



OPEN SOCIETIES POWERED BY DIGITAL MEDIA



STRATEGY 2025-2027

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RNW Media

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Letter From the CEO

March 2025

Information empowers people.

Public interest and independent media are the backbone of open societies. Yet, they face existential threats as funding dwindles and pressures mount from market monopolization by tech giants to adverse political climates. These forces stifle independent voices and severely limit their capacity to operate effectively.

Around the world, audiences increasingly rely on digital platforms as their primary source of news and information, especially in settings where legacy media are distrusted. In response, public interest and independent media are adapting, navigating the rapidly evolving digital landscape. Yet, the algorithms of major tech companies restrict the diversity of voices in the digital media space, fostering echo chambers often silencing alternative perspectives. Media makers and digital human rights defenders, already vulnerable, face escalating harm from online attacks.

While without credible, independent sources of information, disinformation spreads unchecked—polarizing societies, eroding social cohesion, and destabilizing political systems. Authoritarian regimes exploit these vulnerabilities, amplifying information disorder to weaken democratic foundations. The decline of investigative journalism leaves corruption unchallenged, enabling abuses of power to thrive. When citizens base decisions on false information, it can even lead to violent extremism.

The collapse of public interest and independent media would have dire consequences: democracy itself hangs in the balance. To avert this crisis, innovative, locally relevant media solutions and coordinated global action are essential. RNW Media is committed to using its expertise and voice to support media in the digital age.

At RNW Media, we believe in the transformative power of digital media to build open societies. Our work with local public interest and independent media has demonstrated how a diverse, resilient, and trustworthy digital media ecosystem can inform people, shift narratives, change attitudes and social norms, and drive positive policy change.

Our 2025-2027 Strategy reaffirms our commitment to safeguarding pluralistic digital media, protecting media freedom, and upholding the rights to access information and freedom of expression. We will focus on strengthening media viability and information integrity, promoting the ethical use of technology and AI, championing democratic discourse to address sensitive topics like gender and migration, and defending human rights.



Wouter van Tongeren
Executive Director (CEO)

Summary

WHO WE ARE

RNW Media is an international media development organisation based in Haarlem, the Netherlands, dedicated to harness the power of independent digital media to uphold human rights and advance the public good.

Working in more than 40 countries across Europe, North Africa, the Middle East, West and East Africa, East Asia, Central and South America, we defend media and internet freedom, the right of every human being to access to information and freedom of expression.

With over 75 years of experience, RNW Media has evolved from an international radio broadcaster into a champion of independent digital media. Our work with our partners has demonstrated how a diverse, resilient, and trustworthy digital media ecosystem can inform people, shift narratives, influence social norms, and drive policy change, reinforcing the essential role of independent media in open and democratic societies.

RNTC, the internationally renowned training centre of RNW Media, provides journalism and media training to journalists, media makers and communication professionals.

Through The Vine, RNW Media's global community, with more than 25 independent and public interest digital media, 80 media trainers, and 10,000 RNTC alumni, we facilitate media coalition, partnership and movement building.

WHO WE SERVE

We exist to serve independent and public interest media, especially youth-, women-, and migrant-focused digital media operating in restrictive setting. Their audiences, often underserved, are our ultimate beneficiaries because they can make informed decisions in a pluralistic media landscape.

WHAT WE DO

- Develop integrated digital media solutions with and for media makers
- Facilitate media coalition, partnership and movement building
- Research and advocacy for sustainable media funding and tech accountability

500 Million
people reached
every year

89.6%
audience reported knowl-
edge and attitudes change

8.3/10
partners
satisfaction rate

94%
of alumni reported a
positive career impact

95 Million
social media interactions
in recent 5 years

58.3%
audience reported
significant behavior change

10.000
journalists and media
makers trained

2
major tech policy wins

VISION

Open Societies Powered by Digital Media!

MISSION

We support independent digital media to champion human rights and advance the public good.

SLOGAN

**Our slogan marks our role as a pioneer:
We ReNeW media!**

VALUES

Curious. Adaptive. Fresh. Synergetic. Inclusive

AREAS OF EXPERTISE

We work towards two focus areas: Media Viability and Information Integrity. Our work on media viability aims to foster pluralistic, quality and resilient media. Our work on information integrity aims to foster an inclusive, safe and reliable digital space.

Together, they form the foundation of a diverse, resilient and trustworthy digital media and information ecosystem that upholds democratic values and fosters open societies.

Three cross-cutting themes we work toward are ethical technology and AI deployment, and democratic discourse on gender and migration.

GUIDING PRINCIPLE

- Put audience first
- Promote sustainability
- Advance human rights

APPROACH

- Co-creation
- Data-driven

The World We Live In



The digital revolution has fundamentally reshaped how societies access and share information, positioning digital media as the cornerstone of news, knowledge, and diverse perspectives for billions worldwide. When harnessed effectively, digital media fosters inclusivity, amplifies marginalized voices, and mobilizes communities in support of human rights, democratic values and sustainable development. This transformation holds immense potential as a force for social progress and collective action.

Yet, alongside its promise, the digital era is fraught with grave challenges. Globally, democracy, human rights, and freedoms are under siege. Civic spaces are shrinking as authoritarian regimes entrench power, while protracted conflicts and systemic inequalities exacerbate polarization. Far from being unifying forces, digital platforms are increasingly weaponized to erode information integrity, undermine media freedom, and violate human rights.

The rise of information disorder is eroding public trust and societal cohesion. Algorithms optimized for sensationalism prioritize harmful narratives over authentic reporting, deepening divisions and discouraging civic engagement. The unchecked spread of false information sows confusion and manipulates public opinion. Tech platforms dominate the flow of information, prioritizing profits over public interest, leaving platforms vulnerable to exploitation by state and non-state actors alike. Freedom House reports a relentless decline in global internet freedom over the past 13 years, with disinformation weaponized to destabilize opposition and restrict freedoms.

Media freedom faces unprecedented threats. Only three in ten countries provide a satisfactory environment for journalism, according to Reporters Without Borders (RSF). Journalists and media makers face censorship, legal harassment, and violence, driving many into exile and creating a chilling effect on independent reporting. Even in democracies, rising political polarization and populist rhetoric undermine media independence through regulatory pressures and public denunciations. Meanwhile, the emergence of generative AI, AI agents and the dominance of tech platforms marginalize smaller media outlets or brands, creating “news deserts” and narrowing the diversity of voices in public discourse.

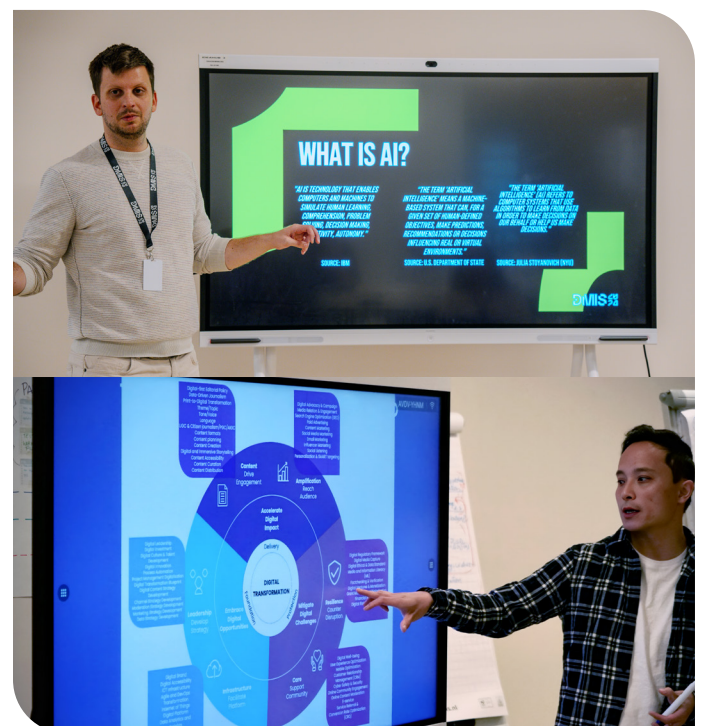


image credit: DIMS 2024, RNW Media

In restrictive settings, independent and public-interest media face severe financial vulnerabilities. Monopolistic practices by tech platforms siphon nearly 85% of global digital advertising revenue, leaving smaller media outlets or brands starved for resources. Without viable economic models, many media organizations struggle to produce quality content or maintain editorial independence, undermining media pluralism and public access to reliable information.



image credit: DIMS 2024, RNW Media

Digital spaces exacerbate social divisions, fuelled by echo chambers, online toxicity, and gendered harassment. Technology-facilitated gender-based violence (TFGBV) disproportionately targets women journalists, media makers and marginalized groups, silencing their voices and limiting participation in civic life. The UN Broadband Commission reports that 38% of women globally have experienced online violence, with significant consequences for their mental health and civic engagement. Meanwhile, nearly 3 billion people remain excluded from the digital ecosystem due to the persistent digital divide, disproportionately affecting women, rural communities, and marginalized populations.

Technological advancements, particularly in AI, present both opportunities and risks. While these innovations could enhance media efficiency and reach, they also amplify biases, accelerate the spread of misinformation, and erode trust in digital ecosystems. Weak legal frameworks and inadequate oversight allow harmful content to flourish unchecked, threatening fundamental human rights such as freedom of expression and access to information.

Migration and gender narratives remain flashpoints in the battle for information integrity. Disinformation campaigns distort public perceptions, fuelling xenophobia and exclusionary policies, while anti-gender rhetoric undermines equity. Inclusive reporting and balanced narratives are essential to counteract these trends, as media plays a critical role in reshaping societal attitudes and amplifying underrepresented voices.

In this landscape of complexity and urgency, **RNW Media is committed to strengthening the digital media and information ecosystem. Our vision is to champion a diverse, resilient, and inclusive digital media landscape that safeguards information integrity, fosters narrative shifts, and facilitates social norm and policy change.** By addressing the vulnerabilities of independent media, advocating for regulatory reform and tech platform accountability, and promoting authentic, rights-based narratives, RNW Media will empower trusted, resilient local media to uphold human rights, advance democratic values, and drive sustainable social change.

Who we are



RNW Media is an international media development organization based in Haarlem, Netherlands. With a legacy of over 75 years, we have transitioned from a global broadcaster to a digital media innovator.

Founded in 1947, Radio Netherlands Worldwide (RNW) began as the Dutch international public broadcaster, dedicated to foster the free flow of information. In 1968, the Radio Netherlands Training Centre (RNTC) was established to provide professional capacity building for journalists and media makers.

In 2012, RNW transitioned fully into a digital media organization called RNW Media. By 2021, 85% of media brands and outlets we established—such as Manasati30 in Yemen, Yaga Burundi, Benbere in Mali or El Toque in Cuba, as well as the Love Matters brands in China, India, Egypt, Kenya, Nigeria, and Mexico—had become independent, self-sustained locally registered organizations until today.

Since 2021, RNW Media has solidified its role as an international media development organization. We co-create innovative and locally relevant digital media solutions to support independent media in maximizing their digital impact. Our integrated training arm, RNTC, provides cutting-edge courses to journalists and media makers worldwide, ensuring they are equipped to navigate the complexities of today's digital ecosystem.



image credit: DIMS 2024, RNW Media

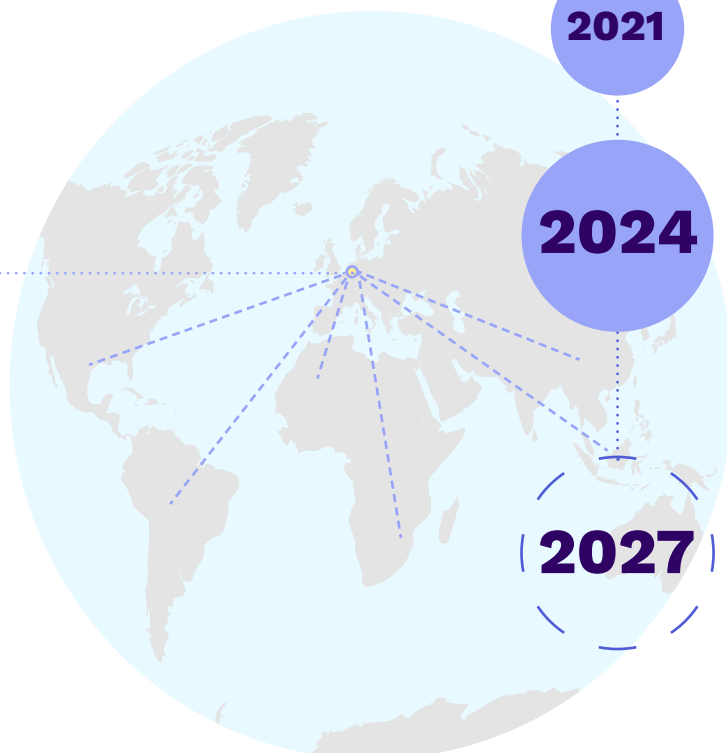
In 2024, RNW Media and its network of media partners had reached over 500 million people, predominantly young audiences. Among those who engaged with the digital content 89.6% reported improved knowledge or changed attitudes and 58.3% reported significant changes in their behaviour. Together with our advocacy partners, we successfully enabled tech platforms such as META to change their content advertising and moderation policies.

Our 2025-2027 Strategy builds on our **long-standing expertise and recent innovations**. As the media landscape continues to evolve, **we remain at the forefront, championing the indispensable role of public interest and independent media in shaping equitable, informed, and democratic societies**.

worked in
40+
countries

reached over
500
million people
in 2024

engaged audience
89.6%
improved knowledge
or changed attitudes



1947

2012

2021

2024

2027

Our Purpose

OUR VISION

Open Societies Powered by Digital Media:

We believe in a world where open societies are powered by digital media.

Digital media is a cornerstone of an open society. It breaks down the geographic and social barriers, and provides platforms for individuals to access accurate and diverse information, express their views and engage in public discourse and serves as a driving force for pluralism, democracy, and human rights, making it indispensable to the realization of an open society.

OUR MISSION

We support independent digital media to champion human rights and advance the public good.

Independent and public interest media prioritize the public good, deliver accurate and diverse content that addresses societal needs, amplifies marginalized voices, and promotes civic engagement. RNW Media will focus on strengthening digital media outlets and brands to embody both public interest and independent media values. Our slogan marks our role as a pioneer: We ReNeW Media!

SDGS RELEVANCY

Our vision and mission are grounded in Article 19 of the Universal Declaration of Human Rights on freedom of opinion and expression, and Sustainable Development Goal (SDG) 16 that covers media freedom, the right of access to information, safety and security of journalists and media makers. Our work also contributes to SDG 9 (digital innovation) and SDG 17 (revitalizing the global partnership).

Thematically, we prioritize amplifying digital public interest and independent media to advance gender equality (SDG 5) and orderly, safe, regular and responsible migration and mobility of people (SDG 10). We also support objectives outlined in the most recent UN Global Digital Compact, particularly objective 3: “Foster an inclusive, open, safe and secure digital space that respects, protects and promotes human rights”.

OUR VALUES

• Curious

We thrive on exploration and the pursuit of questions. Our eagerness to learn propels us down new paths and into fresh opportunities.

• Adaptive

Remaining open to new insights is part of our DNA. We evolve our behaviors, habits, and approaches to meet changing circumstances.

• Fresh

Situated at the crossroads of digital media, international development, and human rights, our creative spirit drives us to continuously innovate, rethink, and refine for unique solutions.

• Synergetic

Remaining open to new insights is part of our DNA. We evolve our behaviors, habits, and approaches to meet changing circumstances.

• Inclusive

We contribute to a world where diverse perspectives and voices are valued. Inclusivity defines not only our goals but also how we work—with each other and with partners.

Who we serve



Local and community digital media in global majority countries addressing critical gaps in coverage are a key focus for RNW Media. These organizations, especially young people-led, women-led, and refugee- and migrant-focused digital media, play a vital role in fostering inclusion, empowerment, and social cohesion. Their localized approaches ensure that the needs and stories of their audiences are elevated, contributing to a more equitable media landscape.

Through our training centre, RNTC, we also support individual journalists and media makers, including citizen journalists, bloggers, and vloggers, who operate on the frontlines of digital information sharing, often within underserved communities.

The ultimate beneficiaries of RNW Media's work are the local audiences reached by the digital media we support. Often situated in regions where access to accurate information is limited, these audiences increasingly rely on digital platforms for information and perspectives. Therefore, we aim to ensure the content they access is trustworthy, inclusive, and capable of driving meaningful social change. This engagement influences attitudes and behaviours across a range of social issues, creating informed and empowered audiences ready to participate in civic life. By prioritizing partnerships with young people-led, women-led, and refugee- and migrant-focused digital media, RNW Media helps catalyse shifts in narratives and norms. These digital media outlets tackle sensitive topics such as gender equality, migration, and social inclusion, fostering dialogue and breaking down stereotypes.

Beyond shaping narratives, RNW Media works to address the digital divide—a pervasive barrier to equity and inclusion. Marginalized groups, including young people, women, gender minorities, refugees, migrants, and people with disabilities, often face systemic exclusion from digital ecosystems. This exclusion limits their access to reliable information and their ability to advocate for their rights. RNW Media empowers digital media focused on these communities, ensuring they are not just consumers of information but active participants in shaping it.



The impact of our approach is profound. When local audiences are given access to diverse, rights-based narratives, they are more likely to challenge discriminatory norms, support inclusive policies, and contribute to building cohesive and democratic societies. In this way, RNW Media's work extends beyond information dissemination—it transforms how communities understand and respond to the issues that shape their lives.

What We Do



At RNW Media, we empower independent and public interest media to navigate the digital era, ensuring media viability, information integrity, and democratic discourse. By combining innovative digital media solutions, professional capacity building, media coalition and partnership building, and evidence-based advocacy, we support independent and public interest media in amplifying diverse voices, countering disinformation, and sustaining long-term impact.

Our work is guided by co-creation and data-driven approaches, fostering collaboration with media partners, civil society organizations, and policymakers to build inclusive, resilient, and trustworthy digital media and information ecosystems.

Our activities are categorized into the three clusters as follows:

DEVELOP INTEGRATED DIGITAL MEDIA SOLUTIONS WITH AND FOR MEDIA MAKERS:

RNW Media collaborates with independent and public interest media to co-create and implement locally relevant digital media and learning solutions that drive reach and engagement, sustainability, and impact. Our ISO-certified Solution Development Cycle ensures that each solution is data-driven, context-specific, and quality-controlled, aligning with the digital habits, challenges, and needs of global audience.

Our solutions, in multiple formats including assessments, consultations, masterclass, training, coaching, collab digital products, and data tools etc., help our partners navigate digital media complexities, guide decision-making, and deliver tangible products that provides significant value to their audience.

Through digital transformation strategies, we equip them with the tools to enhance their content production, audience engagement, and data-driven decision-making. Our approach includes digital media context analysis, product co-creation, AI-enhanced audience analytics, and marketing strategy development, ensuring that media outlets can navigate the digital landscape effectively while maintaining their editorial independence and public interest mission.

Through RNTC Media Training Centre (RNTC), we provide cutting-edge capacity-building programs tailored for journalists, media makers, and communication professionals. Our learning solutions blend interactive, hands-on training, and locally relevant case studies to equip professionals with practical skills in ethical AI journalism, persuasive storytelling, countering misinformation, and audience engagement. We also prioritize accessible, multilingual learning experiences through regional learning hubs and blended online training to ensure that media professionals across diverse regions can develop the expertise needed to sustain media viability and integrity.

FACILITATE MEDIA COALITION, PARTNERSHIP AND MOVEMENT BUILDING:

RNW Media fosters strategic media coalition, partnership and movement building through The Vine, a global community of 25 independent and public interest media organizations, 80 media trainers, and 10.000 alumni working together to strengthen the digital media and information ecosystem.

Our work contributes to SDG17 by building partnership of public interest and independent media at a global scale through innovation, funding and research.

Guided by the slogan of 'Grow-Inspire-Advocate', we facilitate knowledge-sharing, resource development, and joint advocacy efforts to promote media sustainability, pluralism, and accountability. Through regional forums, Communities of Practice, and Digital Media Innovation Summit (DMIS), we support collaborative learning and collective action, ensuring that independent and public interest media can amplify their voices and advocate for a more inclusive and table media and information landscape.

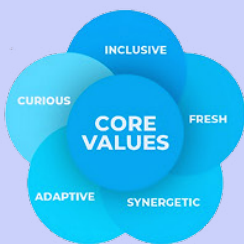
RESEARCH AND ADVOCACY FOR SUSTAINABLE MEDIA FUNDING AND TECH ACCOUNTABILITY:

We leverage data-driven research and evidence-based advocacy to advance media viability, information integrity, and the right to access to information and freedom of expression in digital space.

Collaborating with top research institutes and universities, our research agenda explores emerging trends in media business models, AI-generated content consumption by young audiences, public trust in media, tech platforms content moderation and advertising policies and others, providing insights that inform policy recommendations and best practices.

Through evidence-sharing and strategic engagement with policymakers, tech platforms, and other advocacy organizations, we advocate for more flexible and reliable direct and core funding for independent and public interest media by bringing to the front related issues, and greater tech platform transparency and accountability with a focus on their content curation, moderation and advertising policies. We are also aiming to bridge the gap between global and EU media and tech policies to ensure the EU policy framework represents diverse voices from the global majorities countries and translate the EU policies into local initiatives.

Theory of Change



APPROACH



Co-Creation



Data-Driven

GUIDING PRINCIPLES



Audience First



Human Rights



Sustainability

AREAS OF EXPERTISE



Media Viability

Foster pluralistic and resilient media that sustains impact



Information Integrity

For inclusive, safe, and reliable digital media spaces

CROSS CUTTING THEMES



AI



Gender



Migration

WHAT WE DO

SUPPORT INDEPENDENT DIGITAL MEDIA TO CHAMPION HUMAN RIGHTS AND ADVANCE PUBLIC GOOD

Develop integrated digital media solutions with and for media makers

We co-create innovative and locally relevant digital media and learning solutions that drive reach and engagement, sustainability, and impact. Our training center, RNTC, provides professional capacity building to journalists and media makers.

Facilitate media coalition, partnership and movement building

Through The Vine, RNW Media's global community, with more than 25 independent and public interest digital media, 80 media trainers, and 10,000 RNTC alumni, we facilitate media coalition, partnership and movement building.

Research and advocacy for sustainable media funding and tech accountability

We conduct evidence-based advocacy on increased funding for public interest media, and tech platforms accountability, as well as reducing the gap between EU digital media and tech policies with global challenges.

Resilient And Trustworthy Digital Media

Short term outcomes

- Strengthened media professionalism and capacity for authentic, persuasive and rights-based digital reporting
- Enhanced solidarity and knowledge-sharing through collaboration and advocacy networks
- Integrated data and research to advance the right to access to information, freedom of expression, safety and well-being

Medium term outcomes

- Public interest media consistently implement ethical and impactful media practices, leading to sustained authentic, persuasive and rights-based reporting
- Collaborative advocacy efforts influence media sustainability, tech platform accountability, and digital media and tech policies

Long term outcomes

- A resilient public interest media ecosystem strengthened to uphold media pluralism and democratic values
- Increased public trust in media as a credible and reliable source of authentic information

Digital Media As A Cornerstone For Open Societies

Short term outcomes

- Increased engagement, awareness, and attitudinal shifts toward authentic, persuasive and rights-based digital narrative and discourse

Medium term outcomes

- Narrative and discourse shifts toward pluralism, inclusivity, and rights-based narratives in digital media spaces
- Strengthened coalition-based advocacy, amplifying media sustainability and tech platform accountability efforts

Long term outcomes

- Sustained social norms change reinforcing democratic values, public interest media & information integrity
- Policy changes and systemic reforms supporting media freedom, viability & the right to access to information and freedom of expression.

IMPACT

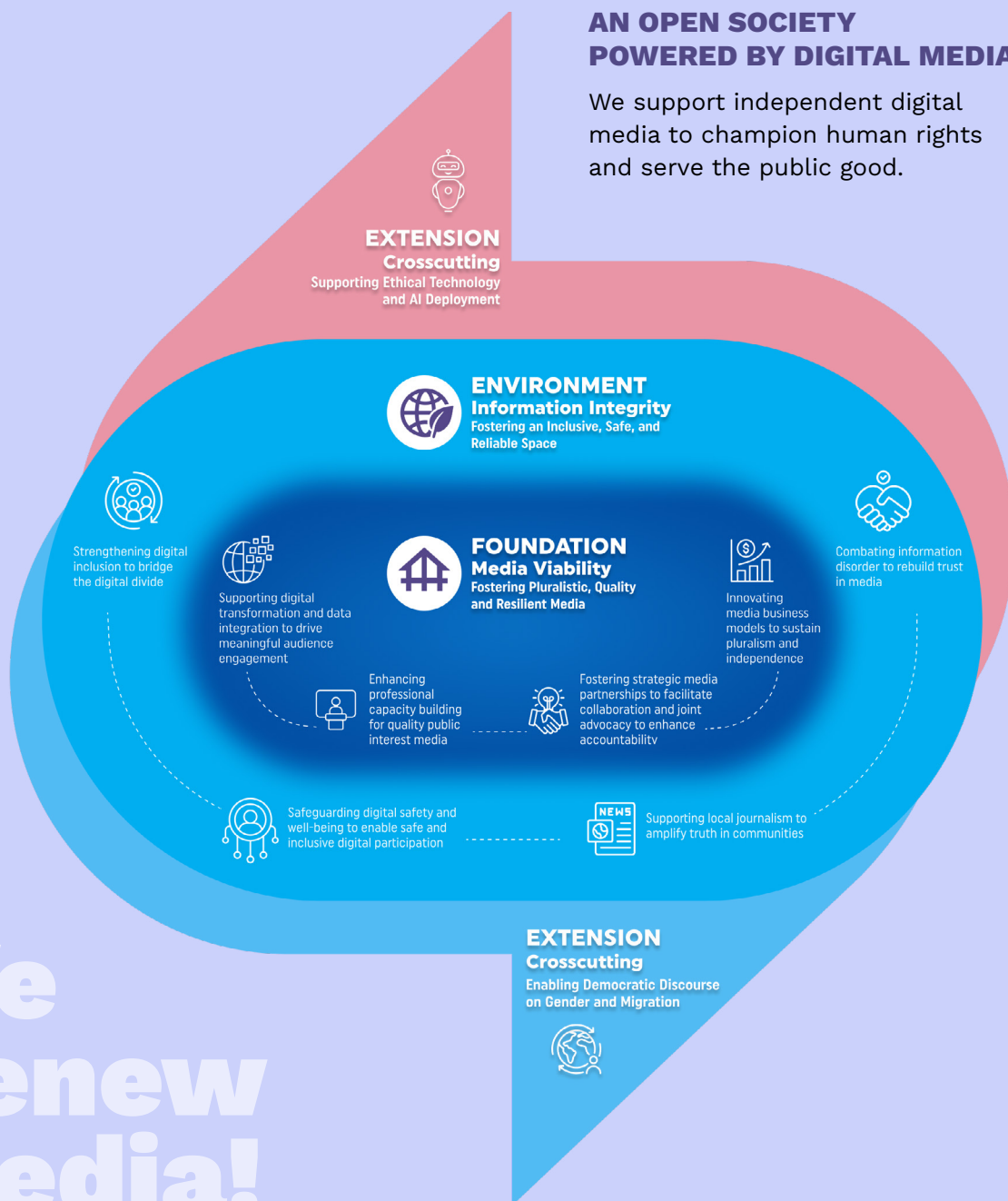
A world where independent and public interest media empower informed, open and democratic societies

Areas of Expertise

To support our overall vision and mission, we work towards two main strategic areas: Media Viability and Information Integrity. Media viability is the foundation of our work. It enables independent and public interest media to operate sustainably, adapt to challenges, and support the broader goals of information integrity. Information integrity is key in building inclusive, safe and reliable digital space, as the essential environment for independent and public interest media to thrive. The two core areas are inherently interconnected. Together, they form the foundation of a diverse, resilient and trustworthy digital media and information ecosystem that upholds democratic values and fosters open societies.

AN OPEN SOCIETY POWERED BY DIGITAL MEDIA

We support independent digital media to champion human rights and serve the public good.



We Renew Media!

Under each area we focus on four sub-areas of work.

● **MEDIA VIABILITY¹:**

Fostering pluralistic, quality and resilient media.

● **SUPPORTING DIGITAL TRANSFORMATION AND DATA INTEGRATION TO DRIVE MEANINGFUL AUDIENCE ENGAGEMENT:**

Digital media has overtaken traditional formats as the primary source of information. We support digital transformation through data-driven audience analysis, ethical technology adoption, and capacity-building. It emphasizes co-creating decentralized digital products with partners and leveraging AI to optimize engagement.

Key interventions:

- Digital media context analysis;
- Digital maturity assessment;
- Digital transformation blueprint;
- Decentralized and open sources digital products co-creation;
- UGC and AIGC utilization;
- Hyper-personalized, bite-sized videos;
- Persuasive and AR/VR-enhanced immersive storytelling;
- AI-enhanced hyper-targeted digital marketing;
- Micro/nano influencer marketing;
- Data collection, visualization and analysis;
- Social listening driven by AI-powered semantic analysis.

● **ENHANCING PROFESSIONAL CAPACITY BUILDING FOR QUALITY PUBLIC INTEREST MEDIA:**

RNW Media brings 50 years of experience in enhancing media professionalism. Through our media training centre RNTC, we build the capacity of independent and public interest media, as well as civil society organizations (CSOs). We bridge gaps in capacity and know-how by offering high-quality, accessible training, coaching and masterclasses, and empowering journalists and media makers to produce impactful, inclusive, and credible content that underpins freedom of expression, pluralism and diversity.

Key interventions:

- Co-create locally relevant curricula;
- Hands-on practical learning;
- Multilingual training offerings;
- Integrated learning journey;
- Online and blended learning;
- Regional learning hubs;
- Trainer network engagement.

¹ RNW Media defines media viability as the abilities of public interests and independent media to sustainably operate in a way that ensures financial health, independence, and capacity to facilitate mutually beneficial partnerships and movements that serves pluralistic and diverse media and promotes democracy.

● INNOVATING MEDIA BUSINESS MODELS TO SUSTAIN PLURALISM AND INDEPENDENCE:

Financial sustainability remains a significant challenge for independent and public interest media. RNW Media supports them to utilize innovative and ethical monetization strategies to diversify their income streams. Besides, we will continue to financially support local media via our sub-granting mechanisms, the Innovation Fun-d. We will also conduct evidence-based advocacy to increase direct and core funding for independent and public interest media ensuring they continue their vital role in amplifying diverse voices in support of media independence and freedom, public interest and accountability.

Key interventions:

- Media viability blueprint;
- AI-powered media viability assessment;
- Support on ethical content monetization;
- Innovation Fund;
- Evidence-based advocacy.

● FOSTERING STRATEGIC MEDIA COALITION AND PARTNERSHIP TO FACILITATE COLLABORATION AND JOINT ADVOCACY ON ACCOUNTABILITY:

Building partnerships and facilitating collaboration is central to our work. We will leverage our global community of network partners, trainers, and alumni, 'The Vine', to build a movement that fosters a diverse, resilient, and trustworthy digital media and information ecosystem. We will focus on exploring a sustainable Vine business model, transforming it from a global community powered by RNW Media to a self-governed community, with the long-term goal of self-sustainment. Our collaborative research agenda will uncover new developments, trends and issues. We will also engage in evidence-based advocacy efforts to further strengthen tech platform accountability and transparency.

Key interventions:

- Capacity strengthening for the Vine;
- Meaningful and mutually beneficial collaboration;
- Networking and learning;
- WhatsApp Community engagement;
- Digital Media Innovation Summit (DMIS);
- Joint research agenda;
- Evidence-based advocacy.

● INFORMATION INTEGRITY²:

Fostering an inclusive, safe and reliable digital space.

● STRENGTHENING DIGITAL INCLUSION TO BRIDGE THE DIGITAL DIVIDE:

Persistent digital divides exclude billions, particularly women and marginalized groups. As such RNW Media strives to ensure an accessible digital space through focusing on digital inclusion. Hereby we include considerations around universal connectivity in decision making processes for all RNW media interventions. We also promote access of underrepresented communities to an inclusive digital space, for example through collaborating with women-led media and female journalists and media makers. These efforts align with global priorities to bridge the digital divide, ensuring that all individuals, regardless of their circumstances, have access to information and can participate fully in the digital age.

Key interventions:

- Digital accessibility assessment;
- Content creation tailored to low-bandwidth settings;
- Inclusive content strategy in local language;
- Hyper-targeted marketing to engage marginalized communities;
- Low-cost and lightweight digital products co-creation;
- Digital media content dissemination to legacy media.

● COMBATING INFORMATION DISORDER TO REBUILD TRUST IN MEDIA:

The proliferation of mis-dis-mal information erodes public trust and fuels societal divisions. We will equip independent and public interest media with skills and tools to recognize, understand and tackle the wide variety of occurrences of information disorder, while safeguarding integrity in their own work, with a focus on AI-generated deepfakes and fabricated texts. Our 360-approach combating information disorder not only helps in identifying and mitigating mis-dis-mal information, but also in rebuilding public trust in media and digital platforms. Through actively addressing information disorder, we strengthen information integrity and uphold democratic values and human rights in the digital age.

Key interventions:

- AI-powered fact-checking;
- Counter-narrative messaging;
- Ethical content moderation;
- Gendered disinformation tracker;
- Social listening and data autopsy.

² Information integrity refers to the quality, accuracy, and trustworthiness of information within public and digital spaces, ensuring it is reliable, inclusive, and accessible, while actively countering information disorder to maintain a safe and trustworthy information environment.

● SUPPORTING LOCAL JOURNALISM TO AMPLIFY TRUTH IN COMMUNITIES:

The rise of information disorder has eroded public trust in media, leading to a fragmented information environment where false narratives can flourish. Like the two sides of one coin, RNW Media considers boosting the truth through supporting local journalism as important as countering lies and fake news and information. We are committed to amplifying our existing efforts to provide tailor-made and locally relevant digital media solutions and funding support. We support local public interest and independent media to mainstream practices of production of fact-based and data-driven content and strengthen their content authenticity and provenance standard in the era of AI. By bolstering local journalism, we can enhance information integrity, foster an informed citizenry, and strengthen democratic processes.

Key interventions:

- AI powered data journalism;
- Fact-based storytelling and reporting;
- Trust in media assessment;
- Content authenticity and provenance;
- Innovation Fund.

● SAFEGUARDING DIGITAL SAFETY AND WELL-BEING TO ENABLE SAFE AND INCLUSIVE DIGITAL PARTICIPATION:

Online harassment and threats disproportionately impact marginalized media makers and audiences, undermining diversity and inclusivity. RNW Media will bring in its decade-long experience in responsible content creation and moderation strategies that focus on fostering constructive dialogue (building audience confidence), actively filtering harmful or abusive content. Besides we will specifically focus on the digital wellbeing of content moderators and technology-facilitated gender-based violence (TFGBV). This directly contributes to a safer and more engaging digital space for media makers and audiences alike, where digital media can operate without fear of attacks, and audiences can freely access information.

Key interventions:

- Digital safety and security assessment;
- Prevention and awareness raising;
- Ethical content moderation;
- Content moderator supporting systems;
- TFGBV reporting.

Cross-cutting Themes

The crosscutting themes are an extension of our core work that represent the applications of our core work in specific areas. We apply those cross-cutting themes and topics that influence all our interventions to enhance and align our efforts across these domains.

The three key cross-cutting themes of our strategy are **Ethical Technology and AI Deployment**, **Democratic Discourse on Gender** and **Democratic Discourse on Migration**.

1. ETHICAL TECHNOLOGY AND AI DEPLOYMENT

2. DEMOCRATIC DISCOURSE ON GENDER

3. DEMOCRATIC DISCOURSE ON MIGRATION



Guided by the Haarlem Declaration, we adopt an ‘AI-supported strategy’ that we support public interest and independent media to build awareness and ethical AI skills across content creation, curation, recommendation, moderation, distribution, and audience analytics, ensuring that human-centered goals remain the focus. We will mainstream AI into all our existing solutions, develop new AI solutions to support our work on media viability and information integrity, and collaborate with partners to develop ethical AI standards. Besides, we will continue to support local and community AI initiatives and build evidence and advocate AI tech platform transparency and accountability.

Digital media can counter harmful narratives and promote equality. Our focus aligns with SDG 5 (gender equality) and SDG 10 (inequalities and migration), equipping public interest and independent media to challenge anti-gender and anti-migrant movement online. We will focus on track, monitor and analyse of anti-gender and anti-migrant discourses and narratives in digital media spaces. Through trainings, coaching, consultation, we aim to help our partners to develop and implement counter-messaging approaches to promote and advocate for informed and inclusive public discourse on gender equality and migration. Besides, we will co-create digital media campaigns with our partners for awareness-raising and norms change on issues related to gender equality (TFGBV) and migration.

Guiding Principles

At the heart of our work, we use these guiding principles:

1. WE PUT OUR AUDIENCE FIRST:

we believe that digital transformation must be audience centred. The primary purpose of technology should be to enhance the efficiency and impact of public interest and independent digital media, ultimately serving the needs and experiences of audiences.

2. WE PROMOTE SUSTAINABILITY:

we seek to foster sustainable approaches that strengthen media viability in the digital space. Therefore, we focus on future-proof strategies and technologies that will support impact in the long-term.

3. WE ADVANCE HUMAN-RIGHTS:

we actively promote and defend international human rights and adhere to human rights principles. We specifically protect digital rights focused on access to information and freedom of expression.

Approach

We prioritize two core methods to realize our strategy. Co-creation guides our collaboration with our partners and helps ensure we engage with all stakeholders equally and meaningfully. Our data-driven strategies help us integrate insight into all stages of implementation. Both approaches are underpinned by a commitment to inclusivity, accountability, and innovation.

CO-CREATION

Co-creation is at the core of how RNW Media develops innovative digital media solutions, ensuring that our work is collaborative, inclusive, and impactful. By fostering shared ownership and responsibility, we empower our partners—public interest and independent media—to actively shape solutions that reflect their local contexts, needs, and priorities. This approach strengthens stakeholder engagement, enhances participation, and builds more sustainable partnerships. Through The Vine and broader collaborations with academic institutions, media experts, developers, and designers, we create dynamic, locally relevant, and culturally sensitive solutions that amplify diverse voices and drive long-term impact.

DATA-DRIVEN

RNW Media integrates a data-driven approach to inform decision-making, content creation, and strategy development for public interest and independent media. By leveraging user-generated data, social listening, and audience analytics, we ensure that our solutions resonate with audiences and strengthen media viability. We support partners in applying data insights to editorial decisions, campaign strategies, and counter-narrative messaging, enabling them to combat misinformation and enhance information integrity. Our research agenda further drives evidence-based advocacy, using qualitative and quantitative data to inform policies on media sustainability, digital rights, and platform accountability, ensuring a more inclusive and ethical digital media ecosystem.



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