



RNW Media

2024 Annual Report



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Abbreviation	Full term
AI	Artificial Intelligence
AJEBUDI	L'Association des Jeunes Burundais pour le Développement Inclusif
CoP	Community of Practice
CSA	Centre for the Study of Adolescence
CSE	Comprehensive Sexuality Education
CSOs	The Consultative Network of Civil Society Organisations
DC-Journalism	Dynamic Coalition on the Sustainability of Journalism and News Media
DMIS	Digital Impact Summit
DSE	Digital Sexuality Education
DSS	Digital Safety and Security
EDI	Equity, Diversity and Inclusion
GFMD	Global Forum for Media Development (GFMD)
IGF	Internet Governance Forum
MFC	Media Freedom Coalition
PCC	Palestinian Counselling Center
RFSU	Swedish Association for Sexuality Education
RHRN2	Right Here Right Now 2
RNTC	RNW Media's Training Centre
SIDA	Swedish International Development Agency
SRHR	Sexual and Reproductive Health and Rights
TFGBV	Technology-Facilitated Gender-Based Violence
ToT	Training of Trainers
WPS	Women, Peace & Security
YGSI	Yayasan Gemilang Sehat Indonesia

2024 RNW Media in numbers

With
contributions
from The Vine
community:



Total social media community

10,783,037



Social media reach

347,772,759

Total reach (web + social)

359,359,876

Website pageviews

20,641,869

Through our
programmes
and RNTC, we
have provided
45 training and
coaching sessions
facilitated by 25
expert trainers
and coaches:

Alumni



339

Total training days

180

Total training hours

1,440



Impact
metrics:

Behaviour change

78.95%

Knowledge change

91.13%

Partner satisfaction

91.43%

weighted averages

2024 Highlights

"Public interest media is under relentless attack—but now more than ever, we must defend it, invest in it, and fight for the truth it delivers."

— **Wouter van Tongeren**, CEO, RNW Media

Internal highlights

- Appointment of **Wouter van Tongeren** as CEO, marking a new chapter for RNW Media.
- Developed our **2025–2027 strategy**, reaffirming support for public interest digital media.
- Integrated an **AI-supported approach** with a focus on ethical application.
- Launched **The Vine** – a global community of media actors, trainers, and alumni.
- Established a **regional hub model** for RNTC, starting in Kenya in 2025.
- Introduced a new **service portfolio** with 9 categories: assessment, consultation, masterclasses, training, coaching, collaborative digital products, data tools, research, and events.
- Improved **financial oversight, project management** and Process Optimisation with a renewed ISO 9001-2015 certification.
- Launched an **advocacy agenda** for increased flexible core funding and tech platform accountability.
- Strengthened our **Research Agenda** to drive learning, inform strategy, and reinforce our role as a thought leader.

Global impact stories

GLOBAL

AI as a strategic and ethical tool

- Launched the 2024 Digital Media Impact Summit. 88 public interest media and experts from 34 countries attended the event. Overall satisfaction experience is 9.1 (out of 10).
- Shifted perceptions from fear to strategic opportunity.
- Explored AI for accessibility, translation, and storytelling.
- Funded two AI powered innovation projects.

"AI must be seen as more than a productivity tool—its ethical and societal impact is profound."

— DMIS participant

GLOBAL

Haarlem declaration: Advancing ethical AI use in digital media

- Launched the [Haarlem Declaration](#), a global commitment to the ethical use of AI in digital media with six core principles.
- Launched global commitment endorsed by 16 organisations. To represent the global approach add countries or regions.
- Disseminated through international platforms and awarded by the UN Internet Governance Forum (IGF).



"The Haarlem Declaration provides a clear blueprint—not only for how AI should be applied ethically, but also for why it matters."

— Surabhi Srivastava, Media Innovation Lead, RNW Media

GEORGIA

Co-creation with youth for digital comprehensive sexuality education

- Designed a digital learning platform for youth through participatory design.
- Enhanced access to SRHR education outside formal education systems.
- Videos on new TikTok channel have been viewed over 2.5 million times.

"We didn't just create content—we placed it where young people actually are."

— **Jacob Brunner, RFSU**

YEMEN

Digital transformation of CSOs & youth advocacy

- Digitally transformed 12+ CSOs in Yemen over five years.
- Created safe online spaces for youth and women to discuss critical WPS issues.
- Integrated AI to analyse content and trends, enhancing relevance and reach.

"RNW Media understood the need for digital transformation in Yemen."

— **Elyas Khan, Manasati30**

LEBANON

Ethical AI and SRHR advocacy

- Trained youth and journalists in ethical AI and SRHR storytelling.
- Actively counters AI-driven disinformation and promotes human rights in digital media.

"AI is shaping narratives in ways that justify violence... Ethical AI use must be prioritized."

— **Christine Mhanna, Raseef22**

KENYA

Transformative digital capacity building

- Improved safeguarding and used AI in campaigns.
- Regional collaboration with Centre for the Study of Adolescence (CSA) and TaYA Ethiopia.

"We've learned from the best in tech and SRHR."

— Alex Oburu, Nairobi

BANGLADESH

Strategic content creation and ethical AI

- Ran a high-impact AI-generated campaign reaching diverse audiences.
- Built internal capacity for ethical AI use across the organization and its partners.

"RNW Media helped us craft messages that truly resonate."

— Noshin Tabassum, BRAC

NEPAL

Advocacy training driving strategic campaigning

- Youth and CSO leaders gained practical tools for M&E, campaign strategy, and digital media planning.
- Participants moved from "learning by doing" to structured, strategic approaches.

"Now I understand that even a single idea can evolve into a meaningful campaign."

— Simran, Blue Diamond Society

GLOBAL

Co-creation of three global campaigns with partners

International Women's Day #EndDigitalDivide #DigitalSpacesforHER

Focus:

Promoting safe and equal digital spaces for women and girls.

Impact:

- Reached 25,911 people.
- Engagement rate: 4.32%.
- Covered by 18 local and regional media outlets, including TV.

16 Days of Activism #ItIsRealViolence

Focus:

Technology-Facilitated Gender-Based Violence (TFGBV).

Impact:

- Reached 1,487,393 people.
- Engagement rate: 5.81%.
- Received 100+ audience-generated submissions, showing strong relevance and participation.

World Press Freedom Day #TruthTellerForTheEarth

Focus:

Press freedom and journalism's role in addressing climate issues.

Impact:

- Reached 273,451 people.
- Engagement rate: 3.1%.
- 97.4% of respondents felt more informed.
- 95.7% reported a shift in perspective on press freedom and gender-balanced climate reporting.



Message from the CEO

"If I had to describe 2024 in one word, it would be transformative."

It was a year of many changes. We changed in leadership, set our strategy, and like many of our media and civic partners had to adapt to a world where the information eco-system grows more complex and open societies are under pressure. Yet what remained the same was to be able to work with a team of passionate, values-driven experts and a global network of public interest media makers, in order to use digital media to inform, uphold human rights, hold those in power accountable, fight disinformation, and drive positive dialogue about sensitive topics. The impact of this work was clear in the stories we helped tell, the conversations we sparked and the narratives we shifted.

A major milestone in 2024 was the birth of our new [Strategy for 2025–2027](#). It emerged not just from internal planning meetings, but from listening to our global network of media experts and the audiences they serve. This strategy reflects our collective vision for a future where inclusive, public interest media can thrive, especially in places where it's needed most. It brings renewed focus to strengthening media viability, protecting information integrity, and integrating cross-cutting themes like AI and gender into everything we do.

What gives me hope is the unwavering commitment of our partners in countries like Yemen, Lebanon, Egypt, Georgia, Mali, Kenya, Ethiopia, Burundi, Cuba to name a few, to keep pushing forward,



among some of the most challenging conditions. It reminds me why this work matters. Because behind every channel strategy, campaign, training, or piece of content is a person trying to make their society a little more just, free, and informed.

As we step into this new chapter, I want to thank our team, our partners, and our supporters. Thank you for your trust, your courage, and your belief in the power of digital media to create change. We still have a long road ahead, but we're walking it together.



Wouter van Tongeren
Chief Executive Officer,
RNW Media

**Who
we are**

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

In 2024, we collaborated in more than 40 countries across Europe, North Africa, the Middle East, West and East Africa, East Asia, and Central and South America. Our work focused on defending media and internet freedom and upholding the right of every individual to access information and express themselves freely.

With over 75 years of experience, RNW Media has evolved from an international radio broadcaster into a leading advocate for independent digital media. Our partnerships have 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.

Vision & Misison

Vision: Open societies powered by digital media



41
Employees



25
Nationalities

Mission:
We support independent digital media to champion human rights & advance the public good

RNTC, RNW Media’s internationally renowned training centre, offers journalism and media training for journalists, media makers and communication professionals.

Through The Vine, our global community comprising more than **25 independent and public interest digital media organisations, 80 media trainers** and over **10,000 RNTC alumni**, we foster coalition-building, partnerships and collaborative movement-building across the media landscape.

Curious

We explore, ask questions, and follow our eagerness to learn down new paths.

Adaptive

We are receptive to new insights and willing to change our behaviours and methods to meet evolving needs.

Fresh

Operating at the intersection of digital media and international development keeps us innovative. We continually rethink and refine to develop creative solutions.

Synergetic

We believe that collaboration leads to greater impact. The whole is always more than the sum of its parts.

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

We support independent and public interest media, especially those focused on youth, women, and migrants in restrictive environments. Local and community-based digital media are vital for amplifying underrepresented voices and ensuring content reflects the lived experiences of diverse audiences. This fosters inclusion, empowerment, and social cohesion.

Through our RNTC training centre, we equip journalists, bloggers, vloggers, and citizen reporters—particularly those working at the grassroots in underserved communities—to shape the digital information space from the ground up.

The ultimate beneficiaries of our work are local communities with limited access to credible, relevant information. By promoting trustworthy and inclusive content, we challenge stereotypes, counter misinformation, and support informed civic participation and advocacy.

Our efforts also address the digital divide, which marginalises youth, women, gender minorities, refugees, migrants, and people with disabilities. RNW Media strengthens digital media that centre these communities, ensuring they can actively contribute to public discourse.



RNW Media's theory of change

Areas of Expertise



Media Viability

Foster pluralistic and resilient media that sustains impact.



Information Integrity

For inclusive, safe, and reliable digital media spaces.

Approach



Co-Creation



Data Driven

Core Values

Adaptive

Curious

Synergic

Fresh

Inclusive

Cross Cutting Themes



AI



Gender



Migration

Guiding Principles



Audience First



Human Rights



Sustainability

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 1000+ alumni, we facilitated training, 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 digital platform accountability, as well as bridging 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 reporting
- Enhanced solidarity and knowledge-sharing through coalition and movement building
- Integrated considerations of inclusion, wellbeing and safety in media expression and storytelling

Medium term outcomes

- Public interest media consistently implement ethical and impactful media practices
- Increased audience reach, persuasive rights-based reporting
- Digital media ecosystems influence national and regional media and tech accountability agendas

Long term outcomes

- A resilient public interest media ecosystem strengthened through media pluralism and democratic governance
- 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 pluralistic, inclusive and rights-based perspectives through strategic advocacy, strengthening media sustainability and tech platform accountability efforts.

Long term outcomes

- Sustained social norms change reinforcing democratic culture, public interest media and rights-based narrative
- Policy and media ecosystem reforms supporting access to freedom, viability and 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

How we work



At RNW Media, our approach to media development is based on the belief that sustainable, independent media and information ecosystems are essential to open and inclusive societies. Our strategy is centred around two interconnected pillars: Media Viability and Information Integrity. Both are crucial to ensuring that public interest and independent media can thrive, remain resilient, and serve their communities with credibility and care in safe, inclusive, and reliable digital spaces.

To bring this vision to life, we combine co-creation and data-driven methodologies across all our programmes. We work closely with media partners and local communities to design context-specific solutions that reflect their lived experiences and priorities. We use evidence and insights to guide decision-making, measure impact, and adapt to a rapidly evolving digital landscape.

In addition, we embed cross-cutting themes, such as Artificial Intelligence and Gender, into every aspect of our work. We examine the opportunities and risks of AI in media, advocate for ethical standards and platform accountability, and ensure that gender equality consistently informs how we design, implement, and assess our interventions.



Partnerships, memberships, and funders



The Vine: Building a global community for media resilience and impact.

Connect. Grow. Advocate.

A key element of RNW Media's strategy to strengthen collective action among public interest and independent media is The Vine – a global community that connects media makers to collaborate, innovate, and advocate for a more inclusive and sustainable digital media ecosystem. In 2024, The Vine continued to expand as a unique space for media professionals from diverse regions and sectors to address shared challenges, including disinformation, platform accountability, and media sustainability. Today, The Vine unites 25 public interest digital media outlets and brands, over 80 media trainers, and a network of more than 10,000 RNTC alumni. Through regular convenings, peer-to-peer learning, collaborative campaigns, and joint innovation initiatives such as the Innovation Fund, members co-create responses to systemic media challenges while amplifying one another's voices and reach.

Built on three pillars – Connect, Grow, and Advocate – The Vine fosters cross-border solidarity and delivers targeted programmes focused on capacity building, business model development, digital safety, and policy influence. Plans for a decentralised, member-driven platform are underway, marking a step toward a resilient, self-sustaining community shaping the future of public interest media.

This shared purpose reflects RNW Media's commitment to building strong, strategic media coalitions that drive accountability, promote media pluralism, and protect the right to reliable, inclusive information.

RNW Media also collaborates with public, state-owned, and private media outlets whose missions align with public interest values. This inclusive and collaborative approach helps foster a more integrated media ecosystem that supports democracy and ensures access to credible information.

Memberships

In 2024, RNW Media became a member of two new international coalitions and consortiums.

The Media Freedom Coalition (MFC)

RNW Media became part of the Consultative Network of Civil Society Organisations (CSOs) [within the MFC](#), a partnership of more than 50 states advocating for media freedom globally. We actively contributed to MFC newsletters by sharing stories of our partner media, publishing event and research reports, and participating in joint advocacy such as the 'Haarlem Declaration'.

The Inclusive AI Consortium

RNW Media was invited to join the [Inclusive AI Consortium](#) – a global coalition co-led by Utrecht University and Adobe. It brings together tech industry designers, AI ethicists, civic actors, and digital anthropologists to co-design inclusive, sustainable AI tools and platforms, particularly for communities in the Global South. RNW Media is the first and only international media development organisation in the consortium.

Funders

In 2024, RNW Media collaborated with a wide range of funders to implement impactful projects worldwide, focusing on independent media, youth engagement, and civic participation in complex contexts. We are deeply grateful for their continued trust and support.

Key partnerships

Ministerie van Buitenlandse Zaken

Supporting multiple programmes such as:

- **Right Here Right Now 2 (RHRN2)** in countries including Bangladesh, Kenya, Morocco, and Tunisia.
- **Masarouna** in Lebanon, Palestine, Iraq, Jordan, Tunisia, and Egypt.
- **Women, Peace & Security (WPS3)**.
- **Press freedom Uganda programme.**
- **Nyunganira**, through our partner Association des Jeunes Burundais pour le Développement Inclusif (AJEBUDI).

Nationale Postcode Loterij

Embracing Digital Transformation: AI for Good

- **AI Learning Circles:** RNW Media launched AI Learning Circles in 2024 to educate staff on AI's responsible use and prevent algorithmic bias.
- **Online Masterclasses with Partos:** In partnership with Partos, RNW Media hosted three online masterclasses, reaching over 200 civil society members
- **Digital Media Impact Summit 2024.**

Mitigating Digital Challenges: Responding to Disinformation

- **Innovation Fund:** AI-Powered Projects: With NPL support, we funded two standout projects:
- **YouthCheck (Cuba):** A mobile app developed by elToque that uses AI and local community reporting to detect and debunk misinformation.
- **PadiChat (Nigeria):** A chatbot developed by Media for Health and Rights that offers confidential, accurate sexual and reproductive health information to young users.

"Each of these projects reflects our shared mission: to support inclusive, resilient media ecosystems and empower communities to shape their futures through knowledge and storytelling."

Swedish International Development Cooperation Agency (SIDA)

Through our partner [Swedish Association for Sexuality Education \(RFSU\)](#), supporting the Digital Sexuality Education project in Georgia.

Nuffic

International Training via RNTC.

Dutch Embassy in Egypt

International Training and Exchange Visit via RNTC.

Dutch Embassy in Uganda

International Training and Exchange Visit via RNTC.

Our impact & achievements

At RNW Media, we believe that meaningful change starts with people, and that storytelling holds the power to inspire that change. In 2024, we collaborated closely with dedicated partners and brave communities who are using digital media to challenge injustice, break boundaries, and create space for dialogue and progress.

This collection of impact stories captures the real experiences of those we have journeyed with over the past year. From young activists in Yemen building safer online spaces, to journalists across the MENA region exploring ethical uses of AI, to community leaders in Kenya and Nepal reshaping digital advocacy—each story offers a glimpse into the energy, creativity and resilience that underpin our work.

These are more than project snapshots. They are stories of connection, innovation and hope in action. We are proud to share them with you.



Media viability

Our work on strengthening media viability

In 2024, RNW Media continued to redefine media viability through a comprehensive approach that centres on **digital innovation, professional capacity building, sustainable business models**, and media partnership and coalition building. In a global context where independent and public interest media face shrinking civic space, rising misinformation, and financial precarity, RNW Media and its partners worked to build future-proof media ecosystems that are inclusive, resilient, and rights-based. From AI-powered campaigns and data-driven content strategies to grassroots training and transnational partnerships, our work focused on ensuring that independent media not only survive, but thrive, as essential pillars of democratic participation and social accountability.

Supporting digital transformation and data integration to drive meaningful audience engagement

In 2024, RNW Media strengthened the foundations of media viability across its programmes by championing digital transformation and the strategic use of data to build more responsive, inclusive, and impactful digital media. From regional summits to platform innovations, our initiatives helped partners better understand their audiences, refine their content strategies, and ensure their work remains relevant in an evolving information ecosystem.

A cornerstone of this work was the **Digital Media Impact Summit (DMIS)** held in Haarlem, which brought together 88 public interest media professionals and experts from 34 countries, including 23 Right Here Right Now 2 (RHRN2) partners, 14 Masarouna partners, 1 Women, Peace and Security (WPS) partner, 55 The Vine members, donor representatives, and digital rights activists. The event became a vibrant hub for knowledge-sharing on media viability, ethical AI, data-driven storytelling, and civic-tech strategies. It emphasised that sustainable digital media must be supported by cross-sector dialogue, experimentation, and a willingness to adapt.



This spirit of innovation was reflected in Georgia's Digital Sexuality Education (DSE) project, where TabooTalk adopted an omnichannel content strategy that saw **TikTok views climb to 2.5 million**. New Instagram campaigns targeted segmented audiences using real-time data and semantic analysis to monitor audience reactions. These insights directly influenced editorial decisions, improving content resonance and reinforcing audience trust. The team's use of data to navigate sensitive SRHR topics underscores the power of analytics in shaping meaningful digital advocacy.

"The insights we've gained have reshaped how we think about campaigning, making our efforts more strategic and data-driven."

– Kevin Oyugi, CSA Kenya

In Yemen, our partner Manasati30 significantly amplified its digital reach and influence, leveraging data-driven strategies to scale up content production and deepen audience engagement. Across Instagram, Facebook, YouTube, and its website, the platform published over 100 pieces of high-impact content, generating more than **5.6 million impressions and 3 million video views**. A reel addressing harassment went viral, reaching over **1 million organic views and being shared 90,000 times**, a powerful indicator of public resonance and social relevance. This success underscores the platform's ability to translate user insights and platform native formats into measurable impact, sparking critical conversations and shifting narratives on key societal issues.

In East Africa and Asia, our collaboration with our partner [Centre for the Study of Adolescence \(CSA\)](#), [BRAC](#), and [TaYA](#), under the RHRN2 programme catalyzed the digital transformation of advocacy efforts. Through tailored, hands-on coaching, these organisations significantly strengthened their digital campaigning capacity, enhancing strategic planning, audience targeting, and impact measurement. As a result, they successfully launched high-visibility campaigns around International Youth Day, World Contraception Day, and the 16 Days of Activism, mobilizing youth voices and driving public discourse. Notably, the introduction of AI as a thematic focus during the regional summit sparked a critical mindset shift: from apprehension to innovation, positioning partners to harness emerging technologies for rights-based advocacy.

In response to the accelerating evolution of generative AI, the [Love Matters Homepage](#), a collaborative content hub supporting journalists and creators in SRHR reporting, underwent a strategic product pivot. Recognizing the shifting media landscape, the platform re-envisioned its content bank to harness emerging technologies while safeguarding editorial integrity. This transformation culminated in the development of a comprehensive technical roadmap, an implementation plan, and the securing of a tech partnership for a 2025 rollout. More than a redesign, this shift signals **RNW Media's commitment** to future proofing digital platforms, ensuring that quality, inclusive, and ethically grounded SRHR journalism remains accessible and resilient in the age of AI.

Across all initiatives, **a unifying principle guides the work**: when paired with human insight and inclusive values, data and digital technology are powerful drivers of viable, resilient media. Whether through AI innovation, youth-led storytelling, or data-informed strategy, RNW Media and its partners are shaping the future of public interest media.

Through the **Capacity Building for Media Professionals programme**, RNW Media provided journalists and media professionals from Egypt with access to the RNTC Online Learning Academy (OLA), extending learning opportunities beyond in-person training and equipping media makers with digital tools to improve content creation and audience engagement. During their study visits in the Netherlands, participants also expressed strong interest in the role of Artificial Intelligence (AI) in combating misinformation, highlighting the growing need to integrate advanced technologies into audience engagement strategies.



One participant noted that “the training opened up new horizons for me to work in a fact-checking role.”

The programme achieved a strong capacity end score of **4.7 out of 5**, with an **overall improvement of +0.8** across key learning areas. Participants showed the most notable gains in understanding and addressing disinformation, verifying information, and recognising how narratives are shaped online—all essential skills in today’s complex media environment. These results confirm the programme’s effectiveness in enhancing media literacy and resilience, and underscore its contribution to building a more informed and capable media landscape.

Through the Masarouna programme, RNW Media empowered partners with cutting edge digital tools and strategies to amplify storytelling, audience engagement, and content accessibility. At the Digital Media Impact Summit (DMIS), the role of AI in transforming independent media took center stage, positioning innovation as a catalyst for sustainability and impact. Targeted coaching supported partners like the Palestinian Counselling Center (PCC) in integrating AI into content production and audience targeting, fostering more strategic and data-driven approaches. Meanwhile, initiatives like Raseef22’s All Ears podcast converter showcased the tangible outcomes of digital transformation, breaking down access barriers and advancing inclusive, Arabic-language media for youth. These efforts reflect RNW Media’s ongoing commitment to equipping civil society actors with the tools to shape public discourse in a rapidly evolving digital ecosystem.

Meanwhile, in Yemen, RNW Media supported Manasati30 with coaching in **data-driven decision-making**, enabling the team to use audience analytics not only to shape their content but also to inform funding proposals and enhance donor engagement. This approach marked a fundamental shift in the use of digital performance data — not merely for reporting reach, but for actively building the case for continued investment in rights-based, independent media.

Enhancing professional capacity building for quality public interest media

In 2024, through [RNW Media's Training Centre \(RNTC\)](#), RNW Media continued to invest in the quality of journalism and professionalism of its partners by prioritising professional capacity building. Through a diverse range of training programmes, coaching sessions, and collaborative learning exchanges, we equipped media organisations and individuals with the skills, tools, and confidence needed to lead, innovate, and produce impactful, rights-based journalism and digital advocacy.

In 2024, RNTC delivered a robust programme of **45 scheduled training and coaching sessions**, reaching a wide range of media professionals across the globe. These sessions were led by **25 expert trainers and coaches**, each bringing deep experience and tailored expertise to a broad spectrum of topics, from digital security to digital advocacy campaign design.

With a combined **180 training days** and **1,440 hours of instruction**, the sessions supported 339 alumni in building their media skills and applying them in real-world contexts. Across the board, participants rated their learning experience highly, with an **average satisfaction score of 85%**.

Our most in-demand course this year was Media Campaigns for Social Change and Advocacy, a longstanding favourite within the RNTC training portfolio. One participant from the Netherlands-based 15-day course noted that it was *"all-encompassing. Everything one needs to know about planning a campaign is covered by the training."*



Expanding access through hybrid learning

To better accommodate the needs of working professionals, RNTC introduced a new **hybrid format in 2024**, piloted in both **Nepal and Kenya**. This blended approach paired self-paced modules with in-person sessions, offering flexibility without compromising peer engagement and experiential learning.

The pilot received a **92% satisfaction score**, reflecting the value participants found in the mixed format. A participant from Nepal shared that learning from peers was just as impactful as the formal sessions, highlighting insights gained from Love Matters India's approach to youth engagement and digital media campaigns.

Beyond the classroom: thematic site visits

In partnership with the Ministerie van Buitenlandse Zaken, RNTC enriched its in-person trainings with thematic site visits, offering journalists and media makers from Uganda and Egypt the chance to engage directly with Dutch media and civil society organisations.

Some of the partners who hosted our participants included:

- Vereniging van Nederlandse Journalisten (NVJ)
- Free Press Unlimited
- InHolland School of Applied Sciences
- Justice & Peace
- COC.nl
- WO=MEN.NL
- Are We Europe

As part of the Navigating Disinformation Around Elections training, a cohort of Ugandan journalists visited NVJ and Free Press Unlimited. The experience earned an **87% satisfaction rating**, with participants noting the importance of strong journalism unions and institutional support in advancing press freedom.

Trainer development and new expertise

Our trainer pool also expanded this year, with the onboarding of four new experts in:

- Digital Safety and Security
- Digital Accessibility
- Monitoring and Evaluation

2024 also saw an increased focus on building trainer capacity. Through **Training of Trainers (ToT) programmes**, RNTC helped experienced and new facilitators deepen their skills in design, delivery, and learner engagement. These ToTs received an average satisfaction score of 86.5%.



A standout moment was the co-creation and delivery of a ToT with our partner L'Association des Jeunes Burundais pour le Développement Inclusif (AJEBUDI) in Burundi, supporting their path towards becoming a certified, self-sustaining training centre. The programme received a **93% satisfaction rating**, with one participant reflecting, *"I came out of this training ready to give any training in the media field."*

Regional highlights

In **Kenya**, RNW Media's partnership with Nairobi's catalyzed key advancements in digital infrastructure and policy integration. Through tailored training and technical support, Nairobi's enhanced the accessibility and inclusivity of its digital platforms, strengthened internal safeguarding and ICT policies, and laid the groundwork for ethically integrating AI into its advocacy strategies. This collaboration not only improved operational resilience but also positioned Nairobi's as a forward-thinking actor in the youth digital space, committed to safe, inclusive, and future-ready digital engagement.

In **Georgia**, RNW Media's sustained partnership with **Tanadgoma** significantly advanced the organisation's digital advocacy capabilities. Through targeted coaching in digital campaigning, Instagram strategy, and community engagement, the team sharpened its campaign focus, streamlined content production,

"Working with RNW Media has been nothing short of transformative—we've learned from the best in tech and SRHR, gaining insights that have reshaped how we integrate digital tools into our work."

— **Alex Oburu, Nairobi's Kenya**

and adopted more compelling, audience centric storytelling techniques. A strong emphasis on monitoring and evaluation equipped the team with tools to track impact, iterate effectively, and make data-informed decisions. Participation in DMIS in the Netherlands further accelerated this growth, offering Tanadgoma access to global best practices, peer learning, and strategic insights, positioning them as an increasingly autonomous and adaptive actor in Georgia's digital SRHR advocacy landscape.



In **Yemen**, RNW Media's collaboration with **Manasati30** equipped young media professionals with critical communication and leadership skills through targeted coaching on **professional networking and debate facilitation**. A standout initiative, a five-day intensive debating workshop, focused on enhancing institutional resilience and nurturing youth-led dialogue. Participants demonstrated remarkable growth, with average performance scores rising from 3.5 to 5.0, reflecting strengthened confidence, analytical thinking, and the ability

to engage in structured, constructive public discourse. As one participant noted, the training not only sharpened technical skills but also fostered a deeper sense of purpose and voice within Yemen's civic space.

"The debate training helped me communicate with clarity and purpose. It also reminded me how much we learn from each other."

— Workshop participant, Manasati30

Across all these efforts, RNW Media's capacity-building support in 2024 reinforced the value of co-creation, contextual relevance, and continuous learning. By focusing on long-term development and localisation, we are ensuring that public interest media can thrive, led by confident, skilled teams capable of navigating digital transformation and driving social impact.



Key milestones and results

A key highlight was the *Capacity Building for Media Professionals programme* which was five-day Public Interest Journalism training that boosted participants' skills in fact-based reporting, disinformation, verification, and ethical storytelling—resulting in a +0.8 capacity increase and a final score of 4.7/5. Study visits to Dutch media institutions enriched learning, with future training to explore AI in journalism.

Under the *Masarouna programme*, RNW Media significantly strengthened the professional capacities of SRHR and independent media partners through tailored Training of Trainers, Video Essentials, Podcasting, SEO coaching, YouTube strategy sessions, and Digital Safety and Security (DSS) training. Partners such as Hikaya Center for Civil Society Development, PCC, and Muntada al-Jensaneya reported improved digital production skills, more effective strategic communication, and enhanced online safety. Quarterly Trainer Labs provided a platform for peer-to-peer learning and ongoing technical skill development.

Further embedding this approach, RNW Media delivered an **online gamification coaching programme** for three local partners in the Indonesia coalition: Yayasan

Gemilang Sehat Indonesia (YGSI), Women's Crisis Center(WCC), and Youth Interfaith Forum on Sexuality Indonesia (YiFos). The training, held between June and July 2024, inspired partners to integrate gamification into both their digital campaigns and community outreach. One partner even developed a full game proposal centred on girlhood, exploring the SRHR aspects of growing up. They are now actively seeking funding to bring this concept to life—an example of how innovative capacity building can drive real-world impact.

Under the RHR2 programme, RNW Media delivered an online gamification coaching programme for three local partners in the Indonesia coalition: Yayasan Gemilang Sehat Indonesia (YGSI), Women's Crisis Center (WCC), and Youth Interfaith Forum on Sexuality Indonesia (YiFos). Held between June and July 2024, the coaching not only built partners' capacity but also helped them apply what they learned directly in their work. Each partner began using gamification in their digital campaigns and community outreach to better engage young people on Sexual and Reproductive Health and Rights (SRHR).

RNW Media's support to the Indonesian coalition on gamification, working with media, and developing effective campaign content and messages helped our organizations to start thinking about leveraging campaigns not only offline but also digitally. Particularly with gamification, which has now become famous within schools and among teachers. Some teachers are even designing their own games using SRHR messages.

One partner even developed a full game proposal centred on girlhood, exploring the SRHR aspects of growing up. They are now actively seeking funding to bring this concept to life—an example of how innovative capacity building can drive real-world impact.

"This is important because long messages or videos don't really work with today's youth. Gamification fits their way of learning and it's something we truly value."

— Hastin Asih, Program Manager YGSI

Innovating media business models to sustain pluralism and independence

In 2024, RNW Media continued to promote **innovation as a key driver of media viability**, moving beyond traditional models to support adaptive, data-informed, and future-oriented approaches to sustainability. From gamification and AI-powered engagement tools to strategic fundraising and capacity building in financial planning, our efforts focused on equipping partners to strengthen both their editorial independence and economic resilience.

Driving innovation through the innovation Fun-D

In 2024, RNW Media's Innovation Fun-D continued to play a central role in advancing our innovation agenda. Established in 2022, the Innovation Fun-D has developed into a strategic mechanism for identifying and supporting promising digital media initiatives with tangible social impact. **Through annual sub-grants, the Fun-D enables independent media outlets, start-ups, journalists, and content creators to design, test, and scale innovative solutions** that promote media resilience and civic engagement, especially in contexts where these values are under threat.

Now in its third year, the Fun-D also reflects RNW Media's continued investment in building internal innovation capacity. Initially launched as an internal development tool, the programme has since expanded to support both external changemakers and RNW Media teams, reinforcing our role at the forefront of inclusive, ethical, and adaptive digital media development. Over 58 organisations submitted their ideas for Innovation Fun-D 2024 from 30 countries. Six finalists from Lebanon, Cuba, Ukraine, OPT, Nigeria and Yemen presented their pitches before a panel of judges in the Digital Media Impact Summit (DMIS) in October 2024. PadiChat from MHR Nigeria and YouthCheck from elToque were awarded Eur 20,000 each and have started implementing their ideas in November 2024.

In **Georgia**, the Digital Sexuality Education (DSE) project made decisive strides toward institutional sustainability and financial diversification. In close collaboration with RNW Media, Tanadgoma developed and submitted funding proposals to leading international donors, including the Swedish Creative Partnership and the Pivotal Women's Health Funding Call. The acceptance of their proposal for the 2025 Comprehensive Sexuality Education (CSE) Symposium served as a powerful endorsement of the DSE model's scalability and relevance. These efforts reflect a strategic transition; from content delivery to **long-term planning and ecosystem positioning**, establishing the DSE initiative

as a replicable, future-ready model for advancing inclusive sexuality education across borders.

In **Burundi**, November 2024 marked a major milestone for *AJEBUDI* as it moved towards becoming a certified and self-sustaining training centre. RNW Media delivered a comprehensive in-person Training of Trainers (ToT) programme, co-developed with AJEBUDI to align with their operational priorities and local context. The initiative not only **strengthened the facilitation skills of AJEBUDI's team but also laid the foundation for long-term sustainability** as an independent civic media training institution.

By encouraging innovation in both content and operational models, RNW Media is supporting its partners to redefine what sustainability means in today's digital media ecosystem. Whether through AI, gamification, or strategic fundraising, these efforts help ensure that public interest media remain pluralistic, independent, and resilient in the long term.



The Capacity Building for Media Professionals

programme also explored the importance of **sustainable business models for independent media**. Discussions during study visits included topics such as media viability, innovative funding mechanisms for journalism, and the impact of open government policies, including the Dutch *Wet open overheid* (WOO). These conversations encouraged participants to critically assess economic resilience and sustainability within their own media environments.

In late 2024, RNW Media launched a joint research project with Utrecht University to explore media viability in collaboration with partners from The Vine.

Using the Media Viability Manifesto as a foundation, the study will investigate the key factors influencing the financial sustainability of independent and public digital media organizations. Beyond identifying the necessary preconditions for media viability, the research will contextualize these insights within the specific countries where these organizations operate. By examining intersections such as language, audience engagement, and local ecosystems, the project aims to develop a practical blueprint for media viability, which is a flexible, adaptable toolkit rather than a one size fits all template. The research and findings will be finished and disseminated among stakeholders in 2025.



Fostering strategic media coalitions and partnerships to facilitate collaboration and joint advocacy on accountability

The Vine

In 2024, [RNW Media's Vine Community](#) flourished as a dynamic global network of changemakers dedicated to ethical digital media innovation. Through engaging community sessions, members from 34 countries connected both in person and online to exchange insights on ethical AI, digital safety, and inclusive innovation. Highlights included the Digital Media Impact Summit (DMIS), the launch of the Haarlem Declaration on ethical AI in media, groundbreaking projects like PadiChat (Nigeria) and YouthCheck (Cuba), and new learning trajectories on web accessibility and AI literacy. Together, The Vine members advanced shared values and championed impactful, people-centred digital media practices.

Co-creation of three global campaigns with partners

International Women's Day | **#EndDigitalDivide #DigitalSpacesforHER**

World Press Freedom Day | **#TruthTellerForTheEarth**

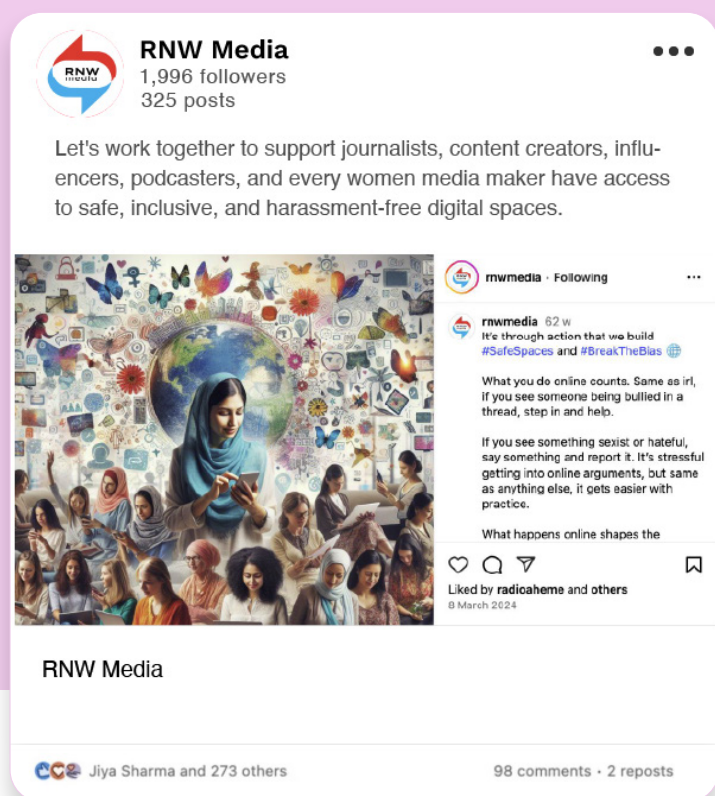
16 Days of Activism | **#ItIsRealViolence**

Collectively, these campaigns reached over **1.5 million people worldwide** with an average **engagement rate of 4.41%**, surpassing industry benchmarks (1%–3.5%). Beyond visibility, these campaigns served as capacity-building opportunities, equipping partners to mobilise communities and shape meaningful discourse within local contexts.

Campaign highlights

International Women's Day | **#EndDigitalDivide #DigitalSpacesforHER**

Focused on creating safe and equal digital spaces for women and girls, this campaign involved RHRN2 partners (BRAC, Nairobi, YGSI, YUWA Nepal) and Masarouna partners (Hikaya, Royal Health Awareness Society (RHAS), Community Media Network (CMN), The Center for Development Services (CDS)). Partners explored AI tools to enhance content production and used locally tailored visuals. **The campaign reached 25,911 people with an engagement rate of 4.32%.** It was picked up by 18 local and regional media outlets, including television channels. 7 out of 12 partners used generative AI tools for content creation for the first time, marking a significant leap in digital skills development.



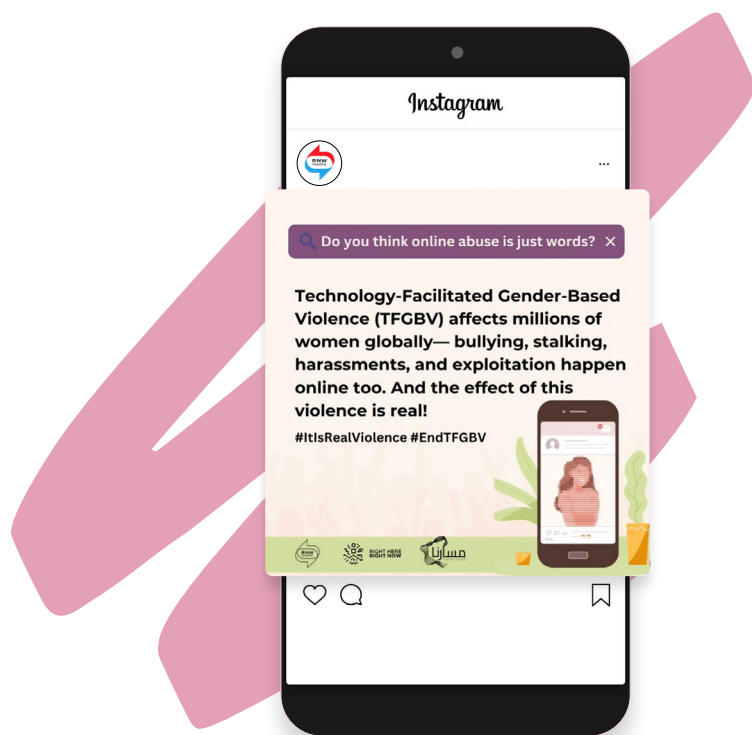
The campaign reached 25,911 people with an engagement rate of 4.32%.

World Press Freedom Day | **#TruthTellerForTheEarth**

Conducted with L'Association des blogueurs du Bénin (AB-Bénin) and Media, Health and Rights Initiative of Nigeria (MHRI), this campaign raised awareness about press freedom through gamified, AI-enhanced content, including interactive quizzes. It **reached 273,451 people** with a **3.1% engagement rate**. Survey results from the campaign show strong outcomes in both awareness and behavioural intent: 97.4% of respondents felt more informed about journalism's role in addressing climate-related issues; 95.7% reported a positive shift in their perspective on the importance of press freedom in delivering accurate, gender-balanced climate information.

16 Days of Activism | **#ItIsRealViolence**

Centred on **Technology-Facilitated Gender-Based Violence (TFGBV)**, this campaign involved RHRN2 partners (Association Marocaine de Planification Familiale (AMPF), Rutgers, YUWA Nepal). [A dedicated website](#) featured storytelling, gamification, and a submission portal for audience-generated solutions and wishes. It reached **1,487,393 people** with an outstanding 5.81% engagement rate and received **over 100 public submissions**, demonstrating strong resonance.



Local and regional impact

In **Yemen**, the 16 Days campaign brought together six CSOs, local media, and government officials to produce interviews, contests, and surveys that drove both online and offline engagement and advanced gender justice discussions.

In **East Africa**, RNW Media partnered with **WeTalk**, a refugee-led media outlet, to deliver digital rights training to over **1,000 displaced individuals**. This partnership not only built digital literacy but positioned WeTalk as a trusted voice in refugee communities:

"We never had this kind of support before. Now, we not only tell stories—we protect our communities online." — **Editor, WeTalk**

Through Masarouna, RNW Media facilitated the Partners Day, enabling SRHR actors and media to strengthen alliances. A key outcome was **Raseef22's collaboration with ABAAD**, showcasing how joint campaigns catalyse enduring partnerships.

"With RNW's support, we expanded editorial coverage and delivered impactful campaigns and trainings." — **Christine Mahana, Strategy and Advocacy Manager, Raseef22**

RNW Media's partnership with Raseef22 supported journalist training, editorial expansion, and digital advocacy, significantly advancing SRHR awareness:

In **Georgia**, through the DSE project with Tanadgoma and RFSU, RNW Media facilitated joint advocacy at platforms like DMIS and the CSE Symposium, elevating youth-led SRHR voices to international stages.

Strengthening collective learning

To support ongoing peer exchange, the Digitalisation Community of Practice (CoP) hosted four online and one in-person session. While virtual engagement remains an area for growth, the CoP remains a key platform for cross-regional learning and innovation.

Through these diverse collaborations, RNW Media continues to demonstrate that **strategic partnerships are essential for media resilience, civic space expansion, and holding power to account.**

Additionally, the Capacity Building for Media Professionals programme deepened partnerships by organising peer-learning events with Dutch journalists, academics from Utrecht University, and advocates from Global Voices and the European Centre for Journalism, strengthening solidarity and shared strategies for media freedom.

Advocacy

At the 2024 [Internet Governance Forum \(IGF\)](#), RNW Media advocated for an inclusive, rights-based digital future focused on **media viability, information integrity**, and the ethical use of AI. Amid discussions on disinformation, shrinking civic space, and digital inequality, RNW Media amplified voices from the Global South, especially independent media and civil society often excluded from global policy forums.

RNW Media addressed key issues such as the misuse of cybercrime laws to silence dissent in Africa and the Middle East, the limits of fact-checking in fighting disinformation, and the importance of **counter-narratives** in rebuilding trust. RNW Media also highlighted AI-related threats to electoral integrity and called for global standards ensuring transparency, accountability, and inclusion.



In late 2024, RNW Media attended the election of the [IGF Dynamic Coalition on the Sustainability of Journalism and News Media \(DC-Journalism\)](#), that is a multi-stakeholder coalition dedicated to ensuring that journalism, news media, press freedom, and media development are central to Internet governance and digital policy discussions. Our Director Media Innovation was selected as the new coordinator of the coalition for the coming 2 years.

RNW Media initiated the **Haarlem Declaration**, calling for stronger protections for independent media and digital rights in the AI era. As a **member of the Media Freedom Coalition (MFC)**, RNW Media supported efforts to safeguard journalists and promote sustainable media ecosystems, via contributing our stories to MFC's monthly newsletter.

RNW Media reactivated our participation in the advocacy working group of the Global Forum for Media Development (GFMD) in late 2024, especially around European Media Freedom Act (EMFA), DSA enforcement, and funding frameworks.

Last but not the least, RNW Media attended the [UN Summit of the Future](#), where world leaders adopt a Pact for the Future that includes a Global Digital Compact and a Declaration on Future Generations.

Information integrity

Strengthening digital inclusion to bridge the digital divide

In 2024, RNW Media placed digital inclusion at the centre of its programmes, ensuring that diverse audiences—particularly marginalised and underrepresented groups—could meaningfully access, engage with, and contribute to the digital information ecosystem.

During the 16 Days of Activism campaign, RNW Media demonstrated its commitment to accessibility by designing a multilingual website available in Amharic, Arabic, English, French, and Nepalese. A dedicated campaign hashtag, **#ItIsRealViolence**, was promoted in multiple languages to maximise visibility and reach. The wish-sharing section welcomed contributions from across the world in various languages, illustrating the campaign's truly global and inclusive nature.



RNW Media adopts a mobile-first and accessibility-driven approach to ensure young people in restrictive settings can participate fully in online civic spaces. Acknowledging that many users depend on older smartphones and limited internet access, RNW Media optimises all platforms for low-bandwidth environments. By minimising server requests, removing

unnecessary data, and streamlining code, its websites are designed to load quickly, even on 3G networks, making them accessible to users with constrained data packages. This inclusive approach allows diverse communities to engage meaningfully, regardless of their digital limitations.

As Noyan, RNW Media's Digital Product Manager, explains: *"We work in regions where young people are often accessing our platforms on 3G connections. It's our job to make sure they don't have to wait 10 seconds for a page to load. They deserve the same quality of online experience as someone in the Netherlands or Germany."*



In Georgia, the Digital Sexuality Education (DSE) project maintained a youth-centred, inclusion-driven approach through its platform, TabooTalk. Content strategies prioritised accessibility by addressing digital literacy gaps, using science-based information in relatable, youth-friendly formats. By engaging young people as co-creators, TabooTalk empowered audiences not only to consume information but to shape it, ensuring that digital inclusion extended beyond access to meaningful participation.

In Yemen, Manasati30 continued its focus on providing inclusive civic spaces through platforms like the Womenyat Facebook group, which grew by 24% in 2024 to over 5,300 members. By offering live psychological support, digital storytelling opportunities, and safe forums for dialogue, Womenyat enabled Yemeni women, who are often excluded from public discourse, to engage in social conversations and build digital agency.

Further promoting inclusivity, RNW Media organised specialised training and site visits for the five finalists of the [Dutch Human Rights Tulip Award](#), including a masterclass on Inclusive Design. This training empowered

Human Rights Tulip 2024: Five nominees



Community Peacemaker Teams



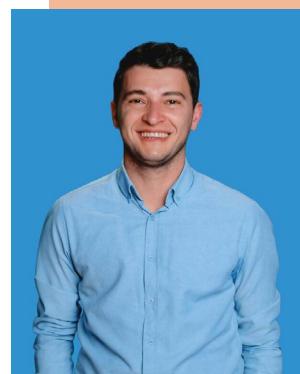
Vasile Micleusanu



Stella-Maris Martinez



Wilker Dias



Blert Morina

human rights defenders to improve the accessibility of their initiatives, ensuring their work could reach and resonate with broader, more diverse audiences.

Meanwhile, in the Masarouna programme, RNW Media worked closely with 6 partners such as PCC, 7amleh, and CMN to audit their digital platforms and implement upgrades aligned with the Web Content Accessibility Guidelines (WCAG). The teams resolved an average of 30% of accessibility issues after coaching. These improvements expanded access to critical SRHR content, ensuring that marginalised groups—particularly in the MENA region—could participate more fully in digital civic life.

For example, we worked with our partner Nairobiits who took part in our web accessibility coaching and saw measurable improvements. *"We conducted a full audit of our website against WCAG guidelines, which revealed areas for improvement in text alternatives, keyboard navigation and semantic HTML,"* shares Alex Oburu, Nairobiits Programme and Partnership Lead. *"Going through this process taught us the value of regular accessibility testing – it's not a one-off task but an integral part of development and design."*

The coaching also helped Nairobi's better prioritise issues using the W3C guidelines framework. For example, they made changes to a site developed for the London School of Economics' S-Bize programme, such as enforcing minimum colour contrast ratios and visible focus states and structuring content with clear headings and skip-link functionality. *"Web accessibility aligns with our goal of inclusive digital education,"* says Alex. *"Ensuring that every user, regardless of ability, can engage with content is central to the work we do. These changes have noticeably improved both usability and satisfaction among all visitors."*

Advancing digital inclusion

As part of our commitment to inclusive digital transformation, RNW Media also hosted a Trainer Lab on Digital Accessibility for Non-Tech Users. This session focused on demystifying accessibility concepts and offering practical methods to make digital content more inclusive for people with varying levels of digital literacy and ability.

Through demonstrations and peer exchange, the session helped ensure that inclusion remains at the heart of our network's digital efforts, empowering participants to design more accessible media environments.

Across all these initiatives, RNW Media reinforced its belief that true digital inclusion is not only about reaching people, but also about equipping them with the tools, spaces, and agency to engage, express, and advocate for their rights in the digital age.

Combating information disorder to rebuild trust in media


In 2024, RNW Media intensified its efforts to combat disinformation, misinformation, and malinformation, recognising that rebuilding public trust in media ecosystems requires a multi-layered, rights-based approach across all its programmes.

Through the Capacity Building for Media Professionals programme, RNW Media delivered specialised training sessions that equipped participants with advanced fact-checking skills, verification tools such as geolocation and image analysis, and frameworks for ethical, audience-centred journalism. These efforts strengthened journalists' ability to produce credible, evidence-based reporting capable of countering harmful narratives and restoring audience trust.

Similarly, within the Masarouna programme, RNW Media embedded ethical AI principles into its activities and promoted evidence-based advocacy through partner-led digital campaigns. Partners received targeted training in fact-checking, counter-narrative development, and strategic communications, supporting their role as trusted sources of information within their communities.

In the Right Here Right Now (RHRN2) coalition, RNW Media developed and implemented fictional storytelling strategies to counter misinformation related to sexual and reproductive health and rights (SRHR). During the 16 Days of Activism campaign, five fictional stories reflecting diverse TFGBV experiences across Kenya, Morocco, Mexico, the Netherlands, and Bangladesh were shared to challenge myths and promote critical thinking. Additionally, RNW Media facilitated specialised sessions on responding to online hate, identifying disinformation, and working effectively with media to address opposition. These sessions were delivered during the Linking and Learning Event in Morocco and through collaborations with partners such as Jakarta Feminist and ARROW.

At L'Association des Jeunes Burundais pour le Développement Inclusif (AJEBUDI), a package of training modules was provided to support localised



counter-disinformation efforts. Modules included "Producing Media to Counter Disinformation," "Public Interest Journalism," and "Storytelling to Inspire Social Change," and were delivered in French to meet contextual needs. Alongside this, AJEBUDI received support in facilitation and training design to adapt these resources for broader impact across their network.

Within the WPS3 programme, Manasati30 harnessed the power of community driven storytelling and public debate to challenge entrenched myths surrounding women's leadership and harassment in Yemen. By combining culturally grounded narratives with interactive formats, including surveys, transparent comment moderation, and pre- and post-debate voting, the initiative generated tangible shifts in public perception. This evidence-based approach not only rebuilt trust in polarised conversations but also underscored the transformative potential of locally anchored, fact-based storytelling to reshape contested social norms and amplify women's voices in civic discourse.

The Dutch Human Rights Tulip Award finalists also benefited from RNW Media's expertise. As part of their training, they attended a masterclass titled "Introduction to Disinformation," empowering them to strengthen the resilience of their initiatives against online falsehoods. One finalist, Wilker Dias, went on to develop and deliver their own training session on disinformation, amplifying the ripple effect of RNW Media's knowledge-sharing model.

Throughout the year, RNW Media also offered specialised courses such as "Countering Disinformation and Hate Speech with Digital Media" and "Media Campaigns for Social Change and Advocacy." Delivered in multiple iterations, these 15-day trainings provided participants with theoretical foundations and practical techniques to launch impactful campaigns, build narrative resilience, and challenge disinformation in both traditional and digital environments.

Across all programmes, RNW Media demonstrated that combating information disorder is not solely about debunking falsehoods. It is also about empowering media professionals, civil society actors, and local communities to reclaim truth, rebuild credibility, and foster informed civic participation in an increasingly complex information landscape.

Supporting local journalism to amplify truth in communities

In 2024, RNW Media worked closely with journalists, storytellers, and young creators to support local journalism that reflects real people, real issues, and real impact. Across our programmes, we saw how investing in local voices builds trust, strengthens communities, and helps counter the spread of harmful narratives.

Under the Masarouna programme, partners such as Raseef22 and Hikaya continued to lead community-based journalism grounded in people's daily lives. Their stories were shaped by local perspectives and driven by facts. Training in fact-checking and addressing hate speech helped these partners deliver credible, inclusive reporting that spoke directly to their audiences.

In Yemen, the WPS3 programme amplified the reach and influence of local journalism through a strategic collaboration between Manasati30 and Mashaker Media. Together, they launched a high-impact campaign that elevated the voices of women journalists and brought visibility to the structural barriers they face, from censorship to gender-based violence. Through a compelling mix of videos, cartoons, and audience driven surveys, the campaign ignited national discourse and was featured across 14 media outlets, signaling widespread resonance. This initiative not only sparked vital public conversations but also reinforced the indispensable role of women journalists in shaping inclusive, informed debate within Yemen's media landscape.

"We have been collaborating on debates that introduce youth to the most pressing issues in our country while also ensuring that discussions on WPS remain relevant and impactful." — **Elyas Khan, Executive Director, Manasati30**

The team also created safe spaces for civic dialogue, including the Womenyat Facebook group, which continues to grow. These platforms gave women and young people the tools to tell their stories and engage meaningfully with their communities.

In Georgia, the Digital Sexuality Education (DSE) project placed youth leadership at the forefront, empowering young volunteers to become visible changemakers in digital advocacy. Through self-produced videos, street interviews, and

personal storytelling, these youth tackled taboo topics often ignored by mainstream media, using their lived experiences to spark honest, relatable conversations. Their work bridged the gap between online advocacy and everyday realities, amplifying the voices of a generation too often left unheard. and redefining how inclusive, youth led media can shape public understanding around sexuality and rights.

In Uganda, the Press Freedom Programme brought five journalists to the Netherlands for hands-on learning. They received training on how to report safely and accurately around elections and visited key institutions such as Free Press Unlimited and the Dutch Ministry of Foreign Affairs. This experience gave them new tools to protect themselves and report with greater confidence upon returning home.



DeFactoApp: Empowering Cuban youth to combat misinformation

With support from the RNW Media Innovation Fund, the Mas Voces Foundation launched DeFactoApp, an AI-powered mobile tool that enables young users in Cuba and the diaspora to detect and debunk misinformation in real time. Originally piloted as YouthCheck, the app builds on elTOQUE's trusted fact-checking brand and uses natural language processing to analyse YouTube content, verify claims, and promote media literacy. Co-created with a youth advisory board, the app is expected to reach over 220,000 users. By equipping young people with tools to challenge disinformation and amplify verified content, DeFactoApp strengthens independent journalism and civic engagement in closed media environments.

Meanwhile, through RNW Media's training centre, journalists from different

countries took part in a 15-day course on public interest journalism. They sharpened their investigative skills and developed reporting plans to take back to their communities. Another group participated in a digital content creation course, learning how to produce videos and podcasts that spotlight local stories.

We also ran podcasting and gamification workshops in Morocco and Indonesia, helping partners use creative approaches to share important messages. These new formats made it easier to connect with people and encourage community dialogue on sensitive topics such as SRHR and social justice.

From Yemen to Georgia, and Uganda to Morocco, we saw how local journalism can uncover truth, challenge norms, and bring communities together. When people are trusted to tell their own stories, they do more than inform. They inspire.

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

Visit from the Dutch Ambassador for cybersecurity

In December 2024, RNW Media had the honour of welcoming Mr Ernst Noorman, the Dutch Ambassador for Cybersecurity, to our headquarters in the historic Koepel in Haarlem.

The visit provided a valuable opportunity for dialogue and exchange between RNW Media and the Ministry of Foreign Affairs on shared priorities for a digital future, particularly the importance of keeping the internet open, safe, and inclusive. The conversation reflected our mutual commitment to ethical technology, digital rights, and international cooperation in the face of growing cybersecurity challenges.



In an increasingly hostile digital environment, RNW Media prioritised digital safety and well-being to ensure that individuals and communities could engage online without fear or harm. Across our programmes, we worked to strengthen protection measures, build digital resilience, and promote mental well-being for those most at risk.

Through the Masarouna programme, RNW Media provided direct digital safety and security (DSS) coaching to partners including Hikaya, PCC, and 7amleh. This support helped partners assess and enhance their digital security policies, improve safeguarding protocols, and better protect their teams and audiences. In response to shrinking civic spaces and increasing threats, RNW Media also offered psychosocial support to address the emotional toll that advocacy and activism can take, particularly during times of crisis.

Within the WPS3 programme, digital safety took on a deeply personal dimension. In Yemen, the Womenyat Facebook group (run by Manasati30) provided a secure and trusted space for women to connect, share, and seek help. In 2024, 32 women received direct consultations or therapy through the platform. Live sessions on emotional management and digital violence helped participants understand and navigate the psychological impact of online harassment and gender-based digital abuse. These efforts created a trauma-informed space where women could fully participate in digital life.

At a global level, RNW Media's training centre, RNTC, developed and launched a Digital Safety Toolkit tailored to the needs of journalists and citizen reporters working in high-risk environments. Created in close collaboration with partners, the toolkit offered clear, practical guidance on topics such as data protection, online harassment, and digital hygiene.

"The toolkit was a lifesaver. It helped me understand how to stay safe while reporting on sensitive issues." — **Independent journalist, Colombia**

To reinforce capacity across our network, RNW Media facilitated a Trainer Lab session in 2024 on Everyday Digital Safety and Security. Led by expert trainers, the session equipped alumni, trainers, and partner organisations with hands-on tools and actionable strategies to navigate online environments more securely. Through interactive discussions and real-life scenarios, participants explored practical ways to strengthen digital hygiene in their work and communities.

A total of **61 individuals participated**, including representatives from YUWA Nepal and Reach a Hand Uganda. All participants left better prepared to support safe and responsible digital engagement.

Together, these initiatives reflect RNW Media's belief that safe digital participation is a human right. By combining technical training with emotional support and inclusive design, we are helping to ensure that everyone, not just the most connected or confident, can take part in shaping the digital public sphere.



Cross-cutting achievements

In addition to its strategic pillars, RNW Media integrates key cross-cutting themes that are essential to building inclusive, ethical, and forward-thinking digital media ecosystems. These themes, Artificial Intelligence and Gender, transcend specific programmes and geographies, shaping how we design, implement, and evaluate our work across the board. In 2024, both themes played a critical role in informing our partnerships, campaigns, and advocacy efforts.

Artificial intelligence

From early 2024, RNW Media adopted an AI-supported strategy, that is, we support global and local independent media to build awareness and skills on AI and utilise AI ethically and responsibly in content creation, curation, recommendation, moderation, distribution, promotion, and audience analytics ensuring that human-centred goals remain the focus.

In Q1 2024, to better understand the status and challenges our partners face in utilising AI, we conducted research to collect AI user stories. 124 organisations and individuals participated in the survey, and 8 network partners were interviewed. The results showed that 84% of respondents ranged from using AI for work sometimes (for specific tasks) to using it often or always. Only 7% of respondents claimed that they do not use AI at all. We found that most organisations and individuals use AI for content production, contextualising images, and reaching youth about sensitive topics such as WhatsApp chatbots. Responses from the survey also showed the significant role of AI in various industries, particularly journalism, art, education, and marketing, as well as in research and professional skill development. Additionally, the research identified the main challenges our partners face in utilising AI, such as effectiveness in using AI tools, understanding the capacities and limitations of AI, global disparities in AI development and adoption, ethical implications (data privacy, morally problematic algorithms), and so on.

Based on the research, we conducted a session on ‘Trustworthy AI and digital media: How does GenZ make sense of it all?’ at the 2024 Mozilla Festival. Furthermore, our report on ‘Reality or Hype? Adoption of (generative) AI technology by digital media organisations in the Global South: Perspectives, Reflections and Questions for Inclusive Digital Future(s)’ was selected and featured in the 2024 annual report of the Dynamic Coalition on the Sustainability of Journalism and News Media (DC-Sustainability) of the Internet Governance Forum (IGF) of the United Nations.

To implement our AI-supported strategy, we focused on building awareness and knowledge on AI both internally and externally. Internally, we set up a multidisciplinary AI taskforce to spearhead and oversee our AI initiatives. We organised an AI day to brainstorm AI implications in digital media, including a knowledge-sharing session from GrowthTribe on custom GPT. An AI learning circle was established and several group learning activities were conducted, including a group training on "We are AI" from the Peer-to-Peer University. AI tools, such as Copilot, ChatGPT, Canva, and Otter, were subscribed to support our daily operations and digital campaign activities. We also created custom AI chatbots — 'LS Knowledge Compass' and 'Course Fairy' — designed to support RNTC training participants to better navigate our learning solutions. Furthermore, we focused on integrating AI into our new and existing digital media and learning solutions; by the end of 2024, 65% of all solutions and 100% of new solutions developed had adopted AI.

Through the RHRN2 programme, RNW Media experimented with AI and gamification to boost content engagement and expand the visibility of public interest media. A notable example came during World Press Freedom Day, when an AI-generated quiz allowed users to explore their views on press freedom. The quiz reached over 273,000 people, achieving a 3.1% engagement rate, highlighting how interactive formats powered by emerging technology can deepen audience interaction on core rights-based issues.

Beyond our organisation, we have helped our partners and other Dutch development organisations to harness AI's potential. We delivered a workshop on utilising AI for social change for Save the Children Netherlands, and a masterclass on AI and NGO communication for Digital Europe. These initiatives received very positive feedback and especially highlighted RNW Media's position in the Dutch development sector as "ahead of the curve" in exploring and harnessing the potential of AI in media development and social impact, while also promoting collective learning, internally and externally, about using AI mindfully and ethically.

Responsible innovation for ethical media futures

As artificial intelligence continues to reshape digital communication, RNW Media remains at the forefront of ensuring its use in media upholds human rights,

transparency, and ethical standards. In 2024, our programmes embraced AI not as a trend but as a tool that must be guided by values and accountability. "AI is powerful, but without the right values, it can easily be harmful. RNW Media helped us use AI to elevate marginalised voices, not erase them," said Amal, Digital Storyteller, Tunisia.

Through its collaboration with Raseef22, RNW Media explored the complex role of AI in media and advocacy. The platform experimented with AI tools to support content creation, audience engagement, and fact-checking but remained alert to the risks of narrative manipulation, especially during times of conflict. "AI has the potential to be a powerful tool for good, but unfortunately, it is also being weaponised. We see it actively shaping narratives in ways that justify violence and distort realities. This is why ethical AI use must be prioritised. If AI is not approached from a human rights perspective, it can cause significant harm," said Raseef22.

Haarlem Declaration: Advancing ethical AI use in digital media

At the centre of RNW Media's AI efforts in 2024 was the launch of the Haarlem Declaration, a global commitment to the ethical use of artificial intelligence in digital media. Developed following the Digital Media Impact Summit (DMIS), the declaration outlines six core principles that serve as a practical and values-based framework for AI in media:

Transparency & explainability:

Ensuring users know when and how AI is being used.

Ethical data practices:

Safeguarding data privacy and informed consent.

Information integrity:

Embedding fact-checking protocols for AI-generated content.

Bias minimisation: Actively addressing algorithmic bias.

Human-centred approach:

Maintaining human oversight in editorial processes.

Environmental responsibility:

Acknowledging and reducing AI's ecological footprint.

Signatories also committed to practical implementation steps, including ethical AI checklists, staff training, regular audits of AI tools, and public sharing of best practices. "The Haarlem Declaration provides a clear blueprint, not only for how AI should be applied ethically but also for why it matters," said Surabhi Srivastava, Media Innovation Lead, RNW Media.

By the end of 2024, 16 organisations had signed the declaration, including partners from Kenya, Yemen, Bangladesh, Indonesia, Egypt, Jordan, and Canada. Among them were NairobiBits Trust, Manasati30, Talk Africa, Radio Ergo, Biozid Climate Institute, and the University of Lagos Radio Station. The declaration remains open for new signatories into 2025.

Finally, RNW Media became a member of the Inclusive AI Consortium, a global initiative led by Utrecht University and Adobe dedicated to fostering collaboration and co-design between critical changemakers who are design experts in the technology industry, AI ethicists, civic actors, and digital anthropologists.

As AI becomes increasingly embedded in media systems, RNW Media continues to lead with purpose, ensuring that the tools shaping tomorrow's digital spaces are rooted in integrity, inclusion, and the public good.

Gender

In 2024, RNW Media continued to place gender equality at the core of its programming, recognising that safe, inclusive, and empowering digital spaces are essential for advancing the rights of women and gender-diverse individuals worldwide. Through a mix of digital campaigns, capacity building, and targeted support for women-led media platforms, RNW Media worked with its partners to challenge harmful gender norms and champion stories that reflect the full diversity of human experiences.

A digital product we co-developed with Inroads (International Network for the Reduction of Abortion Discrimination and Stigma) and Share-Net International is Algospeak.net, which is an online dictionary specifically tailored to digital content creators who report on sex, reproductive health, and rights.

AlgoSpeak, or 'algorithmic speak,' comprises words used to circumvent algorithms that monitor, block, delete, or suppress certain words deemed inappropriate, taboo, sensitive, or vulgar across many different digital systems. The product will be launched and rolled out to more countries in 2025.

On International Women's Day, we launched a campaign encouraging collective action to create safe and equal digital media spaces for women and girls. Partnering with four RHRN2 organisations: BRAC, Nairobis, YGSI, and YUWA, we also introduced AI-powered tools to enhance content quality and engagement. Country-specific visuals were designed to resonate with local audiences, resulting in meaningful engagement with over 25,000 individuals and an engagement rate of 4.32%.

For the 16 Days of Activism, we developed five powerful, hypothetical stories highlighting different manifestations of technology-facilitated gender-based violence (TFGBV). These narratives were set in diverse global contexts (Bangladesh, Kenya, Morocco, Mexico, and the Netherlands) and represented a spectrum of identities, including variations in age, skin tone, profession, religion, and disability. This inclusive approach ensured that the stories reflected the real-world complexity of gender-based violence and resonated deeply with audiences across geographies.

This commitment to inclusivity also shaped our work with the Digital Sexuality Education (DSE) project in Georgia, where gender remained a guiding principle. The campaign addressed both women's and men's health needs and challenged binary SRHR narratives. Influencers like Lasha Fox helped widen the campaign's reach, and TabooTalk was recognised for spotlighting often-overlooked male experiences with over 2.4 million video views. **On TikTok, there were 1.1 million video views, 22000 profile views, and 6.6K saved videos.** Female users responded positively, highlighting how the platform made them feel seen and supported. In focus groups with platform users, a consistent theme emerged: the platform plays a pivotal role in offering nuanced, gender sensitive perspectives on topics that are considered taboo in Georgia. One user shared, *"When I first discovered TabooTalk, I thought, 'I wish this had existed when I was younger, when I needed support.' Back then, I didn't have friends or resources like this to turn to for guidance."*

Our commitment extended to supporting women-led platforms, such as Elle Citoyenne in Togo. With RNW Media's backing, Elle Citoyenne expanded its reach and strengthened its role as a safe digital space where women could share

stories, mobilise, and advocate for change. *"RNW Media's support helped us grow our platform and reach more women. We're not just telling stories, we're changing narratives and pushing for policies that protect women's rights,"* said Adjoa, Co-founder of Elle Citoyenne, Togo.

63.1K
Total likes

+36.1K from 27K

5.6K
Saved posts

-1K from 6.6K

2.4M
Video views

+1.3M from 1.1M

9.3s
Average post time
watched

-3.1s from 12.4s

34.7K
Profile
Views

+12.4K from 22.4K

We also integrated gender-sensitive training and mentoring into our broader capacity-building work, ensuring women and gender-diverse individuals are represented in the digital discourse, particularly in contexts where civic space is restricted and gender equality is often under threat.

In Yemen, the WPS3 programme approached gender not as a standalone theme but as a cross-cutting lens embedded in all activities, from survey design and storytelling to debate campaigns and advocacy content. Campaigns like “Women Make the Change” and the “Best Quote” contest spotlighted the voices of women activists and professionals, while survey insights on societal barriers to women’s leadership directly informed campaign strategies and policy messaging.

Together, these initiatives reflect RNW Media’s holistic approach to gender, centred on representation, empowerment, and impact. By elevating underrepresented voices and challenging gendered power dynamics, we continue to help shape more inclusive digital media ecosystems that reflect the realities and aspirations of all.

Financial overview

Financial overview

€6.1M
Project income

€0.3M
Other income

Note: Please note that these figures are provisional, as an external audit is currently underway.

€7.9M
Expenditure

-€1.5M
Result



Moving forward

Digital media is reshaping the way people access and engage with information, particularly in restrictive environments where traditional media is often distrusted. While this shift holds transformative potential, empowering citizens, amplifying marginalised voices, and fostering democratic values, it also presents serious risks. Independent and public interest media, essential for open societies, face existential threats from political repression, funding shortages, and the monopolisation of digital spaces by tech giants.

Disinformation is spreading unchecked, weakening societal cohesion and enabling authoritarian regimes to manipulate public opinion. Journalists and digital human rights defenders are under increasing attack, while smaller media outlets struggle to survive financially in a landscape dominated by a few powerful platforms. The rise of AI, although full of

potential, further complicates matters by accelerating misinformation and amplifying bias.

At the same time, gender-based violence online, digital exclusion, and the erosion of press freedom contribute to a growing crisis in the global media ecosystem. Women and marginalised groups are disproportionately affected, with nearly 3 billion people still disconnected from the digital world.

In response, RNW Media reaffirms its commitment to building a diverse, inclusive, and resilient digital media landscape. The organisation aims to support independent local media, promote the ethical use of technology and AI, defend freedom of expression, and address pressing narratives around gender, migration, and human rights. Through innovation, partnerships, and advocacy, RNW Media seeks to safeguard information integrity and empower media to drive positive social change.

The end of 2024 marked a key milestone: the birth of RNW Media's new Strategy for 2025–2027, a renewed commitment to strengthening pluralistic, rights-based digital media ecosystems in an increasingly complex and contested global information landscape.



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