Search for Common Ground (Search) works to end and prevent violent conflict before, during, and after by promoting positive male roles models in the fight against sexual and gender-based violence in the Democratic Republic of Congo (DRC). Through virtual chats and video calls, search brought together 300% increase in the number of young women and youth showing interest in issues such as, elections, women's rights, the demobilisation process, sexual violence and more. 

In early 1995, Search launched its flagship program, "Voice for All" project promoted women's voices in the Great Lakes media sector and reached a total of 6 million people in Rwanda, Burundi, the DRC, Central African Republic, and the Republic of Congo. Implemented in partnership with the Media Women's Association (MWAUs) in each country, the project had sought to achieve five main goals: 

1. Diversity within the media sector in the Great Lakes Region and particularly to reinforce women's involvement in journalism; and 
2. The general public's access to high quality, gender-sensitive media programming, particularly on issues of women's rights.

This project helped to establish a new regional network of women journalists and foster a shift in the way women's voices and issues are reflected in the media. An independent final evaluation found that 82% of respondents reported that the project increased women's participation in the media in their country, while 56% said the project increased public access to good quality programming on gender and women's rights.

In 2013, Search implemented the "Vocal Dij (Real Man)" Project in the DRC and utilized its media work to encourage young men and women to participate in discussions, listener surveys, and focus group discussions. Listeners found to be considerate and responsible are "Men of the Future." Dialogue is the Future! The Studio Ijambo began capturing the essence of Search’s radio work in Burundi.