training outcomes from Digital Skills programme. – Shift to platform-native vertical formats with dynamic text, animations, and hooks in first 3 seconds.
3. **Analytics & Planning** – Establish weekly analytics review meetings using Meta Business Suite and TikTok Analytics. – Train team in basic data visualisation and insight extraction (building on planned data journalism modules).
4. **Sustainability Support** – Use performance data to strengthen grant applications and partnership proposals. – Explore sponsored campaign opportunities around proven viral themes.
5. **Monitoring Framework** – Set 2026 KPIs: 50% YoY TikTok follower growth, 3+ posts/month >50k impressions on FB, reduced seasonality (no quarter <15% of annual reach).

These recommendations will be implemented during next reporting period though a regular digital skills editorial support.

Activity 1.4 Maintain and expand partnerships with international media

In parallel, **seven Bilan-produced stories were published internationally across ten media outlets**, providing independent verification of editorial quality and international visibility. Published outputs include:

1. **France 24 (8 March 2025)** — *Why an All-Women Newsroom Matters*
Evidence: <https://x.com/MediaBilan/status/1898334996714205305>
2. **Avvenire – Italy (25 March 2025)** — *Somalia: Amina, rapes, early marriages — What it’s like to be a woman in Mogadishu*
Evidence: https://www.avvenire.it/le-iniziativa-di-avvenire/donne-senza-frontiere/amina-rapes-early-marriages-what-it-is-like-to-be-a-woman-in-mogadishu_86699
3. **Index on Censorship (2 May 2025)** — *Speaking Up to End the Cut* (FGM-related reporting)
Evidence:
<https://www.indexoncensorship.org/2025/04/contents-the-forgotten-patients-lost-voices-in-the-global-healthcare-system/>
https://journals.scholarsportal.info/login?uri=/03064220/v54i0001/64_sutetc.xml
<https://journals.sagepub.com/doi/abs/10.1177/03064220251332630>
4. **Index on Censorship (3 May 2025)** — World Press Freedom Day Feature: Journalists’ Perspectives
Evidence: <https://www.indexoncensorship.org/2025/05/world-press-freedom-day-2025-journalists-reflect/>
5. **Bird Story Agency / Africa No Filter (16 July 2025)** — *From Forcibly Displaced to Proud Landowners: Somali Families Reclaim Their Futures*
Evidence: <https://www.bird.africanofilter.org/stories/from-forcibly-displaced-to-proud-landowners-somali-families-reclaim-their-futures?locale=en>
6. **TRT World (10 July 2025)** — *Unbleached and Unapologetic: Somalis Campaign for Natural Skin Beauty*
Evidence: <https://trt.global/afrika-english/article/3f2b3004f936>
This story was produced with direct contributions from a trained woman journalist from Hirshabelle (FMS), demonstrating project-supported regional collaboration and capacity transfer.
7. **AllAfrica (10 December 2025)** — *Bilan Media*
Evidence: <https://allafrica.com/stories/202512110093.html>

3(Three) further stories were produced for BBC, El País, and Missing Perspectives. While editorial review processes were completed, publication remained pending at the time of reporting. To date, international publications have largely been facilitated through the professional networks of the engaged international consultants. To strengthen sustainability and institutionalize media outreach, UNDP has initiated engagement with additional international media organizations, including news agencies such as ANSA (www.ansa.it) and Reuters (www.reuters.com) with the objective of establishing longer-term strategic and global partnerships.

Additionally, project supported Bilan Team to produce **3(Three) Talk Shows** on the following vibrant topics in Somalia, **with experts and some Somali authorities’ guests**:

- “National Elections and the Role of Somali Women” (17/07/2025)
<https://www.facebook.com/reel/1832914647256576>

- « Regulating the Misuse of Painkillers Among Youth » (29/09/2025)
<https://www.facebook.com/share/v/1BjZKxLp12/?mibextid=wwXlfr>
- Digital Abuse Against Women and Girls (08/12/2025)
<https://www.facebook.com/share/v/1Pf4HnL6HB/>

Activity 1.5 Develop distribution arrangements with media in FMSes

At the national level, dissemination of Bilan-produced content was further strengthened through **Dalsan Media Group**, which regularly broadcast Bilan video reports on television, audio versions on radio, and articles content on its website under a specific “Bilan media” window <https://radiodalsan.com/bilan-media> (23 articles were published either in English or Somali on Dalsan Radio website)

During reporting period, Dalsan Media group as also arranged distribution agreements with the following 5 FMSes media: SBC Media Corporation (Puntland), Radio Warsan (South-West State), Radio Jowhar (Hirshabelle), Radio Dalbile that replaced Radio Sooyaal since November 2025 (Jubaland), and Radio Galguduud (Galmudug).

UNDP Somalia also started engaging with Somali national news agency Sonna for potential future distribution partnerships.

Activity 1.6 Administer small grants for women journalists

A **Bilan Story Competition** was organized to identify and engage additional women journalists to contribute to Bilan’s content production and expand the project’s national reporting network. A public call for applications was launched on Bilan’s social media platforms on **17 July 2025**, with a 15-day application window. The call generated strong interest, with **45 women journalists applying** from across the country.

All shortlisted applicants received structured editorial support, including **four group and individual coaching sessions**, delivered by two experienced Somali media professional mentors. This mentorship supported participants in refining story concepts, strengthening reporting techniques, and finalizing their submissions in line with professional journalism standards.

Following an initial screening process, **12 candidates were shortlisted**. All shortlisted applicants received structured editorial support, including **four group and individual coaching sessions**, delivered by two experienced Somali media professional mentors. This mentorship supported participants in refining story concepts, strengthening reporting techniques, and finalizing their submissions in line with professional journalism standards.

A two-day jury review process was then conducted, involving the Bilan editorial team and the project coordinator, resulting in the selection of **10 winning stories** based on editorial quality, relevance, and alignment with project objectives.

The selected stories addressed priority gender and social issues, including:

- The increasing participation of women in the police and military and their professional experiences.
- Health challenges faced by women in IDP camps in Garowe (Puntland State), including HIV-related cases.
- Rising reports of sexual violence in IDP camps in Baidoa (Southwest State).
- The professional success story of a woman transitioning from employee to company manager.
- The lived experiences of a couple with disabilities facing social discrimination.

The **10 selected women journalists**, each awarded a **1 000 USD grant** under the project, were formally recognized during an award event held on 13 September 2025, and their reports were published on Bilan social media. The beneficiaries are:

- Ms. Faadumo Ladan Abdillahi
- Ms. Hamdi Hassan Ahmed
- Ms. Sahra Ahmed Hassan
- Ms. Maryan Cabdiqani Xuseen
- Ms. Faadumo Cabdiqadir Xasan
- Ms. Khadra Cabdi Cali
- Ms. Ifrah Ahmed Kaaki
- Ms. Shukri Ismail Beydhabo
- Ms. Maimun Abdirizak Khalif
- Ms. Hooda Ahmed

Output 2: Women journalists access digital skills, world-class training, networking and south-south cooperation

Activity 2.1 Provide mentoring and training sessions on mobile journalism, investigative reporting, journalist ethics, social media, and other core skills

In addition to regular mentoring and technical support provided to Bilan Team (see Activity 1.3 above), 20 training sessions in total were organized in Mogadishu by the project and Bilan team members were regularly invited to other trainings organized by UNDP Somalia or other UN system partner agencies. Training opportunities offered are listed and detailed below:

- **“Bilan and Beyond: Core Journalism Skills” (10 training sessions, 16-26 June 2025, Palms hotel) organized by the project (see Annex 6: Bilan and Beyond, Core Journalisms skills training report)**

The training was designed for **10 FMSes women journalists in total**, 2 from each of the following media outlets : SBC Media Corporation (Puntland), Radio Warsan (South West State), Radio Jowhar (Hirshabelle), Radio Sooyaal (Jubaland), and Radio Galguduud (Galmudug), but were also attended by Bilan Team, who delivered some of the training sessions together with International and national trainers.

Training objectives were:

- to equip journalists from the Federal Member States (FMS) with foundational journalism skills and a strong understanding of media ethics
- to enhance FMS journalists' knowledge and capabilities in digital media engagement
- to develop leadership qualities and newsroom management skills among FMS journalists
- to provide mentorship and networking opportunities with national and international journalists, fostering South-South cooperation

Programme was designed with Bilan Team and partner organizations such as Federation of Somali Journalists (FESJ), Dalsan Media Group, Kenya Union of Journalists (KUJ), Kenya Editor (GUILD), UN Reham Al-Farra Memorial Journalism Fellowship (RAF).

The training, which was opened by Mr Hadrien Maillard EUD Team leader for democratic governance covered broad range of topics namely Journalism principle, Digital Journalism, Media Ethics & Law and social media, Reporting from the regions, Writing Stories/News editing, Story shooting and recording and common practical shooting exercises (with Bilan Team).

Participants provide highly positive evaluation of the training.

Training was follow by a one-week work placement of 5 FMSES journalists within Bilan media, that were selected from the 10 trainees, during which they received further guidance from Bilan Team to produce reports.

- **“Digital Media skills” (10 training workshops from 10-13 November and from 17 to 22 November 2025, Palms hotel and UNDP Somali office), organized by the project (see Annex 7 Digital skills training report)**

8 Bilan team members (6 journalists and 2 support team members) participated in the training. Participants discovered numerous digital tools to facilitate communication, collaborative work and project planning, they were sensitized to developing a multi-network distribution strategy and target their target audience, to possible sources of revenue. They also learned the fundamentals of a sustainable business model for a digital media

They gradually initiated a real team dynamic with a spontaneous distribution of tasks among members. Management and financial forecasting skills have also been strengthened for all the team, through exercises to initiate the development of their editorial line, digital strategy and business plan.

“We’ve learned a lot. I’ve discovered many tools about media management. I couldn’t imagine doing so many innovative things on the internet” Farhia Muraad, Bilan chief editor.

“This is the first time I see these platforms like Trello or Miro. This training changes the way I will work as a coordinator. I’m deeply grateful for all these new discovering” Amina Yussuf Bilan coordinator.

“I feel like I knew nothing about media management before this training. That is changing everything for me. Now I can project myself in many possibilities in the future for Bilan” Naima Saïd Salah, Bilan journalist

The workshop was followed by an assessment of Bilan Team digital and data journalism skills assessment conducted by IC Rafika Bendermel (**See Annex 8: Digital Skills and Data Journalism Assessment report**). The assessment drew on the European DigComp framework (five competence areas) and examined specific data journalism practices. Data were collected through two structured self-assessment surveys pre and post training and individual interviews with team members that highlights that Bilan team demonstrates **strong foundational audiovisual production skills**, built through years of project-supported training in field reporting, filming, editing, and talk-show production. But that its **overall digital competence is moderate**, with notable strengths in content creation and communication/collaboration and gaps in digital security awareness and practice, business strategies and audience analytics, advanced data journalism and AI-supported tools as well as in graphic design and social-media-native visual styling. These areas will be the focus of regular support and trainings to be provided in next reporting period.

- **“Gender -Focus workshop” (21-22 December 2025, UNDP Somalia Office**, organized by the project (**See Annex 9 “Gender-focus workshop” Report**)

The purpose of the workshop was for UNDP Somali Gender Specialist Ms Maha Abusaram to engage the Bilan team in strategic planning, and professional development through reflective exercises, individual and collective interviews, team visioning, work plan development for 2026, a CV drafting session, and a baseline survey to assess current capacities and needs.

10 of the extended Bilan Team members (Journalists, trainees or support team members) attended either partially or fully, some being online.

Activities revealed high needs for gender mainstreaming training for all Bilan team as gender capacity and knowledge appeared very limited.

In addition to trainings organized by the project, Bilan core Team was invited to participate in other trainings orhganised by UNDP Somalia or other UN System partner agencies such as:

(i) “Climate change reporting, training cycle started on 28 January 2025, UNDP Somalia

One Bilan journalist attended the training, that provided fundamentals on covering key climate challenges in Somalia, solutions, storytelling techniques to drive awareness & action.

(ii) “Shaping Climate, Peace and Security narratives across the IGAD”, 1-2 October 2025, Nairobi, Kenya for which the Bilan acting Chief Editor was fully invited to attend the workshop organized by OIM.

(iii) “Safe Digital spaces” training workshop, 9 December, UNDP Somalia office in which 4 Bilan journalists participated, allowing them to exchange with the other 30 women participants on their awareness rising tole as a media.

Activity 2.2 Establish a system for Bilan women journalists to provide mentoring and hands on training to women journalists in FMSes

During the reporting period, the **Bilan team successfully initiated the delivery of structured training activities** (see Activity 2.1 above), as well as targeted coaching sessions (see Activity 1.6

above) for **women journalists working in media outlets across the Federal Member States (FMS)** and project grantees, including beneficiaries based in FMS locations.

To further strengthen institutional sustainability and expand outreach, the **capacity of the Bilan team to design, deliver, and institutionalise training programmes** will be reinforced during the next reporting period. This will be achieved through the implementation of a **Training of Trainers (ToT) programme** and the further development of Bilan Media's training portfolio, enabling the team to reach a larger number of women journalists and establish a more sustainable in-house training function.

Activity 2.3 Manage an internship programme for students/recent university graduates

During the reporting period, **four recently graduated women journalists** were integrated into the Bilan Media unit for internship placements with duration of **four to six months**. The selected trainees were Ms Hawa Noor Osman, Ms Fathi Hassan Noor, Ms Hamdi Hamed, and Ms Fosia Hassan. The recruitment was conducted through two complementary modalities. The first cohort of two trainees was selected following an **open call published on March on Bilan Media's social platforms**, followed by CV screening and structured interviews conducted with the support of the International Consultant (IC) Editorial Advisor, **Ms Mary Harper**. Trainees commenced in April 2025.

The second cohort of two trainees, who commenced their placements on **1 December 2025**, was recruited through a partnership with the **Somali National University (SNU) Journalism Department**. Four shortlisted candidates were proposed by the university and subsequently interviewed by the Bilan Chief Editor, with technical support from the IC Editorial Advisor.

The pre-selection process conducted by Somali National University, which maintains a minimum **50 percent female enrolment** in its journalism programme, facilitated a more efficient recruitment process and strengthened gender balance considerations. This collaboration also enabled the project to explore **future institutional partnerships** with SNU for structured work placements during Year 3, including potential engagement through the **UN Volunteer (UNV) mechanism**.

It is to be noted that **Ms Hawa Noor, who integrated Bilan as a trainee, also successfully applied for a grant and was integrated Bilan as a core team member from August 2025, showing the professional integration capacity of the Bilan unit.**

Output 3: Women journalists are supported to work together and mobilise for better workplace treatment and protections.

Activity 3.1 Establish platform for advocacy against harassment with social media networks and policy makers and **Activity 3.2 Set up meetings with social media companies and policy makers to lobby for action**

During reporting period, two consultations “Consultative Forum for the Charter of Somali Women Journalists “ were facilitated on 13 June and 14 July 2025 by Dalsan Media Group at Guryo Samo hotel, Mogadishu (***see Annex 10 Consultations report***) bringing together 25 women journalists from various media platforms with key government officials such as Ms Amina Keyf, Women Affairs Coordinator, Office of the Prime Minister, Mr Abdirahman Mohamed, Director of Social Affairs, Office of the President, Mr Ahmed Mohamed Adde- Media Coordinator, Ministry of Information, Mr. Ayaan Said- Ministry of Water, and a First Female Law Firm Founder and CEO and representatives from FESIJ AND NUSOJ.

If discussions confirmed the need of the Charter, participants raised that it should not be « just a paper ».

Furthermore, project already identified existing Charters at national level and regional levels ¹. Project will further assess feasibility of this activity and adapt its scope based on the strategic orientations and potential actions discussed by participants.

Activity 3.3 Conduct advocacy campaigns to influence social media platforms and policy makers

Bilan Media actively participated in 2025 16-days of activism campaign by producing specific campaigning contents such as specific posts and reports as well as a Talk show on online harassment.

A serie of 5 fictional short films related to women journalists’ harassment was also shot by Dalsan Media group in October 2025, but its post-production was delayed, and the Serie could not be posted on social media at tie of reporting.

Activity 3.4 Facilitate south-south/north-south cooperation sessions among women journalists

South-South/North Cooperation with foreign women journalists was facilitated through direct contacts with women journalists, who were involved in project activities as trainers/coaches, namely:

Ms Jamila Mohamed Farah (Kenya)
 Ms Hannah Mc Neish (UK)
 Ms Elizabeth Ford (UK)
 Ms Mary Walker Harper (UK)
 Ms Rafika Bendermel (France-Algeria)

Activity 3.5 Set up networks for cross-border reporting by women journalists

This activity was paused during reporting period, given turnovers within Bilan team and considering

¹ NUSOJ Media Charter on Combatting Gender-based violence (2024) <https://nuso.org/wp-content/uploads/2025/01/Media-Charter-GBV.pdf> and African women in media Kigali declaration (2023) <https://africanwomeninmedia.com/declaration/>

the necessity to re-assess the relevance of the activity with EUD.

4. Actual implementation Time frame

The table below summarizes planes activities implemented during reporting period.

IMPLEMENTATION ACTUAL TIME FRAME													
OBJECTIVE 1: Bilan provides an enabling environment for women journalists to work in and business development services to run media organisations that breakdown stereotypes and challenge adverse social norms													
Outputs/planned activities	Associated Actions	2025											
		1	2	3	4	5	6	7	8	9	10	11	12
1.1 Engage media company to provide safe office space, equipment and logistics	Dalsan Media groups contracted salaries for logistics (office space, security, studios and driver)												
	Dalsan media group provides specific logistics for reporting in FMses provided												
1.2 Purchase and maintain equipment	On-site Equipment check												
	List for of relevant equipment for a final equipment purchase batch established												
1.3 Provide guidance to Bilan journalists on producing reports for local and international media	Regular Editorial support provided to Bilan Team												
	Production of Talk shows												
	Support to production and pitching to international media												
1.4 Maintain and expand partnerships with international media	Exploration by UNDP project team of potential international content distribution partnerships within the project												
1.5 Develop distribution arrangements with media in FMses	Distribution arrangements with Dalsan Media Group and with Somali media in FMses though Dalsan in place												
1.6 Administer small grants for women journalists	10 Grants for women journalists administered through a competitive												

	process though Dalsan Media Group													
1.7 Others	Third party monitoring conducted													
	Follow up counselling provided through Kenya Editor's Guild													
	Specific support to women journalists provided related to security													
OBJECTIVE 2: Women journalists access digital skills, world-class training, networking and south-south cooperation														
Outputs/planned activities	Associated Actions/Results	2026												
		1	2	3	4	5	6	7	8	9	10	11	12	
2.1 Provide mentoring and training sessions	10-days training organized in Mogadishu for Bilan team and for 10 journalists in the FMSes													
	Provide coaching sessions to 10 grantees women journalists to produce Stories													
	Provide regular online training sessions on digital tools to Bilan Team													
	Facilitate access to training opportunities for some Bilan journalists within the UN System													
	Organize 5 Bilan internal coordination workshops													
	Organize a Gender assessment workshop with UNDP gender specialist													
	Establish a database of online training resources for Bilan team													
2.2 Establish a system for Bilan women journalists to provide mentoring and hands on training to women journalists in FMSes	10- day Training session organized in Mogadishu with some training sessions led by some Bilan team members													
	Provide online individual coaching sessions to 10													

	women journalists from FMSes to produce stories													
2.3 Manage an internship programme for students/recent university graduates	Organise 2 recruitments /partnership with universities for 2 batches of two 4-to-6-month traineeships within Bilan team													
OBJECTIVE 3: Women journalists are supported to work together and mobilise for better workplace treatment and protection														
Outputs/planned activities	Associated Actions/Results	2026												
		1	2	3	4	5	6	7	8	9	10	11	12	
3.1 Establish platform for advocacy against harassment with social media networks and policy makers	Production of a short dram serie													
	Production of a specific Talk show on online harassment													
3.2 Set up meetings with social media companies and policy makers to lobby for action	2 consultations meeting organized by Dalsan Media Group													
3.3 Conduct advocacy campaigns to influence social media platforms and policy makers	Specific Bilan campaigns during 16 days of activism													
3.4 Facilitate south- south/north-south cooperation sessions among women journalists	Facilitate south-south/north-south cooperation sessions among women journalists													
3.5 Set up networks for cross-border reporting by women journalists	N/A													

SECTION 4 EU VISIBILITY

1. Project communication approach

During the reporting period, the project communication approach was adjusted in close coordination with the EU Delegation (EUD) Communication and Project Management teams. These adaptations were informed by (i) security considerations affecting one Bilan journalist, who will no longer be cited or featured in UNDP Somalia communication materials, and (ii) the strong pre-existing visibility of the Bilan project within the Somali media landscape, resulting from earlier outreach and awareness efforts.

Based on this context, communication activities focused on the following strategic priorities:

- Regular coverage of key project activities, milestones, and achievements.
- Strategic promotion of Bilan as a women-led media platform through the amplification of high-quality editorial content aligned with national and global thematic priorities, including gender equality, social inclusion, and climate change.
- Targeted communication around international advocacy and awareness events, including International Women's Day, World Press Freedom Day, and the 16 Days of Activism to End Violence Against Women.

Communication outputs were primarily disseminated through UNDP Somalia's official digital channels (X, Facebook, and LinkedIn), while institutional project information and feature stories remained accessible on the UNDP Somalia website (<https://www.undp.org/somalia>).

Visibility of the European Union's contribution was systematically integrated into all UNDP Somalia communication materials related to the project, in full compliance with EU visibility and branding guidelines.

COMMUNICATION PERFORMANCE INDICATORS

Indicator	Result
Project-related social media posts published on UNDP Somalia platforms	Regular activity-based coverage maintained throughout reporting period
Key project milestones publicly communicated	Yes
International thematic days covered (IWD, WPFD, 16 Days of Activism)	YES
EU branding applied to UNDP Somalia project content	100% compliance
Website-based institutional project visibility	Maintained on UNDP Somalia website

2. Bilan contents

In line with agreements established with the EU Delegation at project inception, and to preserve Bilan Media's editorial independence and credibility, direct references to EU funding were not

included in content produced and disseminated by the Bilan Team through their own social media platforms (Facebook, X, LinkedIn, Instagram, and TikTok), nor in content broadcast through Dalsan Media or partner Federal Member State (FMS) radio websites during the reporting period.

However, EU financial support was systematically acknowledged through the following channels:

- Inclusion of EU funding references in the boilerplate sections of Bilan stories published by international media outlets, where editorial policies allowed.
- Display of EU logos and branding on all project-supported events, trainings, award ceremonies, and grant-related documentation.
- Integration of EU visibility elements into UNDP Somalia communication outputs related to the project.

During the reporting period, Bilan's existing website (www.bilan.media), which was developed prior to the current project phase, was not prioritized as a primary communication channel due to functional and usability limitations. Following the launch of structured digital strategy support in October 2025, the development of a new, video-oriented and user-friendly website — accompanied by hands-on training and coaching for the Bilan Team on content management and maintenance — has been scheduled for implementation during the next reporting period (see Section 7: Next Reporting Period).

SECTION 5 MONITORING AND EVALUATION

A **Project Board Meeting** was convened online on **17 January 2025**, bringing together key stakeholders from the European Union Delegation (EUD), UNDP Somalia, and Bilan Media. Participants included **Mr Vincent de Boer**, Team Leader for Public Sector Development and Social Services (EUD); **Ms Anna Dmitrijewa**, Programme Manager (EUD); **Mr Lionel Laurens**, Resident Representative (UNDP Somalia); **Mr Christopher Laker**, Deputy Resident Representative – Programme (UNDP Somalia); **Ms Shaila Khan**, Portfolio Manager for Economic and Institutional Development (UNDP Somalia); **Mr Rawad Rizk**, Project Manager (UNDP Somalia); **Mr Kamal Raj Sigdel**, Head of Communications; and **Ms Hinda Abdi Mohamoud**, Chief Editor of Bilan Media (see **Annex 10: Project Board Meeting Minutes**). Project results and Y2 workplan were approved and potential direction towards Bilan sustainability, which was agreed to be unexpected by end of project, were explored. Regular coordination meetings were held with the EUD Project Manager throughout the reporting period to ensure continuous oversight, alignment with contractual requirements, and timely follow-up on implementation progress.

In addition to routine internal monitoring conducted by the UNDP Somalia Programme Oversight and Quality Assurance (POQA) Unit, a **Third-Party Monitoring (TPM) exercise** was carried out in October 2025 by Research Care Africa (see **Annex 11: Third-Party Monitoring Report**). The TPM covered three key intervention areas, with the main findings summarised below.

AREA 1: ASSESSMENT OF THE TRAINING SESSIONS CONDUCTED IN JUNE 2025

The TPM assessment concluded that the training programme for female journalists was **highly relevant, effective, and impactful** in strengthening professional capacity and confidence among women working in the media sector. A total of **ten female journalists** from five Federal Member States (Puntland, Galmudug, South-West, Jubaland, and Hirshabelle) who participated in the **10-day training programme** were interviewed. The training covered core journalism skills, media ethics, digital reporting, leadership, and community-focused reporting.

Findings indicated strong participant satisfaction and learning outcomes. **Seventy-five percent of respondents strongly agreed, and 25 percent agreed** that the training significantly improved their reporting quality, ethical decision-making, and digital engagement skills. Furthermore, **100 percent of participants** reported increased confidence in contributing to editorial discussions and assuming leadership responsibilities within their respective newsrooms. Participants highlighted the value of the practical and interactive training methodology, which enhanced their ability to produce inclusive, ethical, and high-quality journalism.

AREA 2: ASSESSMENT OF INTERNSHIPS

The TPM evaluation confirmed that the internship programme implemented at **Bilan Media** delivered strong results in supporting women's professional development and facilitating the transition from academic learning to practical media work. Both interns, **Hawa Noor Osman and Fathi Hassan Noor**, reported that the programme was well aligned with their academic backgrounds and career aspirations. The internship significantly strengthened their competencies in writing, video production, and public speaking.

The programme demonstrated clear employment and professional outcomes. Following completion, **Hawa Noor Osman secured employment with Bilan Media**, while **Fathi Hassan Noor continued contributing to editorial assignments**, reflecting sustained engagement and skills application. Both interns recommended extending the duration of the internship programme and scaling up similar opportunities for additional female students to further enhance learning outcomes and career pathways.

AREA 3: VERIFICATION OF REPORTED SOCIAL MEDIA REACH FOR BILAN STORIES

The TPM review confirmed a **substantial increase in Bilan Media's digital reach and audience engagement** across major social media platforms. During the monitoring period from **January to October 2025**, total views across all Bilan platforms reached **5,959,599**. Facebook accounted for the highest engagement with **5,784,101 views**, followed by TikTok (**444,554 views**), X/Twitter (**33,810 views**), Instagram (**11,660 views**), and YouTube (**429 views**).

In addition, Dalsan Media recorded **302,900 Facebook views** and **8,653 YouTube views**, bringing the combined digital reach of **Bilan and Dalsan Media to approximately 6,586,107 views** across platforms, for the January - October 2025 period only.

This digital performance reflects the growing visibility, credibility, and audience trust in Bilan's content, particularly its focus on women's voices and socially relevant issues. The sustained increase in engagement demonstrates the effectiveness of the project's digital distribution strategy in amplifying women journalists' perspectives, promoting inclusive media narratives, and expanding nationwide outreach.

SECTION 6 PROJECT RESOURCES

1 Project staffing

Following the resignation of previous Project Coordinator/Communications Manager, Mr Rob Few in previous reporting period, revision of the project staffing was initiated. Previous staffing structure was composed of the following 4 positions/ categories:

- 1 Project Coordinator/Communications Manager (home- based), IPSA 11, 100%
- 1 Chief Technical Advisor (CTA) (home-based), IPSA 11, 100%
- 1 Admin and Finance Associate (Mogadishu-based), NPSA 7, 50%
- 1 Communication officer (Mogadishu-based), NOA, 30%

The change was initiated in the perspective of:

- Limiting project staffing to project management, strengthening operational efficiency, improve project management, enhancing collaboration with stakeholders (including local authorities), beneficiaries, and UNDP's country team with full project management team based in Mogadishu
- Allowing more potential diversity in technical activities to be carried on by international consultancies to Bilan team under operations costs, while allowing mitigating risks related to a unique project Chief technical adviser (CTA) incapacity (as IC recruitment processes are shorter than IPSA recruitment process),
- Downsizing communication personnel costs to actual project needs from project Year 2.
- A Neutral/ Positive impact of project personnel costs

Recruitment of a P3 Mogadishu-based Project Manager with a Media development profile, was initiated through UNOPS partner agency early January, with the successful recruitment of Ms Helene Monnerie Apollis (a French national with extended EU funded Media projects experience) as new project manager, who started her assignment in Mogadishu on 12 July 2025. During transition period, position was filled consecutively by two P3 Project Manager based in Mogadishu under two UNDP detail assignments, Mr Rawad Razik (from UNDP Lebanon) office and Ms Karnklon Raktham (from UNDP Thailand office) who conducted activities according to plan.

Ms Mary Walker Harper, CTA under an IIPSA-11 (home-based) contract since project start was contracted under a new International Consultancy (IC) contract.

Mr Ahmed Abdirashid, Admin and Finance Associate (Mogadishu-based), NPSA 7, 50%, replaced by Mr Abdikarim Kayliye from April 2025.

Prior to current reporting in line with Agreement General Conditions, EUD was regularly informed of the process and a formal consolidated notification of change with justification and financial details was officially submitted via email on 19 November (together with other amendment requests) that was processed, with Amendment to initial Agreement being signed by both parties on 12 and 24 December 2025.

2 Financials resources

Reporting period (Project Year 2) allocated budget amounted 937,084.00 USD, Consumption amounts 1 078, 548.34 USD including (as of 31 December 3035) 639,963.28 USD of Expenses and 438,585.06 USD of commitments.

Financial report is communicated separately from this report.

3 Contracts awarded during reporting period

The following contracts (works, supplies, service) above 5000 USD were awarded during reporting period:

Vendor	Category	Start date	End date	Value
Dalsan Media Group	Service Company (contract extension 1)	27/06/2025	30/09/2025	51 120,00 USD
Dalsan Media Group	Service Company (contract extension 2)	30/09/2025	31/12/2026	194 448,00 USD
Ms Hannah Mc Neish	International Consultant	04/04/2025	31/08/2025	31 500,00 USD
Ms Mary Harper	International Consultant	25/02/2025	31/12/2025	54 000,00 USD
Ms Rafika Bendermel	International Consultant	20/10/2025	30/04/2026	60 000,00 USD
PALMS HOTEL LTD	Service Company	06/11/2025	31/12/2025	8 170,00 USD

SECTION 7 NEXT REPORTING PERIOD

Project Year 3 implementation will focus on:

- Strengthening sustainability and institutional integration of Bilan Media.
- Expanding training-of-trainers models and number of beneficiaries.
- Scaling internships and UN Volunteer placements.
- Strengthening women journalists' networks and advocacy platforms through grants
- Developing an exit and sustainability strategy.

Proposed activity plan for project Y3 is detailed in the table below.

Y3 INDICATIVE IMPLEMENTATION PLAN													
OBJECTIVE 1: Bilan provides an enabling environment for women journalists to work in and business development services to run media organisations that breakdown stereotypes and challenge adverse social norms													
Y3 Outputs/planned activities	Proposed Y3 Associated Actions	2026											
		1	2	3	4	5	6	7	8	9	10	11	12
1.1 Engage media company to provide safe office space, equipment and logistics	1.1.1 Dalsan Media group contracted for logistics till end of project												
	1.1.2 Final on-site Equipment check												
	1.1.3 Organize 3 workshops to design Bilan Business plan with Bilan Team and Dalsan media												
	1.1.4 New video content friendly Bilan Media website operationalized												
1.2 Purchase and maintain equipment	1.2.1 Second Equipment batch procured and handed over to Dalsan/Bilan												
1.3 Provide guidance to Bilan journalists on producing reports for local and international media	1.3.1 Regular coaching sessions for Bilan Team related to digital media skills organized												
	1.3.2 Provide specific coaching/expertise to Bilan and Dalsan team to design Bilan editorial offer and Business plan												
1.4 Maintain and expand partnerships	1.4.1 3 (Three) Specific online coaching sessions for minimum 20 women												

	leadership for Bilan team and 10 Women journalists													
	2.1.2 Organise regular Gender assessment of the team													
	2.1.3 Organise a job search skills training online for minimum 20 women journalists (including Bilan Team)													
	2.1.4 Organise a physical technical training session for Bilan Team and 10 women journalists related video production													
	2.1.5 Organise regular a digital skills session including sessions related to online security for Bilan team and 20 women journalists													
	2.1.6 Organize individual driving lessons and exam for Bilan Team													
	2.1.7 Establish a directory of free online training resources for women journalists													
2.2 Establish a system for Bilan women journalists to provide mentoring and hands on training to women journalists in FMSes	2.2.1 Organise a Training of Trainer for Bilan Team and for 5 women journalists													
	2.2.2 Produce a promotion/presentation document for Bilan Team training offer													
2.3 Manage an internship programme for students/recent university graduates	2.3.1 Organise minimum 10 UNV placements for women Student/ recently graduated journalist in Media houses													
OBJECTIVE 3: Women journalists are supported to work together and mobilise for better workplace treatment and protection														
Outputs/planned activities	Proposed Y3 associated Actions/Results	2026												
		1	2	3	4	5	6	7	8	9	10	11	12	
3.1 Establish platform for	3.1.1 Provide grant (s) for women journalists NGO to organize a women													

advocacy against harassment with social media networks and policy makers	journalists' platform for advocacy and lobbying/job placement													
	3.1.2 Provide grant for women journalist to establish a Somali women journalist database and to monitor their working conditions													
	3.1.3 Provide a grant for women journalists' association (s) to Establish a women experts database													
3.2 Set up meetings with social media companies and policy makers to lobby for action	3.2.1 Provide grant(s) for a women journalists' association to organize advocacy meetings and campaigns													
3.3 Conduct advocacy campaigns to influence social media platforms and policy makers	3.3.1 Conduct Specific campaigns material during 16 days of activism													
3.4 Facilitate south-south/north-south cooperation sessions among women journalists	3.4.1 Organise meetings with foreign media houses (south/south and south/north)													
3.5 Set up networks for cross-border reporting by women journalists														