Open Societies Powered by Digital Media

Table of Content

1. The World We Live In

Undermined social cohesion · Weaponised narratives · Civic disengagement · Echo chambers · Media capture · Disinformation · Misinformation · Information disorder · Digital monopolies · Tech platform dominance · Polarization · Platform exploitation · Censorship · Unsustainable business models · AI Scraping · Eroded trust in media · Data exploitation · Gender-based online violence · Algorithmic bias · Xenophobia · Financial vulnerabilities · News deserts · Eroded trust in media · Digital divide · Weak regulation · Online toxicity · Media in Exile · Financial vulnerabilities · Filter bubbles · Harmful content · Legal harassment · Violence against journalists · Media pluralism decline · Shrinking civic space · Anti-gender rhetoric · Editorial independence at risk
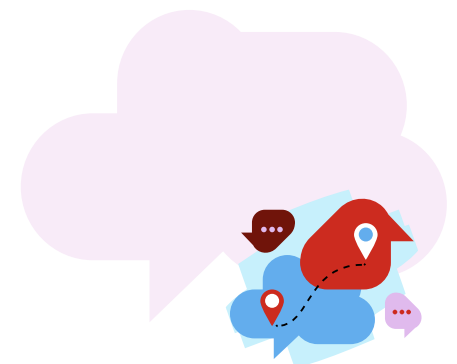
Information empowers people. Around the world, audiences increasingly rely on digital platforms as their primary source of news and information, especially in settings where legacy media are distrusted.

Public interest 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 suffocate independent voices and limit their capacity to operate effectively.

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 media would have terrible consequences: **democracy itself hangs in the balance.** To avert this crisis, innovative, locally relevant digital media solutions and coordinated global action are essential. We are committed to using our 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 media demonstrates how a **diverse, resilient, and trustworthy digital media ecosystem** can inform people, shift narratives, change attitudes and social norms, and drive positive policy change.

2. 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.

We work on two focus areas:

Media Viability	To foster pluralistic, quality and resilient media.
Information Integrity	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:

Ethical technology and AI deployment, and democratic discourse on **gender and migration.**

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

Through The **Vine,** our 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.

Information Integrity   FOCUS AREAS   Media Viability

Our Vision
Open Societies
Powered by Digital Media

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

3. What We Do

• Develop integrated digital media solutions with and for media makers

We collaborate with public interest media to co-create and implement locally relevant digital media and learning solutions that drive reach, engagement, sustainability, and impact. Our ISO-certified Solution Development Cycle ensures that each solution is data-driven, context-specific, and quality-controlled.

• Research and advocacy for sustainable media funding and tech accountability

We use data-driven research and evidence-based advocacy to promote more flexible and reliable direct funding for public interest media. Our work highlights key issues, pushes for greater transparency and accountability from tech platforms, and bridges the gap between global and EU media and tech policies.

• Facilitate media coalition, partnership and movement building

We foster strategic media coalition, partnership and movement building through our global community, The Vine.

4. Areas of Expertise

An Open Society Powered by Digital Media
We ReNeW Media

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

EXTENSION
Crosscutting
Supporting Ethical Technology
and AI Deployment

ENVIRONMENT
Information Integrity
Fostering an Inclusive, Safe, and
Reliable Space

Strengthening digital
inclusion to bridge
the digital divide

Supporting digital
transformation and data
integration to drive
meaningful audience
engagement

FOUNDATION
Media Viability
Fostering Pluralistic, Quality
and Resilient Media

Innovating
media business
models to sustain
pluralism and
independence

Combating information
disorder to rebuild trust
in media

Enhancing
professional
capacity building
for quality public
interest media

Fostering strategic media
partnerships to facilitate
collaboration and joint
advocacy to enhance
accountability

Safeguarding digital safety and
well-being to enable safe and
inclusive digital participation

Supporting local journalism to
amplify truth in communities

EXTENSION
Crosscutting
Enabling Democratic Discourse
on Gender and Migration

5. Our Impact

As a result of the network members' contributions and implemented solutions

We Amplified Digital Reach and Engagement

Over
10 million
social media community
in 2024

Reached over
500 million
people worldwide through
digital platforms annually

95+ million
social media interactions
in the past 5 years

501.6 million
social media reach
yearly in 2023

359.3 million
total content reach
in 2024

We Facilitated Lasting Learning Experience

10.000
journalists and
media makers trained

Training participants from
110+
countries

85%
training satisfaction
score

94%
alumni reported a
positive career impact

50%
of the alumni grew their
professional network

We Changed Awareness, Knowledge and Attitudes

We support public interest media to produce authentic, fact-based and engaging digital content to raise awareness, and change the knowledge and attitudes of their audiences. Our data shows that **89% audience reported knowledge and attitudes change**, predominately young people.

### Transforming Strategic Communication for Social Impact

After RNW Media training and consultation sessions in 2022, Muntada's social media team implemented a strategic framework, enabling them to create content that increased the engagement for younger audiences.

" The most valuable takeaways from our partnership with RNW Media are the tools and strategic thinking we have gained. We now have an editorial guide and other essential resources that allow us to develop and execute consistent and sustainable communication strategies."

— Team Member, Muntada, Occupied Palestinian Territory
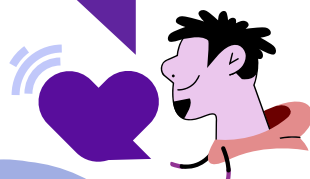
Expanding Training Capacity and Enhancing Coaching Skills

Through the Training of Trainers (ToT) provided by RNW Media in 2023, partners have gained the skills and confidence to conduct their own trainings.

" Thanks to the ToT, I've seen a significant improvement in my coaching style and my ability to influence others. I learned how to develop effective training strategies and engage participants more deeply. This training has added tremendous value to my work."

— Trainer Participant, Hikaya, Jordan

We Changed Behaviour and Social Norms

We support public interest media to tackle harmful norms and change the behaviours of their audiences, especially young people. **58.3% of our global audience reported significant behaviour change** by engaging in digital content produced with and for them.

Transforming Mindsets: Media Campaigns and Social Impact

Manasati30, a media NGO based in Yemen, acquired key skills in media-driven social impact from their partnership with RNW Media. This has been key to design and implement impactful campaigns.

"I became a taxi driver as a side job, specifically helping girls travel safely to and from the institute. I had never considered this profession before, but after reading about non-traditional careers on Manasati30's platform, my perspective changed."
— User Manasati30 platform, Yemen

"I encouraged my sister to work within a civil society organization (CSO). Over time, she became an education officer, now playing a significant role in shaping her community."

— User Manasati30 platform, Yemen

From Training to Transformation: Youth in Burundi Take the Lead

Through RNW Media's collaboration with Yaga Burundi, a Training of Trainers (ToT) initiative empowered **7 local partners** with essential skills in digital advocacy. After, local partners trained over **200 young people** across the country.
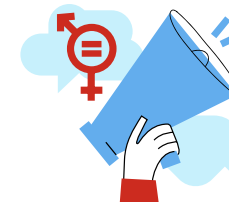
"After the training, I felt equipped to take action. I started a local awareness campaign around gender-based violence in my neighbourhood. For the first time, people began talking openly about it," shared one young participant.
— Participant Yaga Burundi ToT, Burundi

We Changed Media and Tech Policies

We support global public interest media to produce locally relevant content and launch effective digital campaigns to mobilize people on public interest issues.

Advocating to Meta to Reform its Ad Policies

RNW Media partnered with the Center for Intimacy Justice (CIJ) to challenge the misuse of tech platforms' content ad policies—specifically Meta's ad rejection patterns, which disproportionately impacted women's health initiatives. Together, they presented Meta with case studies of unfair ad removals, proposed a verification system for legitimate organizations, and advocated for more transparent and equitable policy enforcement.

This joint advocacy led to a major breakthrough: **Meta revised its Ads Policy**, marking a significant step toward more inclusive and fair ad governance. The policy change set a precedent for holding platforms accountable for discriminatory enforcement practices.

Building on this momentum, a formal legal complaint was filed with the U.S. Federal Trade Commission (FTC), drawing attention from high-profile policymakers, including Hillary Clinton and Elizabeth Warren. The campaign gained widespread visibility, with coverage in over 15 major media outlets, including The New York Times and The Washington Post.

Escalating to Meta to Delete Harmful Content

Through our Innovation Fund, we partnered with 7amleh, the Arab Center for the Advancement of Social Media, to protect the digital rights of young Palestinians. The project enhanced **7or platform** (Arabic for "freedom"), which documents online violations and supports users facing digital repression.

In 2022, **962 digital rights violations** were documented—**838 referred to tech platforms**, with **35% resulting in positive responses**. After, Meta, removed over **86% of the harmful content** we reported.

Our Solutions

With 75 years at the forefront of digital media, journalism, and the international human rights framework, we remain committed to strengthening the sector and fostering meaningful partnerships. We offer capacity building through our training centre RNTC, and collaborative delivery of innovative digital media solutions.

Our services are adaptable and complementary, allowing for both one-off interventions and long-term collaborations, depending on the specific needs and challenges at hand. The types of our service include:
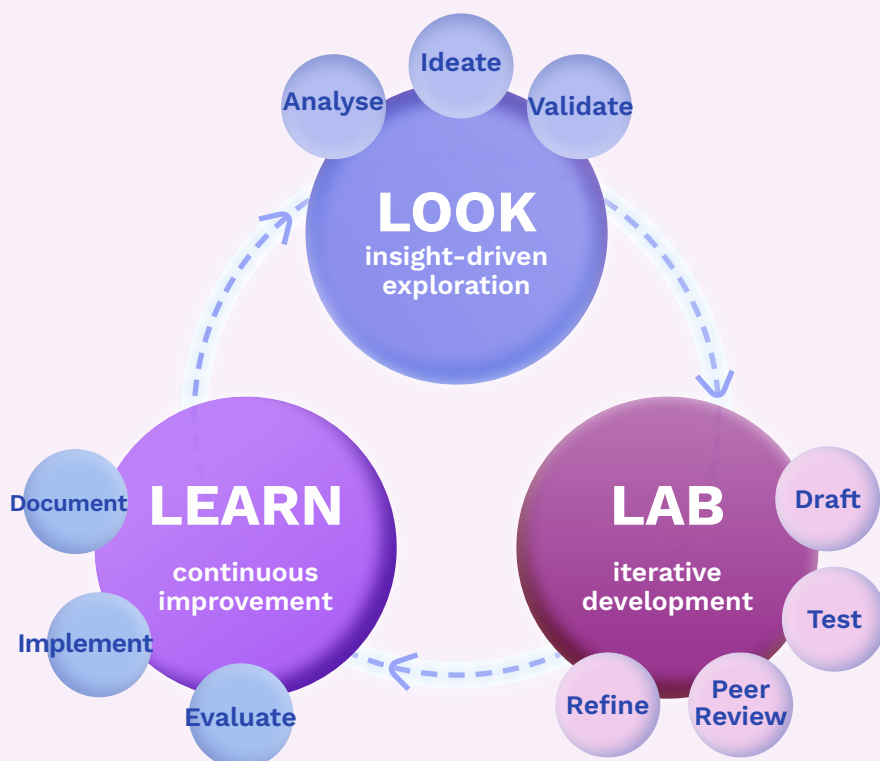
We *guide* your decision-making	🔴 **Assessments** 🟣 **Consultations**
We *build* your capacity	🟢 **Masterclasses** 🔵 **Trainings** 🔵 **Coaching**
We *deliver* impact with you	🟣 **Collaborative digital products**
We *strengthen* the digital media landscape	🟣 **Data tools** 🟡 **Research** 🟠 **Events**

Our Solution Development Cycle

Our solution development cycle is guided by an ISO 9001 certificated '3L Model', a structured approach that ensures each innovation is thoroughly vetted and refined. This model, comprising three key stages—**LOOK, LAB, and LEARN**—embodies our commitment to creating solutions that not only meet current needs but also adapt to future challenges.

Ideate
Analyse
Validate

LOOK
insight-driven
exploration

LEARN
continuous
improvement

Document
Implement
Evaluate

LAB
iterative
development

Draft
Test
Peer Review
Refine

Our Solutions

AI and Emerging Technologies

AI-Generated Content Creation

Understanding AI: Programs, Power, and Global Perspectives

AI & Ethics: Ecosystems of Response-ability

Generative Journalism with AI Models & Agents

Algorithmic Speak – Online dictionary counter digital censorship

Content Provenance and Authenticity

Encrypted Messaging Apps for Social Impact

Digital Rights, Safety & Accessibility

Digital Safety and Security Assessment

Web Accessibility Assessment

Introduction to Digital Safety and Security

Digital Safety and Security

Create and Moderate Safe Digital Spaces

Inclusive Design: Creating Accessible Digital Content

Digital Rights Advocacy for Tech Platform Accountability

Media & Journalism

Sustainable Media Relations

Investigative Journalism

Video Essentials: Audiovisual Production

Podcasting Essentials: Audio Production

Ethical Treatment of Sources for Journalism

Navigating Disinformation Around Elections

Counter Disinformation with Digital Media

Media Viability and Content Monetization

Data-driven Editorial Decision Making

Data Essentials: Collect, Analyse, Visualise

Gender, Race, and Inclusion Reporting

Gender Journalism Content

Gendered Disinformation Tracker Hub

New Narratives & Communications

Build Your Digital Community	🟢🔵
Persuasive Digital Storytelling	🔵🔵
Counter Narrative Messaging	🟣
Bridging Online Engagement to Offline Services	🟣
Gamification: Play for Progress	🟢🟣🔵

Digital Marketing & Movement Building

Digital Media Campaigns for Advocacy	🔵🔵
Digital Campaign Impact Monitoring, Evaluation, Accountability & Learning	🟢🔵
Community and Content Moderation	🔵🔵
Conflict-sensitive Moderation Strategy	🟣
Social Listening for Public Interest	🟣🟣
Social Media Influencers Marketing	🟣
SMART Targeting	🟣
TikTok for Social Impact	🟣
SEO Assessment	🔴🟣

Strategy Development & Research

Digital Media Leadership	🔵🔵
Digital Channel Strategy Development	🟣
Digital Content Strategy Development	🟣
Digital Media Landscape Analysis	🟡
Digital Maturity Assessment	🔴🔴
Digital Transformation Blueprint	🟣

Capacity Building & Specialist Areas

Coaching of Coaches	🔵🔵
Training of Trainers	🔵🔵
Digital Product Development and Co-creation	🟣🟣
Digital Media Impact Summit	🟠

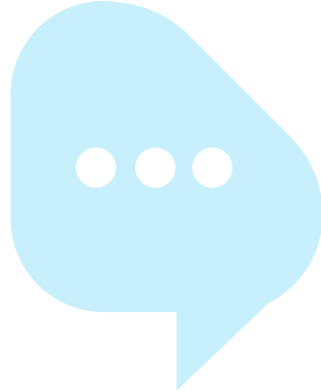# 8. Our Partners

The Vine: 25 network members

Funders

Networks we are part of

How to Get Involved

- Partner with us - opportunities@rnw.org
- Donate
- Join our digital community – The Vine.
- Engage with us in supporting independent digital media to champion human rights and advance the public good and follow us on social media
- Share with us your co-creation ideas!

Contact Us

Koepelplein 1C
2031 WL Haarlem
The Netherlands
www.rnw.media

We
Renew
Media