Solution Portfolio 2025
RNW Media

RNW Media
supports
independent
digital media to
**champion human
rights** and **advance
the public good**

78 years
**of experience in
journalism and media**

57 years
**of expertise in
delivering accredited
training**

About Us

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

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

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

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

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

Focus Areas

Core areas of expertise:
- Media Viability
- Information Integrity

Cross-cutting theme:
- Ethical Technology and AI Deployment
- Enabling Democratic Discourse on Gender
- Promoting Inclusive Migration Narratives

What We Do

RNW Media co-creates innovative and locally relevant digital media and learning solutions that drive reach and engagement, sustainability, and impact. From 1968, our training center **RNTC** has provided professional journalism and media training to over 10.000 journalists, media makers, and communication professionals from over 110 countries.

Who We Serve

- Global and Local independent and public interest media
- Non-profits or for-profits utilizing digital media for public interest
- Individual journalists, media makers, and communication professionals

Our Terminology

RNW Media uses the term **solution** as a universal concept that applies across expertise areas and sectors. It reflects our commitment to identifying needs, tackling challenges, and delivering tangible, lasting impact.

In the context of RNW Media's work, **a solution is a co-created, purpose-driven product** that addresses a specific societal problem. A service is how that solution is delivered to our partners. Each solution integrates our expertise in digital media, learning, and strategic consultation to strengthen impact and build capacity for social impact.

Solutions take many forms — including training, masterclass, coaching, assessment, consultation, research, events, data tools, and digital products — and may be delivered in person, online, or in hybrid formats. All solutions are grounded in evidence-based methods, context-driven design, and measurable outcomes.

Ultimately, every RNW Media solution is designed to empower partners, amplify voices, and drive sustainable social impact through a combination of innovative content, participatory processes, and actionable insights.

About Solution Portfolio

RNW Media defines **a solution portfolio as a structured presentation of our solutions**, organised in a way that makes them easy to navigate, connect, and apply. Each solution is categorised, linked to others, and sequenced to guide partners through a coherent learning and transformation journey.

The 2025 solution portfolio comprises **53 solutions**, organised into **7 thematic categories**, including AI & Emerging Technologies, Digital Rights, Safety & Accessibility, Digital Media & Journalism, Digital Media Leadership, Digital Marketing, Engagement & Movement Building, Digital Narratives & Communication, and Specialist Areas.

While these categories are distinct, they are also complementary and often overlap, reflecting the interconnected nature of today's digital challenges.

Designed around the needs of the organisations and individuals we serve, the portfolio offers a complete pathway for embracing ethical and effective digital and AI transformation — helping our partners accelerate their impact and shape a better future.

Our Niche

RNW Media stands apart in the media development ecosystem by combining 78 years of journalism and media expertise with a forward-looking focus on digital and AI transformation, innovation, ethical inclusion, and social impact.

We merge audience-first and human rights-centred approaches into co-created, purpose-driven solutions designed for today's complex media and information ecosystem — not the traditional media development models of the past.

- **Cross-cutting digital expertise** — Our portfolio spans AI & emerging technologies, digital rights and safety, media viability, digital community building, ethical content moderation, counter-disinformation, inclusive gender narratives, and more — all grounded in audience-first, data-driven, and human rights-centred principles.
- **Full-spectrum digital transformation support** — From Digital Media Context Analysis to Digital Transformation Assessment and Blueprint, we accompany partners through the entire journey, not just one-off interventions.
- **Solution-based, not service-based** — Every RNW Media solution is a designed product with a defined problem, measurable outcomes, and a clear delivery format — whether training, masterclass, coaching, consultation, assessment, research, event, or digital tool.
- **Specialised support for small and mid-sized digital media in restrictive contexts** where resources, freedoms, and access are limited.
- **Ethics and inclusion at the core** — We prioritise marginalised audiences and ensure voices with less access to expression are heard, often through gender and migration-inclusive perspectives.
- **Future-oriented, AI-integrated solutions** — Helping partners adopt AI ethically to strengthen resilience, informed by our programme impact in multiple regions.

- **Learning by doing** — We blend cutting-edge theory with real-world case studies. Trainings and masterclasses are followed by hands-on coaching and consultation to ensure learning becomes action.
- **Global reach, local relevance** — Active in over 40 countries, we co-create context-sensitive solutions with a global network of experts and trainers from more than 20 countries.
- **Localised and co-created** — Delivered in local languages and developed with partners to empower local ownership so that impact endures beyond our involvement.
- **Evidence-driven and impact-oriented** — With integrated monitoring and evaluation, we show clear results — from millions reached in campaigns to measurable organisational growth.
- **Flexible formats** — Offering hybrid learning experiences and customised training and coaching for maximum relevance.

RNW Media's niche is delivering integrated, co-created, and measurable solutions that harness digital media and technology for inclusive, ethical, and sustainable social impact.

Our Impact In Numbers

- **78 years** in journalism and media
- **57 years** delivering accredited courses (RNTC International Certificate)
- **ISO 9001 certified** solution development process
- Network of **80 top media trainers** with diverse, global backgrounds
- **10,000+** journalists and media makers trained worldwide
- **94% alumni** reported a positive career impact
- **50% alumni** grew their professional network

- **In 2024:**

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

Our Service

We offer a range of capacity-building and consultation services designed to strengthen the impact and resilience of digital media actors.

Our services are rooted in an audience-first and human rights-centered approach, with a strong focus on long-term social impact. We aim not only to build the capacities of individual organizations but also to contribute to a healthier, more inclusive digital media ecosystem.

All services are adaptable and complementary, suitable for stand-alone interventions or integration into long-term partnerships, depending on the needs and context.

Our training, masterclasses, and coaching are delivered through our internationally recognized training center, RNTC, and include certification to ensure global standards of excellence.

We guide your decision-making

**Assessment
Consultation**

We build your capacity

**Masterclass
Training
Coaching**

We deliver impact with you

Collaborative digital products

We strengthen the digital media landscape

**Data tools
Research
Events**

We **guide** your decision-making

We bring together a **team of experts** who assess your unique challenges and deliver **tailored strategies and insights** to help you navigate digital media complexities.

Assessment　　　　**Consultation**

We **build** your capacity

We equip you with the knowledge and skills **to excel in digital media**, covering topics like storytelling, combatng disinformation, and other critical topics. Engage with us for **a single training or full package leading to certification**.

Masterclass　　　**Training**　　　**Coaching**

We **deliver** impact with you

Experts team up with your organisation to **co-create innovative digital products**. Together, we define objectives centered on gathering evidence and create a product that provides **significant value to our audiences**.

Collaborative digital products

We **strengthen** the digital media landscape

We produce **data-driven insights and research** to support evidence-based interventions. We also host **strategic convenings** to promote sustainable media partnerships.

Data tools　　　**Research**　　　**Events**

At a glance

Assessment

A structured evaluation of organizational strengths and gaps in specific digital areas to inform strategies or capacity building.

Consultation

A thoughtfully prepared analysis with strategic recommendations, tailored to your specific media-related needs.

Masterclass

A short overview of a specific topic, delivering key takeaways and actionable insights. Offered in-person or online.

Training

An intensive, hands-on learning experience where participants develop new skills and apply them to real-world scenarios.

Coaching

A series of customized sessions where an expert guides decision-makers to develop or refine digital media strategies.

Collab-Digital Products

Engaging in a creative and collaborative process to develop products, that are both relevant and impactful for our audiences.

Data Tools

Accessible online tools that track digital media trends and showcase insights in a comprehensive overview.
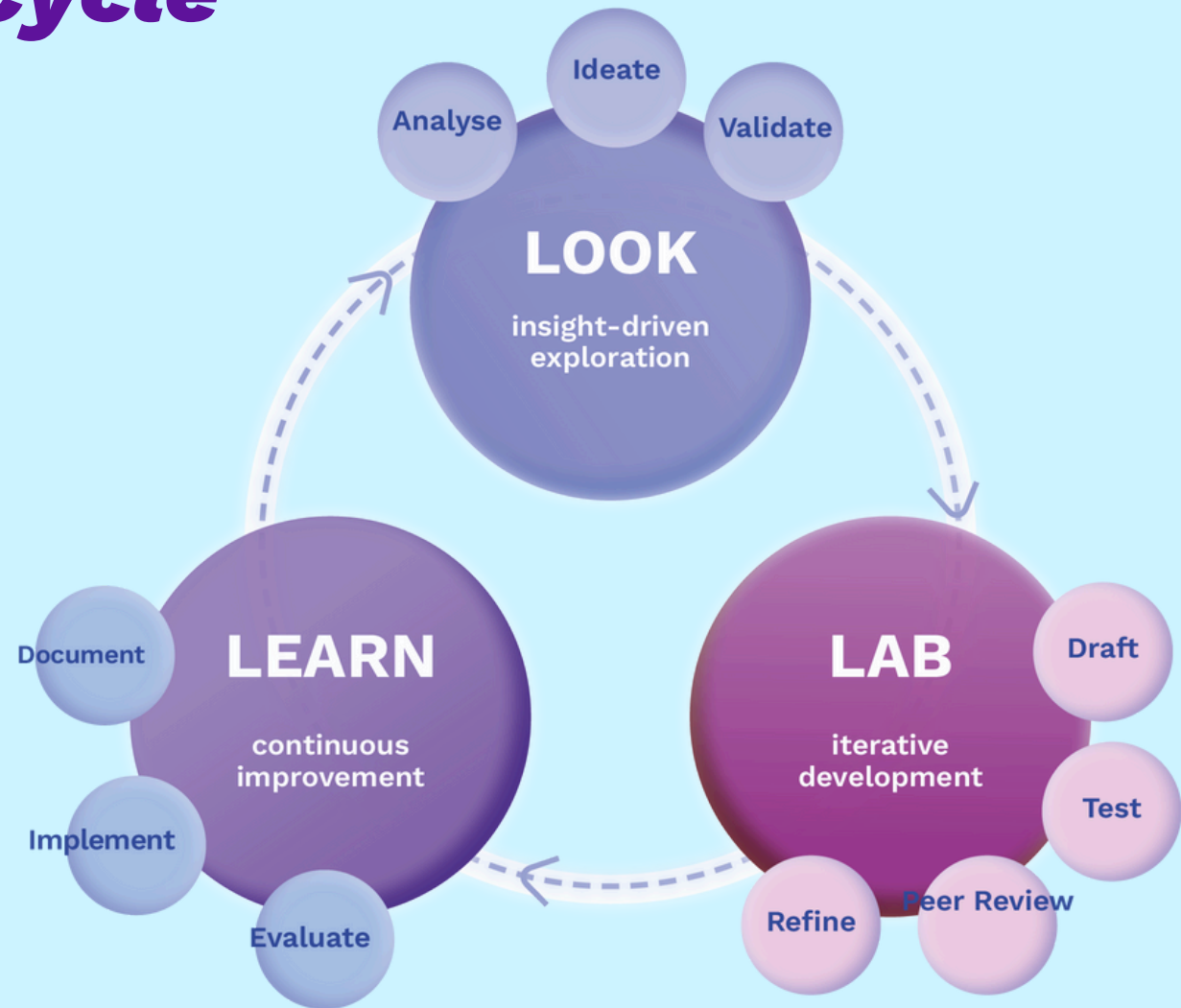
Research

Generation of evidence focused on supporting public interest media work, in collaboration with academic institutions.

Connection Events

Strategic convenings for media professionals to tackle challenges, and exchange strategies to drive meaningful change.

Our Solution Development Cycle

Our solution development cycle is guided by an ISO 9001 certified '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.

LOOK
insight-driven exploration

Ideate
Analyse
Validate

LAB
iterative development

Draft
Test
Peer Review
Refine

LEARN
continuous improvement

Document
Implement
Evaluate

Our Methodology

Our methodology is founded on a co-creation and data-driven approach, guided by principles of audience-first, human rights-centered, and promoting sustainability. Besides, RNTC facilitated lifelong learning journeys, where hands-on, multilingual, and online and blended learning experiences equip trainees with practical skills that translate into real-world impact.

Co-creation

Audience-first

Promote Sustainability

Data-driven

Human Rights-centered

Our Approach

Many media development initiatives still follow a top-down approach, resulting in power imbalances between the Global North and South. These approaches often produce solutions that fail to reflect local realities or meet the evolving needs of the communities they aim to serve.

At RNW Media, we define co-creation as an **iterative, collaborative process** where diverse stakeholders—journalists, media makers, researchers, technologists, donors, and audiences—jointly develop solutions rooted in **mutual accountability and contextual relevance**. More than a methodology, co-creation is a strategic mindset that centers inclusivity, equality, and shared ownership.

We embed co-creation across our **programme design** and **solution development cycle**. This means involving local partners in needs assessments, activity design, and the development of content, tools, and frameworks. Whether we are co-designing white papers, curricula, or digital tools, we ensure local expertise is integrated through validation, testing, or peer review. Our approach prioritizes long-term relationships, peer collaboration, and equal ownership—enabling sustainable innovation that is trusted by those it serves.R

Co-creation

Many independent media organizations operate without the data they need to understand their audiences or evaluate their impact. In restrictive or fragile contexts, this lack of insight limits their ability to respond to disinformation, improve engagement, or make strategic editorial decisions.

We define a data-driven approach as the **ethical integration** of data collection, analysis, and decision-making across all stages of media development. At RNW Media, we position ourselves as a **catalyst for data-informed digital media strategies** that respect privacy and empower both organizations and their audiences.

We implement **data-driven programming** through both programme design and capacity building. By combining **audience-generated data** with **organizational performance data**, we gain valuable insights into audience needs and organizational gaps, enabling partners to develop strategies and learning journeys that address both **demand and supply.** We also help partners to embrace **data-driven decision-making**, including embedding data use in the editorial process and strategy development. Internally, we apply data practices to evaluate the impact of our programmes and inform our advocacy and solution design. Across all activities, we champion responsible data use that enhances relevance, quality, and trust in media.

Data-driven

Our Guiding Principle

Audience-first

Many media projects overlook their audiences' lived experiences, especially those of young people, women, and marginalized groups. When audiences are treated as passive consumers rather than active participants, media content risks being disconnected, ineffective, or exclusionary.

At RNW Media, we apply an audience-first principle: designing with, not just for, the people we aim to reach. This approach centers audience **needs**, **values**, and **digital behaviors**—ensuring media content and strategies are relevant, engaging, and inclusive.

Our implementation involves integrating audience insights throughout **the entire digital media content lifecycle**, such as user-generated content production and audience-led content moderation. We use audience insights to inform editorial direction, channel strategy, and content formats. We co-create **inclusive digital community engagement** that prioritizes safety, inclusivity, and interactivity. Our partners are supported to build communities—both online and offline—around their content, enabling **real-time feedback loops** and fostering **civic dialogue**. We challenge extractive platform models and instead promote decentralized, immersive, and culturally-rooted ecosystems that elevate local voices and narratives.

Across the globe, media professionals and their audiences face escalating threats to freedom of expression, digital privacy, and safety. Repressive regimes are using technology to silence dissent, while vulnerable groups face disproportionate harm online.

RNW Media takes a human rights-centered approach that embeds **international human rights standards** and digital protections into every aspect of our work. We promote media freedom, the right to access to information, and freedom of expression from a **digital rights lens**. Our work on crosscutting topics such as gender and migration upholds the rights of gender equality and rights freedom of movement. Besides, our solutions on digital accessibility strengthen internet universal connectivity and uphold the rights of persons with disabilities.

We operationalize our human rights-centered approach through **digital rights programming**, ethical and inclusive content moderation, digital safety and security, and advocacy. We support partners in **identifying and mitigating risks** related to digital surveillance, harassment, and disinformation. We prioritize local voices, especially from **marginalized communities**, to ensure their experiences shape the solutions we co-create. We also participate in **rights-based advocacy networks** to promote rights-respecting technology and policies.

Human Rights-centered

Our Guiding Principle

Promote Sustainability

Independent media face mounting pressures from financial instability, shrinking donor support, and monopolized digital infrastructure. Without sustainable models, many public interest outlets—especially in the Global South—struggle to survive, putting pluralism and democratic accountability at risk.

For RNW Media, sustainability means enabling media organizations to build **financial, operational, and editorial resilience** for the long term. It involves not only securing diverse revenue streams but also adapting to digital change and maintaining independence in politically and economically volatile contexts.

We actively participate in the development of **sustainability industry standards**. Through our **subcontracting and sub-granting mechanisms**, we facilitate direct or core funding for local public interest media to embrace digital transformation and sustain their business. We empower media partners with benchmarked data insights on their change readiness to develop **innovative business models**, embrace **ethical monetization**, and explore **decentralized technologies**.

Our work is supported by **advocacy for increased and more flexible direct and core funding** for public interest media. Through The Vine, we foster **communities of practice** where lessons and innovations on media sustainability are exchanged and scaled. Besides, we support **future-oriented and environmentally responsible technology use** as part of sustainable digital transformation.

Solution Portfolio

AI & Emerging Technologies

- Reimagining Journalism with AI Models and Agents *(training, coaching)* `NEW`
- Understanding AI: Programs, Power, and Global Perspectives *(masterclass, coaching)* `POPULAR`
- The Talk of Tomorrow: AI-Supported Communication Strategy *(masterclass, coaching)*
- AI Ethics: Ecosystems of Response-ability *(masterclass, coaching)* `BEST`
- Content Authenticity and Provenance *(masterclass, coaching)* `NEW`
- From Chat to Change: Encrypted Messaging Platforms for Social Impact *(consultation)*

Digital Rights, Safety & Accessibility

- Digital Safety and Security Assessment *(assessment, consultation)*
- *Introduction to Digital Safety and Security (masterclass, coaching)*
- Digital Safety and Security *(training, coaching)* `BEST`
- Web Accessibility Assessment *(assessment, consultation)*
- Inclusive Design: Creating Accessible Digital Content *(masterclass, coaching)* `POPULAR`
- Digital Rights Advocacy for Tech Platform Accountability *(consultation)*
- AlgoSpeak.net: Online Dictionary Counter Digital Censorship *(digital product)* `NEW`

Digital Media & Journalism

- Investigative Journalism: From Hypothesis to Story with AI Tools *(training, coaching)*
- Navigating Disinformation Around Elections (masterclass, coaching) `BEST`
- Counter Disinformation with Digital Media (training, coaching) `POPULAR`
- Ethical Treatment of Sources (training, coaching) `NEW`
- Digital Content Creation (training, coaching) `BEST`
- Video Essentials: Audiovisual Production *(training, coaching)*
- Podcasting Essentials: Audio Production *(training, coaching)*
- Data-driven Editorial Decision Making *(consultation)* `NEW`
- Gender, Race, and Inclusion Reporting *(training, coaching)* `NEW`
- Technology-Facilitated Gender-Based Violence Reporting (training, coaching) `NEW`
- Gender Journalism Content Hub *(digital product)*

Digital Media Leadership

- Digital Media Landscape Analysis *(research)*
- Digital Transformation Assessment *(assessment, consultation)* `BEST`
- Digital Transformation Blueprint *(consultation)* `BEST`
- Digital Community Roadmap (masterclass, *coaching*)
- Digital Media Leadership *(training, coaching)* `NEW`
- Digital Channel Strategy Development *(consultation)* `POPULAR`
- Digital Content Strategy Development *(consultation)*
- Deep Dive into TikTok (consultation) `POPULAR`
- Introduction to Media Viability *(masterclass, coaching)* `NEW`
- Smart Budgeting in Uncertain Times (masterclass, coaching) `NEW`

Digital Marketing, Engagement & Movement Building

- Digital Media Campaigns for Advocacy *(training, coaching)* `POPULAR`
- MEAL of a Campaign (training, *coaching*) `BEST`
- Social Listening for Public Interest (consultation, data tools)
- Ethical and Inclusive Content Moderation *(training, coaching)*
- Conflict-sensitive Content Moderation *(consultation)* `BEST`
- Sustainable Media Relations (training, coaching)
- Social Media Influencers for Good *(masterclass, coaching, consultation)* `POPULAR`
- SMART Targeting *(consultation)*
- Search Engine Optimization 2.0 Assessment *(assessment, consultation)*

Digital Narratives & Communications

- Persuasive Digital Storytelling *(training, coaching)* `POPULAR`
- Introduction to Storytelling (masterclass, coaching)
- Storytelling for Narrative Agency and Change *(Masterclass, coaching)* `NEW`
- Bridging Online Engagement to Offline Services *(consultation)*
- Gamification: Play for Progress *(masterclass, coaching, consultation)* `BEST`

Specialist Areas

- Training of Trainers *(training, coaching)* `POPULAR`
- Digital Product Management Support (*consultation*)
- Digital Media Impact Summit (*events*)
- Build Your Digital SRHR Community (training, coaching)
- Create Engaging and Persuasive SRHR Content (training, coaching)

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Our Impact Pathways

Alongside our solutions, RNW Media also offers **impact pathways** — carefully designed combinations of related solutions that work together to address a specific problem or meet a defined partner need.

These pathways are built around a common impact objective and combine multiple, complementary solutions into a coherent, results-oriented programme. Our experience has shown that a **one-off intervention** often cannot address the complexity of the challenges our partners face. Impact pathways ensure a systematic, comprehensive, and sustained approach to change.

Together, these pathways form **a learning and action journey** that empowers partners to reshape the digital media and information ecosystem with skill, strategy, and measurable impact.

Ethical and inclusive digital technology and AI adoption help public interest media remain relevant, resilient, and impactful in the digital age — ultimately strengthening digital inclusion, amplifying voices, advancing rights, and driving positive social impact.

- Digital Media Context Analysis Research
- Digital Transformation Assessment
- Digital Transformation Blueprint Consultation
- Digital Community Roadmap Masterclass
- Data-driven Editorial Decision Making Consultation

Counter Disinformation Narrative

Tools, strategies, and ethical techniques to counter disinformation, verify content, escalate to tech platforms, and build alternative narrative agency— in the context of elections, hate speech, and polarisation.

- Navigating Disinformation Around Election Masterclass
- Counter Disinformation with Digital Media Training
- Content Authenticity and Provenance Masterclass
- Storytelling for Narrative Agency and Change Masterclass
- Digital Rights Advocacy for Tech Platform Accountability Consultation

Leverage Inclusive Digital Transformation

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Lead with confidence, strengthen media viability, and navigate financial uncertainty through strategic leadership, sustainability insights, and hands-on budgeting support.

- Digital Media Leadership Training
- Introduction to Media Viability Masterclass
- Smart Budgeting in Uncertain Times Masterclass

Boost Digital Reach and Engagement

Upscale Digital Media Leadership

Foster Safe and Accessible Digital Space

Empowering public interest media to optimise platforms, engage audiences, build and grow sustainably.

- Digital Channel Strategy Development Consultation
- Deep Dive into TikTok Consultation
- Digital Media Campaign for Advocacy Training
- Social Media Influencers for Good Consultation
- Search Engine Optimization 2.0 Assessment

Empowering public interest media to create user-friendly content, advance universal connectivity, protect vulnerable users, and strengthen digital resilience.

- Web Accessibility Assessment
- Inclusive Design: Creating Accessible Digital Content Masterclass
- Digital Safety and Security Assessment
- Introduction to Digital Safety and Security Masterclass
- Digital Safety and Security Training

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Understand AI and AI Ethics, develop AI-supported strategies, and apply AI models and agents to strengthen editorial workflows, ultimately enhancing resilience against digital disruption, boosting operational efficiency, and improving audience services while safeguarding human oversight, accountability, and trust.

- Understanding AI: Programs, Power, and Global Perspectives Masterclass
- The Talk of Tomorrow: AI-Supported Communication Strategy Masterclass
- AI Ethics: Ecosystems of Response-ability Masterclass
- Reimagining Journalism with AI Models and Agents Training

Let's ReNeW Media, Together.

Strengthen Democratic Discourse on Gender
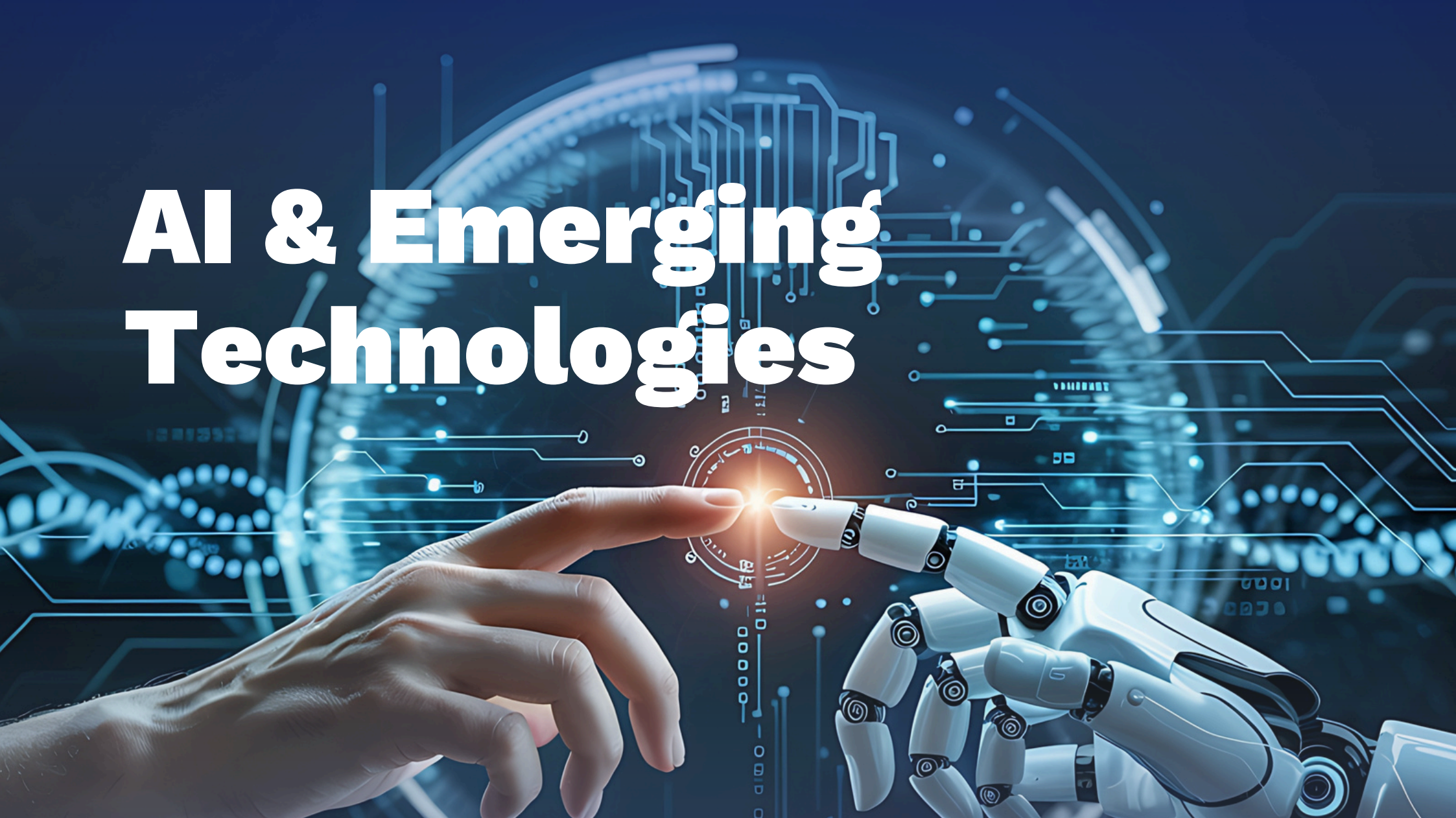
Enable Ethical & Effective AI Deployment

Empowering public interest media to create engaging content on sexual rights, advance an inclusive gendered narrative, and strengthen digital resilience against technology-facilitated gender-based violence.

- Gender, Race, and Inclusion Reporting Training
- Technology-Facilitated Gender-Based Violence Reporting Training
- Gender Journalism Content Hub - digital product
- Building Your Digital SRHR Community Training
- Creating Engaging and Persuasive SRHR Content Training

AI & Emerging Technologies

Our Solution Portfolio

Language: EN

Format: Training, coaching

Time Commitment: 24 hours

Pre-knowledge requirement: Basic understanding of journalism workflows and digital tools, no prior AI knowledge required

Customized option: yes

AI & Emerging Technology ©
Reimagining Journalism with AI Models and Agents

💡 Solution

This training provides a critical and hands-on introduction to artificial intelligence in journalism. Participants explore the scope, limitations, and ethical implications of AI, learn practical skills for using AI in reporting, verification, audience engagement, and content creation, and develop strategies to build trust in digital media. With a mix of theory, case studies, and tool practice, the course empowers media professionals to innovate responsibly, advocate for transparency, and enhance information integrity in their work.

Problem

Journalists and digital media creators are increasingly expected to integrate AI tools into their workflows while navigating complex ethical, legal, and accuracy concerns. However, most lack the literacy to understand what AI can and cannot do, and how to use it responsibly. The rapid spread of AI-generated misinformation, algorithmic bias, and privacy concerns compounds the challenge, particularly for under-resourced media in the Global South.

The solution is perfect for

- *Journalists* and *investigative reporters*
- *Digital content creators* and *newsroom editors*
- *Media trainers* and *journalism educators*
- *Media organizations* seeking responsible AI adoption

Benefits

- Hands-on practice with cutting-edge AI models and agents
- Awareness of industry standards and ethical frameworks
- Personalized learning paths and tailored use cases
- 1:1 coaching and expert follow-up visits (3–6 months)
- Access to premium digital tools and resources
- Join a 10,000+ member global alumni network
- Invitations to exclusive expert events and masterclasses
- Internationally recognized certification
- Lifetime access to our online learning platform

Solution Implementation

This blended training unfolds across three phases: a live kickoff, self-paced learning, and a final session. It begins with a 2-hour kickoff introducing the foundations of AI models and agents, ethical considerations, and real-world applications through interactive exercises and case studies.

Participants then complete two blocks of self-paced work (totaling 18 hours) on our online platform. These modules cover AI-supported research, disinformation detection, content creation, and critical prompting, with hands-on practice using tools like ChatGPT, Claude, and OSINT platforms. Learners can follow personalized pathways and receive peer and expert feedback.

A live check-in session mid-course offers coaching and troubleshooting, followed by a final session and project fair, where participants present a journalism piece created using AI tools. The course concludes with expert feedback and a practical action plan.

> JOIN NOW ⟩

Enroll as a team or book a time with our experts

AI & Emerging Technology ©
Reimagining Journalism with AI Models and Agents

Expert /Trainer

Anass Bendriff is a **media trainer** and **digital strategy consultant** with a background in AI literacy, journalism innovation, and ethical tech. He specializes in equipping newsrooms with practical AI skills and critical frameworks.

Related solutions

- *Understanding AI: Programs, Power, and Global Perspectives*
- *The Talk of Tomorrow: AI-Supported Communication Strategy*
- *AI & Ethics: Ecosystems of Response-ability*

Our Solution Portfolio

AI & Emerging Technology ©
Understanding AI: Programs, Power, and Global Perspectives

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours

Pre-knowledge requirement: None – suitable for beginners with limited or no prior AI exposure

Customized option: yes

Solution

This interactive masterclass provides an accessible yet critical introduction to the fundamentals of artificial intelligence. Participants learn how AI systems work—through data, algorithms, and learning models—while unpacking the philosophical and political implications of machine decision-making. The session goes beyond tech literacy, exploring how data bias, stakeholder dynamics, and societal values shape AI outcomes. Through real-world analogies, hands-on prompt design, and dialogue around the "Civil Society Manifesto for Ethical AI," participants leave equipped to engage with AI tools and debates from a civil society and justice-driven perspective.

Problem

As AI rapidly enters every layer of society—from policy to communication—many public interest media, civil society actors, NGOs, and development professionals find themselves unprepared to critically engage with the implications. There is a lack of accessible, contextualized knowledge that explains how AI systems actually work, what biases and harms they carry, and how civil society can shape ethical and inclusive AI use. Without this foundation, organizations risk being sidelined from a vital conversation and unprepared for the transformative changes AI brings to governance, rights, and development work.

The solution is perfect for

- *Journalists, media makers and media professionals*
- *NGO and INGO professionals*
- *Civil society advocates and campaigners*
- *Development and policy practitioners*
- *Digital rights and social justice actors*
- *Beginners curious about AI's societal impact*

Benefits

- Understand how AI systems, models, and algorithms actually function
- Gain clarity on how machine learning and deep learning models are trained and applied
- Learn to formulate effective prompts and uncover AI-generated bias
- Explore the ethics of AI from a rights-based, global south-aware perspective
- Access follow-up coaching and materials to deepen learning
- Join a 10,000+ member global alumni network
- Receive internationally recognized certification
- Get exclusive access to our online learning platform and community events

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Solution Implementation

This 2-hour live masterclass blends foundational theory with interactive activities and critical reflection. It begins with a creative warm-up exploring how humans and machines process knowledge, followed by a practical breakdown of how AI systems function—through data, algorithms, and learning models.

Participants engage in hands-on exercises like the "chicken soup" algorithm activity and prompt design demos to better understand machine learning, deep learning, and how biases emerge in AI outputs. The session concludes with a discussion on ethical AI, framed by the Civil Society Manifesto, encouraging participants to reflect on AI's societal impact and their role in shaping its future.

Participants receive follow-up materials, prompt templates, and invitations to upcoming sessions in the AI Learning Series.

JOIN NOW ▶

Enroll as a team or book a time with our experts

Understanding AI: Programs, Power, and Global Perspectives

What our client said

In April 2024, RNW Media and Dutch development cooperation network Partos co-organized this masterclass for NGO professionals across the Netherlands. The session drew 35 participants from CSOs working at the intersection of AI, human rights, and digital development. The session was well-received, earning an average rating of 4.1 out of 5, with the trainer scoring 4.4 for expertise and delivery. **"It was good to get a holistic overview, and also to hear more about projects different CSOs are doing that link AI to human rights." — Amber van Muijden, Project Officer, Rutgers**

Besides, RNW Media delivered a tailor-made workshop based on this masterclass to Save the Children Netherlands in June 2024. **"The feedback I got from my colleagues about the session was extremely positive - people were really happy to have the opportunity to participate in our workshop. You did a great job with very inspiring content." - Luca Genovese, Programme Quality Team Lead, Save the Children**

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- *Reimagining Journalism with AI Models and Agents*
- *The Talk of Tomorrow: AI-Supported Communication Strategy*
- *AI & Ethics: Ecosystems of Response-ability*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours

Pre-knowledge requirement: Basic experience in communications or campaigns; introductory familiarity with AI tools is helpful but not required

Customized option: yes

AI & Emerging Technology ©

The Talk of Tomorrow: AI-Supported Communication Strategy

Solution

This interactive masterclass introduces communication professionals to the strategic, creative, and ethical use of AI in content development. Participants explore a full communication strategy framework—from purpose to audience, messaging, channels, and evaluation—while experimenting with generative AI tools as creative collaborators. The session emphasizes critical prompting, practical applications, and a DEI (Diversity, Equity, Inclusion) lens to ensure outputs remain inclusive, reflective, and human-centered. Participants leave with a toolkit for using AI in content creation, audience targeting, and messaging design that enhances both efficiency and impact.

Problem

In an era of information overload and fragmented attention, non-profit communication teams face increasing pressure to deliver meaningful, targeted, and inclusive content that drives engagement and aligns with strategic goals. AI tools promise speed and scalability—but without guidance, they can also reinforce bias, erode creativity, or disconnect messaging from human experience. Many communicators lack a framework for using AI critically and effectively in strategic communications.

The solution is perfect for

- *NGO/CSO communication officers and campaigners*
- *Advocacy and public engagement teams*
- *Digital content creators and strategists*
- *Fundraising and outreach specialists in social impact sectors*

Benefits

- Understand how to apply a complete strategic communication framework with AI integration
- Learn how to create purposeful, audience-driven content with the help of AI tools
- Improve your prompting skills for better results from LLMs (like ChatGPT or Gemini)
- Explore free AI tools for writing, accessibility, design, and translation
- Receive follow-up coaching and best-practice templates
- Join RNW Media's 10,000+ alumni network and access exclusive community events
- Earn an internationally recognized certificate
- Enjoy access to an AI resource hub and online learning platform

Solution Implementation

Delivered as a live 2-hour session, this masterclass blends strategic communication theory with guided AI practice. The session begins with a creative warm-up, followed by the introduction of a five-part framework: Purpose, Audience, Messaging, Channels, and Evaluation (MEAL). Each part is paired with exercises using generative AI tools such as ChatGPT, Jasper, Canva, and DALL·E for ideation, copywriting, image generation, or campaign planning.

Participants apply critical prompting techniques to develop personas, tailor messages to diverse audiences, and generate inclusive content in line with DEI principles. They explore real-world case studies (e.g., Digital Europe's "What the Digital Euro is Not") and use AI to redefine communication objectives, audience engagement, and impact metrics.

The session concludes with a reflection on bias, limitations, and accountability in AI use, offering practical tips and an EDI content checklist. All participants receive follow-up materials and optional access to coaching and advanced modules.

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AI & Emerging Technology ©
The Talk of Tomorrow: AI-Supported Communication Strategy

What our client said

In October 2024, RNW Media delivered this masterclass to the DigitalEurope communications team. While the overall session received a rating of 6 out of 10, it sparked important reflections on the strategic role of AI in communications. One participant noted that the session shifted their perspective, recognizing that AI is not just a content tool, but a strategic asset for communication planning.

"The masterclass was wonderful. We had a great learning time and an engaged audience."
— Adnan Leal, Communications Manager, DigitalEurope

Expert /Trainer

Galia Guajardo (She/Her) is a **media and communication expert** with more than 7 years of experience in creatively managing regional and global social impact campaigns, international events, and developing communications strategies. She specialises in building coherent brand identities and strengthening the positioning and visibility of organisations. During her career, Galia has worked for the Mexican Parliament, the United Nations, UN Women, and the Inter-American Commission on Human Rights. She has a master's degree in Journalism, Media and Globalisation from the University of Amsterdam, and is well-versed in topics related to diversity and inclusion, human rights, and wellbeing.

Related solutions

- *Reimagining Journalism with AI Models and Agents*
- *Understanding AI: Programs, Power, and Global Perspectives*
- *AI & Ethics: Ecosystems of Response-ability*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours

Pre-knowledge requirement: Introductory understanding of AI

Customized option: yes

Problem

While AI offers transformative potential for NGOs, media, and advocacy sectors, its development and deployment are often shaped by opaque decision-making, unexamined power dynamics, and hidden ethical trade-offs. Without a structured approach, organizations risk perpetuating bias, reinforcing inequalities, and deploying AI in ways misaligned with their values. The lack of accessible, actionable ethical frameworks leaves many teams unsure how to integrate responsibility into their day-to-day AI use.

AI & Emerging Technology ©
AI Ethics: Ecosystems of Response-ability

Solution

This masterclass introduces participants to a structured, values-driven approach to ethical AI use in the nonprofit and digital media sectors. Anchored in a sociotechnological perspective, it explores how power, politics, data practices, and stakeholder influence intersect with technology. Through interactive case studies, scenario simulations, and guided ethical decision-making tools, participants learn how to surface ethical dilemmas, evaluate trade-offs, and co-create frameworks that reflect human rights, inclusivity, and environmental responsibility. The session culminates in the co-design of an actionable AI Ethics Checklist, tailored to participants' organizational contexts.

The solution is perfect for

- *Journalists, media makers* and *media professionals*
- *NGO/CSO professionals* using or exploring AI
- *Digital* and *communications teams*
- *Policy* and *advocacy practitioners*
- *Tech-for-good* and *data governance strategists*

Benefits

- Understand how to evaluate AI through ethical frameworks and value-based decision-making
- Gain tools like the "ecosystem of response-ability" and an AI Ethics Checklist for organizational use
- Explore real-life case studies on bias, accountability, and sustainability
- Learn to navigate ethical trade-offs and align AI use with your mission
- Receive internationally recognized certification
- Access online learning platform with toolkits and templates
- Join a global alumni network of 10,000+ professionals
- Get invited to exclusive community events and expert sessions

Solution Implementation

The 2-hour masterclass combines input, case-based learning, and participatory group work. It opens with a foundational overview of AI ethics concepts—including legitimacy, transparency, accountability, and fairness—framed through real-world examples relevant to civil society.

Participants explore NGO-specific ethical dilemmas such as bias in hiring tools, algorithmic surveillance, data privacy, and sustainability. Using a co-created model of the "Ecosystem of Response-ability," they map stakeholders, identify competing values, and work through decision-making scenarios using an ethical compass.

The session culminates in drafting an AI Ethics Checklist, inspired by the Digital Responsibility Goals (DRGs), that participants can adapt and apply within their teams or organizations. Follow-up includes optional coaching and access to the RNW Media ethics knowledge library.

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AI & Emerging Technology ©

AI Ethics: Ecosystems of Response-ability

❝

What our client said

RNW Media delivered this masterclass during the 2024 Digital Media Impact Summit, bringing together 88 public interest media professionals from 34 countries. Nearly 77% of attendees interviewed referenced AI as a transformative tool, marking a shift from curiosity to informed discourse. 62% reported a change in attitude, moving from skepticism to recognizing AI's potential for driving social impact. The masterclass received a strong rating of 4.5 out of 5, and participant feedback highlighted a meaningful shift in mindset.

"Being in a space where people are critical in a healthy way about AI and its implications is a change of environment."
— Miguel Morachimo, Mozilla Foundation

❞

Expert /Trainer

Surabhi Srivastava (She/Her) is the Director of Media Innovation at RNW Media. She brings more than a decade of experience of working at the intersection of media, technology, and gender, spanning India and globally, and covering topics such as reproductive justice, digital civic engagement and AI literacy. Surabhi has a master's degree in public health from Yale University, a master's in social policy from the International Institute of Social Studies in the Hague, and a certification from London School of Economics (LSE) in ethics of AI.

Related solutions

- *Reimagining Journalism with AI Models and Agents*
- *Understanding AI: Programs, Power, and Global Perspectives*
- *The Talk of Tomorrow: AI-Supported Communication Strategy*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours, followed by optional coaching 10-14 hours

Pre-knowledge requirement: Basic understanding of digital media workflows; no technical expertise required

Customized option: yes

AI & Emerging Technology ©
Content Authenticity & Provenance

Solution

This masterclass equips journalists, content creators, and media organizations with a clear framework for implementing content authenticity and provenance in their editorial workflows. Participants explore the principles of transparency, metadata, AI-generated content tracking, and verification, using tools such as C2PA, Content Credentials, and blockchain-based solutions. The training emphasizes practical application, using real-world cases to assess risks, develop policies, and align with global standards like Adobe's Content Authenticity Initiative. Participants leave with a step-by-step approach and toolset to strengthen trust in their content and safeguard against manipulation.

Problem

In an age of AI-generated content, deepfakes, and viral misinformation, the ability to verify digital media is more important than ever. Yet, many journalists, content creators, and independent media outlets lack the knowledge and tools to assess whether content is authentic or manipulated. The result is a growing crisis of trust in digital storytelling, undermining media integrity and audience confidence. At the same time, privacy concerns and a lack of global standards complicate efforts to build transparent editorial workflows.

The solution is perfect for

- *Journalists, editors, photographers, videographers, and **public interest media professionals***
- *NGO communication and content officers*
- *Digital creators and publishers*
- *Media platforms and policy advisors*
- *Fact-checkers and digital rights advocates*

Benefits

- Understand and apply core concepts of content authenticity, provenance, and traceability
- Learn to use and evaluate leading tools (e.g., C2PA, Truepic, Verify, Numbers Protocol)
- Strengthen editorial workflows through transparency labels, metadata, and blockchain
- Gain practical skills to verify images, videos, and AI-generated content
- Receive internationally recognized certification
- Access online learning platform with tools and case libraries
- Join a global alumni network of 10,000+ professionals
- Get invited to exclusive community events and follow-up learning sessions

What you'll learn

Delivered as a 2-hour online masterclass, this training is structured in two parts. The first segment introduces key concepts—authenticity, provenance, integrity, and traceability—through real-world examples and case studies of viral deepfakes and synthetic media. Participants learn how to spot fake content and test tools for content verification.

The second half focuses on integrating authenticity into editorial workflows. Participants explore the full ecosystem: creation tools, verification services, validation interfaces, and permanence layers like blockchain. A group exercise challenges learners to apply these tools to different roles (e.g., journalist, platform editor, policy advisor), designing custom authenticity strategies aligned with organizational values.

Tools used include Google Reverse Image Search, CAI Verify, CaptureApp, Content Credentials, and blockchain verification platforms. The session concludes with an action plan for implementing an internal content authenticity framework.

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AI & Emerging Technology ©
Content Authenticity & Provenance

What our client said

RNW Media is a proud member—and the only Dutch media development organization—of the Adobe Content Authenticity Initiative (CAI), a cross-industry alliance of over 4,000 members including civil society groups, media organizations, and tech companies.

As part of this commitment, RNW Media delivered the Content Authenticity and Provenance Masterclass to 12 partner organizations, including Africa Media Trust, Raseef 22 and Light Ray Media. The session fostered cross-regional collaboration and hands-on learning around emerging standards and practical tools. 83% of participants expressed strong interest in learning new tools and best practices for provenance tracking and AI-generated content labelling. 78% highlighted the value of collaboration and peer exchange as one of the most meaningful aspects of the training.

Expert /Trainer

Ana Garza Ochoa is a **digital media expert** with over a decade of experience in the digital field. She brings a multidisciplinary, values-driven approach to technology, grounded in Communication Sciences and a Master's in Digital Humanities (University of Amsterdam). Ana designs and leads audience-centered digital strategies that blend creative execution with strategic vision. Her recent work includes a digital maturity tool used by 40+ partners and research on AI-generated content to inform information integirty solutions.

Related solutions

- *Reimagining Journalism with AI Models and Agents*
- *Understanding AI: Programs, Power, and Global Perspectives*
- *Counter Disinformation with Digital Media*

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 8-16 hours

Pre-knowledge requirement: Basic understanding of digital communications and campaign strategy

Customized option: yes

AI & Emerging Technology ©

From Chat to Change: Encrypted Messaging Platforms for Social Impact

Solution

This solution helps organizations explore and adopt encrypted instant messaging platforms as strategic tools for digital media campaigns, advocacy, and community engagement. Built around a modular Instant Messaging Toolkit, the consultation offers a step-by-step guide to choosing the right platform, creating locally relevant content, building secure communities, and scaling sustainably. The support package includes tailored strategy sessions, tool selection guidance, implementation checklists, and case studies from RNW Media's community partners across Asia, Africa, and Latin America.

Problem

Despite the global surge in mobile connectivity, many organizations still struggle to harness the power of encrypted instant messaging apps like WhatsApp, Telegram, and Signal for social impact. Whether due to concerns over platform limitations, digital security, or lack of technical guidance, the potential of instant messaging to reach, engage, and mobilize underserved communities often goes untapped. As misinformation spreads and attention spans shrink, social change actors need new, inclusive communication channels that combine speed, privacy, and scalability.

The solution is perfect for

- *Public interest media* operating in restrictive or high-risk environments who want to innovate how they reach, engage, and protect their audiences
- *NGOs* and *CSOs* working on gender equality, youth engagement, or social justice and others
- *Advocacy* and *outreach teams* exploring mobile-first communication
- *Community-based organizations* needing secure and inclusive messaging solutions
- *Digital communication officers* building mobile audience strategies

Benefits

- Tailored strategy to integrate encrypted messaging into your communication model
- Access to a practical toolkit with checklists and case studies
- Expert guidance on platform selection, security, and implementation
- 1-on-1 expert consultation and follow-up session within 3–6 months
- Connection to a peer network of 25+ public interest media
- Invitations to exclusive RNW Media learning events

Solution Implementation

This consultation is grounded in RNW Media's Instant Messaging for Social Change Toolkit, a comprehensive resource covering audience segmentation, platform selection, security, content localization, user engagement, and performance tracking.

Consultation engagements begin with a needs assessment and co-design workshop, where we map your communication goals, audiences, and infrastructure. Based on this, we deliver tailored strategic guidance on platform selection (e.g., WhatsApp Business vs. Telegram Channels), team setup, and governance considerations.

Clients receive access to our customized implementation checklist, including recommendations for moderation, fact-checking, and data privacy—and explore use cases from Ethiopia, China, and the US. For teams ready to scale, we offer optional add-ons such as moderator coaching, content templates, and metrics setup.

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AI & Emerging Technology ©

From Chat to Change: Encrypted Messaging Platforms for Social Impact

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What our client said

In 2023, RNW Media supported <u>BRAC Bangladesh</u> through a consultation to explore the use of WhatsApp Business for Sex, Reproductive Health, and Rights (SRHR) communication. The RNW Media experts provided a tailored instant messaging readiness checklist and tool recommendations. Instant messaging was highlighted as a key innovation of the BRAC for reaching young people with SRHR content, especially those previously unreachable due to stigma or privacy concerns. BRAC moderated a Facebook group and was involved in WhatsApp-based content production hubs. A WhatsApp group of 100 content producers who completed a mentorship programme and now share SRHR videos on personal and organisational platforms.

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Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Related solutions

- *Social Media Influencers Marketing*
- *Digital Channel Strategy Development*
- *Short Video Format: Deep Dive into TikTok*

Digital Rights, Safety & Accessibility

Our Solution Portfolio

Language: EN

Format: Assessment, Consultation

Time Commitment: 18 -24 hours

Pre-knowledge requirement: None, consultation sessions are customized based on initial assessment

Customized option: yes

Problem

In increasingly digital work environments—especially in restrictive and high-risk settings—public interest media, NGOs, and civil society actors face escalating cybersecurity threats, data breaches, and platform surveillance. Yet, most lack the capacity, awareness, and internal systems to prevent, detect, and respond effectively to digital threats. One-size-fits-all training fails to meet diverse organizational needs. There is a growing need for coaching-based support rooted in real-world risks, organizational structures, and digital behaviors.

Digital Rights, Safety & Accessibility ©
Digital Safety and Security Assessment

Solution

This solution combines a practical digital safety and security gap assessment with tailored coaching sessions, empowering organizations to build a robust digital security culture from the inside out. Through the usecure-based diagnostic tool, we identify behavioral, procedural, and infrastructural vulnerabilities. Participants receive hands-on guidance to improve digital hygiene, manage access risks, adopt secure communication tools, and develop actionable safety plans. The consultation journey is structured to build not only awareness and literacy, but also accountability mechanisms aligned with international standards and adaptable to local realities.

The solution is perfect for

- **NGOs** and **CSOs** *in fragile or restrictive settings*
- **Public interest media professionals**
- **Digital program managers** and **IT focal points**
- **Civil society organizations** *managing sensitive data or vulnerable groups*
- **All organizations** *looking to assess their teams' digital safety and security awareness and improve their practices by developing standard operating procedures to ensure standard operating procedures and guidelines.*

Benefits

- Identify your digital safety blind spots through a personalized gap assessment
- Build a concrete, context-specific digital safety action plan
- Receive tailored 1-on-1 and team-based consultation from digital security experts and follow-up session within 3–6 months
- Strengthen organizational resilience through policy, tech, and behavioral practices
- Receive internationally recognized certification
- Access online learning platform with toolkits and templates
- Join a global alumni network of 10,000+ professionals
- Get invited to exclusive community events and expert sessions

Solution Implementation

This solution begins with a usecure-aligned gap assessment, designed to measure behaviors, practices, and risks across five domains: identity & access, information handling, device safety, communication, and digital well-being.

Based on assessment results, participants receive consultation sessions—delivered online in Arabic and/or English—focused on improving digital habits, adopting secure tools (e.g., VPNs, password managers, encrypted apps), and developing layered security plans. Topics are covered across physical, psycho-social, and technical dimensions, including:

- **Password and account security**
- **Safe communication and encryption**
- **Risk assessment and digital hygiene**
- **Identity management and platform use**
- **Secure storage, deletion, and backups**
- **Travel safety and social engineering awareness**

Each organization develops a tailored Digital Safety Plan with follow-up coaching to monitor implementation.

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Digital Rights, Safety & Accessibility ©

Digital Safety and Security Assessment

What our client said

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In 2023, RNW Media co-developed and delivered this solution with support from SMEX, engaging 36 participants from Egypt, Lebanon, Jordan, and beyond. Participants co-created security plans tailored to their organizations—concrete tools that helped embed safety practices into everyday workflows.
The Palestinian Counseling Center (PCC), one of the participants, reported significant progress: "We improved our password security by using expert-recommended applications, and began revising our safeguarding policies. This support helps us defend civic space and continue our advocacy in safer ways."

In 2024, the solution was rolled out to 15 organizations, followed by consultation sessions. Feedback from participants was overwhelmingly positive. In Nepal, the consultation received a perfect 10/10 rating, with an average 4.1 out of 5 for its perceived benefit.
"The interaction between the coach and participants was great, easy training methods, friendly and supportive nature of the consultation perfectly aligns with the expectations of participants." — Dipika Budathoki, Program Officer, Blind Youth Association Nepal

"

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- **Introduction to Digital Safety and Security**
- **Digital Safety and Security**

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 4 hours

Pre-knowledge requirement: None; designed for beginners

Customized option: yes

Problem

Many media professionals, civil society actors, NGO workers, and human rights defenders are increasingly vulnerable to digital risks—yet they lack the awareness, mindset, and tools to identify and respond to threats. From password breaches and surveillance to phishing attacks and doxxing, the threats are real—but optimism bias ("it won't happen to me") often leaves people exposed. Without a foundational understanding of digital safety, even well-intentioned efforts can put entire teams, partners, and communities at risk.

Digital Rights, Safety & Accessibility ©
Introduction to Digital Safety and Security

Solution

This 4-hour interactive masterclass offers a critical introduction to digital safety and security, tailored for those with little to no technical background. Through real-world case studies, discussion, and hands-on activities, participants learn to recognize key threats, adopt basic mitigation tools, and build a safety-first mindset that goes beyond quick fixes. The session explores physical, social, and technological risk environments, empowering participants to make informed choices online and offline—and to protect their teams, devices, and data.

The solution is perfect for

- *NGO* and *civil society staff*
- *Human rights defenders* and *activists*
- *Digital program managers* and *IT focal points*
- *Media workers* and *local journalists*
- *Grassroots organizers* and *youth leaders*

Benefits

- Build a digital safety and security mindset grounded in awareness and responsibility
- Learn the difference between security, safety, and privacy—and why all three matter
- Identify common threats like phishing, hacking, spyware, and device theft
- Explore practical mitigation tools: secure passwords, browser fingerprinting, and messaging hygiene
- Practice designing your own digital safety guidelines
- Receive an internationally recognized certificate
- Join RNW Media's 10,000+ alumni network and access our learning platform
- Get invited to exclusive community events and expert sessions

Solution Implementation

The session is delivered over **4 hours** and structured in **four core blocks**:

- Introduction & Icebreaker (30 mins): Sets expectations, introduces core concepts, and establishes a safe, participatory learning environment.
- Concepts & Principles (1h 12 mins): Covers the key differences between safety, security, and privacy through relevant case studies, and introduces holistic DSS principles.
- Threats & Mitigation (1h 18 mins): Explores real-life digital threats and tools to address them—such as password safety, secure communication, fingerprinting mitigation, and digital first aid resources.
- Guideline Creation & Reflection (50 mins): Participants apply their learning by designing personal security guidelines, sharing practices, and reflecting on next steps.

The training is supported by RNW Media's Holistic Security Pyramid, encouraging awareness across mindset, physical, psychosocial, and technological environments.

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Digital Rights, Safety & Accessibility ©

Introduction to Digital Safety and Security

What our client said

In 2022, RNW Media delivered this masterclass to 19 staff members from Oxfam and Oxfam Novib. The session received an overall rating of 8.3 out of 10, with a benefit score of 4.3 out of 5. Participants highlighted how the session introduced foundational security practices and new resources.

"It increased my knowledge about the importance of digital security, some basic steps, and introduced some resources to start becoming more digitally secure!"
— One participant from OXFAM

In early 2025, the masterclass was delivered to a group of 30 participants, achieving an 8.9/10 overall rating and a 4.6/5 benefit score.

"The course explanation was amazing and never boring—it gave me new and useful DSS knowledge." — Winda Shabrina, Founder, Remotearly Indonesia & Member, NXG Indonesia

"I actually started applying what I learned right after the session. I changed my passwords and hid important messages to keep them secure." — Nesma Youssef, Journalist, Egypt

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- *Introduction to Digital Safety and Security*
- *Digital Safety and Security*

Our Solution Portfolio

Language: EN

Format: Training, coachingg

Time Commitment: 5 Sessions (around 4 hours per session, 20–24 hours total)

Pre-knowledge requirement: None

Customized option: yes

Digital Rights, Safety & Accessibility ©
Digital Safety and Security

Solution

This in-depth training builds participants' capacity to understand, prevent, and respond to digital risks. Designed as a holistic learning journey, the course covers mindset, physical security, psycho-social factors, and technological practices. Participants co-create an actionable security plan, and gain skills in risk assessment, secure communication, identity protection, travel safety, device encryption, and metadata awareness. By integrating scenario-based learning and peer collaboration, the course equips professionals with both the tools and the confidence to operate safely in complex environments.

Problem

Public interest media professionals, civil society actors, and advocacy organizations face increasing digital threats—from phishing and surveillance to data breaches and platform manipulation. Yet many remain unaware of the full range of risks or lack practical frameworks to respond. Without a holistic, context-aware approach, organizations are vulnerable not only technologically, but also physically and psychologically.

The solution is perfect for

- *Civil society* and *NGO professionals* in fragile or high-risk environments
- *Journalists, media workers, and digital rights advocates*
- *SRHR organizations, youth networks, and campaigners*
- *Digital* and *program teams* responsible for safeguarding sensitive data

Benefits

- Build a holistic understanding of digital safety across physical, social, and tech domains
- Learn practical strategies for secure communication, device use, and travel
- Improve organizational resilience through policy, tools, and behavioral change
- Develop and refine a tailored digital safety and security plan
- Receive internationally recognized certification
- Join RNW Media's global alumni network of 10,000+ professionals
- Access online learning platform with toolkits and templates
- Access exclusive follow-up learning and peer exchange sessions

Solution Implementation

This **5 sessions** course is structured into four themed learning blocks and a final session focused on action planning:

- Mindset & Introduction – Concepts of safety, security, and privacy; holistic security pyramid; threat awareness
- Physical Environment – Device protection, secure data deletion, travel safety, and physical-digital convergence
- Psycho-Social Environment – Social engineering, identity management, wellbeing, and digital crisis response
- Technological Environment – Secure messaging, password managers, VPNs, encryption, secure browsing, and fingerprinting
- My Security Plan – Teams create and present tailored plans with feedback from expert trainers and peers

The training blends input, interactive discussions, tool practice, and group reflection. It concludes with a quiz and structured next steps for implementation.

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Digital Rights, Safety & Accessibility ©
Digital Safety and Security

What our client said

Over the years, RNTC has delivered this training to more than 60 participants from countries including Tunisia, Jordan, Egypt, Nepal, and Palestine. One of the highlights was a fully Arabic-language training held in Palestine for nine local rights organizations.

The training received an overall score of 89 out of 100, with 100% of participants reporting they gained new knowledge.

"The trainers opened a lot of space to share, think, and ask... the group had great synergy... the material was heavy, but it was presented in a very friendly way."
— Participant, Muntada Al-Jensaneya, Palestine

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- *Digital Safety and Security Assessment*
- *Introduction to Digital Safety and Security*

Our Solution Portfolio

Language: EN

Format: Assessment, consultation

Time Commitment: 12–18 hours (spread across sessions over 4–6 weeks)

Pre-knowledge requirement: Basic familiarity with website development or content management is helpful but not required

Customized option: yes

Problem

Despite growing attention to digital inclusion, many civil society and media organizations still operate websites that unintentionally exclude users with disabilities. Limited awareness of accessibility standards, lack of internal capacity, and minimal use of auditing tools result in digital environments that are not compliant with emerging legislation nor inclusive to diverse audiences. Without a systematic approach to assess, improve, and maintain accessibility, online content risks being inaccessible to millions of users globally.

Digital Rights, Safety & Accessibility ©
Web Accessibility Assessment

Solution

This solution supports changemakers in making their websites fully accessible and inclusive. Through a combination of automated audits, manual testing guidance, and hands-on consultation, organizations benchmark their current web accessibility performance against WCAG 2.2 standards, identify gaps, and co-develop improvement plans. Participants receive tailored support to choose tools, fix technical issues, improve usability, and align with both legal standards and user needs. The program concludes with a comprehensive accessibility report and a roadmap for continuous improvement, helping organizations embed inclusivity into their digital strategy.

The solution is perfect for

- *Public interest media and digital platforms*
- *NGOs and advocacy organizations managing websites or campaigns*
- *Web and communication teams seeking WCAG compliance*
- *Content teams looking to improve inclusive design*

Benefits

- Receive an initial accessibility score and benchmark based on WCAG 2.2
- Access tailored coaching to understand and implement web accessibility principles
- Learn to combine automated testing tools with real-world manual audit techniques
- Identify and prioritize key improvements based on impact and feasibility
- Co-develop a long-term accessibility action plan
- Get a final improved accessibility score and recommendations report
- Receive internationally recognized certification
- Join RNW Media's global alumni network of 10,000+ professionals
- Access exclusive follow-up learning and peer exchange sessions

Solution Implementation

The solution is delivered in **three phases** over several weeks, combining structured activities and personalized support:

- Assessment Phase – Using automated tools like Axe, WAVE, or Accessibility Checker, we benchmark the accessibility of the client's web application and assess the internal team's knowledge and readiness. An initial accessibility score is generated.

- Implementation Phase – We guide teams through prioritizing issues, selecting the right tools, and planning both automated and manual audits. Manual testing is often conducted through focus groups using assistive technologies. Together, we develop a realistic improvement plan.

- Reporting Phase – A final report documents improvements, includes before/after scores, and outlines next steps for ongoing compliance. The report is accessible and can be used for transparency, advocacy, or internal planning.

Each session includes interactive consultation, progress reviews, and assignments to help teams embed accessibility into their daily workflows.

JOIN NOW ➤

Enroll as a team or book a time with our experts

Digital Rights, Safety & Accessibility ©
Web Accessibility Assessment

What our client said

In a recent pilot with six local organizations in 2024, RNW Media' helped them resolve an average of 30% of accessibility issues after consultation. We worked with our partner Nairobits, who took part in our web accessibility consultation and saw measurable improvements. Nairobits conducted a full audit of our website against WCAG guidelines, which revealed areas for improvement in text alternatives, keyboard navigation and semantic HTML. The coaching also helped Nairobits better prioritise issues using the W3C guidelines framework.

"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."
— Alex Oburu, Programme and Partnership Lead. Nairobits

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- *Inclusive Design: Creating Accessible Digital Content*

Our Solution Portfolio

Language: EN, ES

Format: Masterclass, Coaching

Time Commitment: 2 hours (masterclass only)

Pre-knowledge requirement: None; open to journalists, media makers or content creators at any level

Customized option: yes

Problem

Inaccessible digital content can exclude millions of users—especially those with visual, auditory, motor, or cognitive disabilities. Yet, many content creators and media producers are unaware of the barriers their platforms may present, or how to apply basic accessibility standards. Without accessible design, digital spaces remain inequitable, undermining efforts to engage broader, more inclusive audiences.

Digital Rights, Safety & Accessibility ©

Inclusive Design: Creating Accessible Digital Content

Solution

This concise and interactive masterclass introduces content creators and platform teams to the principles of inclusive digital design. Through real-world examples, reflection, and evaluation exercises, participants explore how digital content can be made more accessible to people with a wide range of abilities. The session unpacks the social model of disability, introduces WCAG-aligned accessibility criteria, and empowers participants to assess and improve their own content using a practical checklist. By the end, they leave with clear goals to enhance inclusivity in their work.

The solution is perfect for

- *Journalists, media makers,* or *Content creators* and *editors*
- *Media producers* and *web developers*
- *Campaign* and *communication teams*
- *Digital learning* and *product design staff*

Benefits

- Understand the social model of disability and its relevance to content design
- Identify common disability categories and associated digital barriers
- Learn key accessibility principles (perceivable, operable, understandable, robust)
- Apply a basic accessibility checklist to your own content or platforms
- Receive an internationally recognized certificate
- Access RNW Media's online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals
- Access exclusive follow-up learning and peer exchange sessions

Solution Implementation

Delivered over 2 hours, this masterclass is structured around six core segments:

- Introduction and Icebreaker – Sets the tone and surfaces existing understanding of accessibility
- Understanding Disability – Explores the social vs. medical model and what makes environments accessible
- Group Exercise – Analyzes barriers across four disability categories: visual, auditory, motor, cognitive
- Accessibility Principles & Criteria – Covers core WCAG principles and practical standards
- Case Study Analysis – Applies theory to a real e-learning platform from YUWA, Nepal
- Individual Evaluation Exercise - Participants assess one piece of their own content and identify areas for improvement

The session ends with a group reflection and resource sharing. Participants leave with a checklist and follow-up actions they can implement immediately.

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Digital Rights, Safety & Accessibility ©

Inclusive Design: Creating Accessible Digital Content

What our client said

Since 2023, RNW Media has delivered this masterclass to over 20 local organizations from the Global South. In August 2024, the session was offered to five nominees of the Dutch Human Rights Tulip Award, representing diverse regions and advocacy areas. The masterclass received an overall satisfaction rating of 4.5 out of 5, with trainers scoring 4.3 out of 5. Participants particularly valued the practical exercises, which challenged them to reflect on how their services might unintentionally exclude people with disabilities.

"We're already planning to apply these tools to embrace and include diverse communities in our initiatives." *— Dutch Human Rights Tulip Award Nominee, 2024*

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- **Web Accessibility Assessment**

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 16 hours (structured over 2–3 weeks)

Pre-knowledge requirement: Experience in advocacy, media, or human rights recommended

Customized option: yes

Problem

Across the globe, young people—especially women and LGBTQI+ communities— and journalists and human rights defenders face growing digital rights violations. From shadowbanning and takedowns to smear campaigns and biased moderation, big tech platforms often fail to provide transparency, accountability, or recourse. Civil society actors and media organizations face challenges navigating opaque moderation policies and lack the structured tools to escalate complaints or advocate effectively for change.

Digital Rights, Safety & Accessibility ©

Digital Rights Advocacy for Tech Platform Accountability

Solution

This consultation equips organizations with the tools and strategies to hold tech platforms accountable for digital rights violations through evidence-based advocacy. Grounded in tech platforms 'trust partnership mechanism' and field-tested methodology, the engagement covers data collection, documentation, escalation strategies, referral system design, and advocacy engagement with platforms like Meta, X, and TikTok. Clients receive a customized roadmap adapted to their context, based on a toolkit developed by RNW Media and 7amleh, and build capacity to document patterns, conduct rights-based analysis, and push for moderation transparency.

The solution is perfect for

- *Media watchdogs and content moderation monitors*

- *Human rights defenders and digital rights organizations*

- *Civil society coalitions responding to online hate and censorship*

- *Advocacy teams working in high-risk digital environments*

Benefits

- Learn to document and escalate digital rights violations systematically
- Apply a step-by-step framework for data-driven advocacy
- Develop internal workflows for pattern analysis, validation, and case tracking
- Engage effectively with tech companies using documented evidence
- Access RNW Media's Evidence-Based Advocacy Toolkit for Digital Rights
- Receive 1o1 consultation with a top expert and 3-6 months return visit
- Join RNW Media's global community of 25+ public interest media
- Access exclusive follow-up learning and peer exchange sessions

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Solution Implementation

The 16-hour consultation is divided into **three tailored blocks:**

- Assessment & Planning – We map your existing advocacy efforts, platform engagement, and challenges. Together, we align goals with the toolkit's core steps and agree on outputs.

- Capacity Building & Tool Adaptation – Through guided sessions, your team learns to collect, validate, and analyze data on platform violations. We walk through real cases and adapt tracking tools, escalation templates, and workflows to your needs.

- Action Plan & Engagement Strategy – You develop or refine a digital rights strategy, prepare outreach materials, and identify target contacts in big tech or regulatory bodies. Follow-up includes optional support for campaign design, coalition engagement, and referral system development.

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Digital Rights, Safety & Accessibility ©

Digital Rights Advocacy for Tech Platform Accountability

What our client said

In 2022–2023, RNW Media co-designed this solution with 7amleh – The Arab Center for the Advancement of Social Media, as part of the 'Rebooting Social Media' project in Palestine. The initiative supported victims of content takedowns and coordinated evidence-based advocacy toward Meta. The project helped restore hundreds of digital rights violations, escalated over 800 cases to tech companies, and led to Meta removing 86% of targeted hate content following coordinated advocacy.

"Personally, my account was deleted 3 times, and the digital rights violation platform (7or) was able to restore it. They removed multiple restrictions, thanks to the documentation and escalation support." — Akeel Awawde, Journalist, Palestine

Expert /Trainer

Lei Ma is a **media innovator and trainer** with 17 years of experience working at the intersection of journalism, media, AI, and human rights. Lei is also the Coordinator of the UN Internet Governance Forum Dynamic Coalition on the Sustainability of Journalism. He served as the Founder, Editor-in-Chief, and News Director for various award-winning national and international media outlets and managed several multi-year/country media development projects. He holds a master's degree in European law from the University of Amsterdam and two bachelor's degrees in international law and international economics and Trade.

Related solutions

- *Digital Media Campaigns for Advocacy*
- *Short Video Format: Deep Dive into TikTok*

Our Solution Portfolio

Language: EN

Format: Digital Product (Web-based)

Time Commitment: Self-paced exploration

Pre-knowledge requirement: None; open to all users interested in digital freedom, media innovation, or AI governance

Customized option: No (open-access platform)

Problem

As algorithms increasingly govern the visibility of online content, entire communities—particularly those advocating for social justice, sexual rights, or marginalized voices—are being silenced through opaque moderation systems. While many users resist censorship through creative workaround language (aka "algospeak"), these acts of resilience often go undocumented, dismissed, or misunderstood. The lack of transparency and shared knowledge undermines collective efforts to preserve digital rights, linguistic diversity, and expressive freedom.

Digital Rights, Safety & Accessibility ©

AlgoSpeak.net: Online Dictionary Counter Digital Censorship

Solution

Algospeak.net is a living digital archive that captures how users creatively resist algorithmic censorship across platforms and contexts. Co-created with Inroads, Share-Net International and RNW Media, it documents how communities—including LGBTQI+ groups, sexual health educators, and political activists—use modified language, emojis, and coded expressions to bypass automated moderation without sacrificing meaning. The platform offers accessible explainers, interviews, and community-submitted examples that expose how moderation systems shape what can be seen, shared, and said online. It invites users to reflect on freedom of expression in the digital age, and serves as both an educational tool and advocacy resource.

The solution is perfect for

- *Digital rights advocates* and *researchers*
- *Activists* and *campaigners* navigating online censorship
- *Journalists, content creators, and platform moderators*
- *Educators* and *students* exploring AI, ethics, and freedom of expression
- *Designers* and *developers* building inclusive digital spaces

Benefits

- Discover how communities adapt and resist algorithmic censorship through language
- Explore curated case studies, term libraries, and creative expression examples
- Reflect on platform power, shadowbanning, and freedom of speech in the AI era
- Use the platform as a resource in media literacy, digital rights, and design ethics conversations
- Stay updated through ongoing additions and community contributions
- Build critical awareness of moderation systems and algorithmic bias

Solution Implementation

Algospeak.net is designed as an evolving digital experience, not a static archive. It features:

- A community-contributed term library of algospeak expressions and explanations
- Explainer sections on how algorithmic content moderation works (and fails)
- Reflections and interviews with activists, researchers, and platform users
- A submission form where users can share their own experiences and adaptations
- Mobile-optimized design for easy access by users in the Global South

This platform can be integrated into training sessions, used as a reference for research, or shared with platform policy teams and regulators.

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AlgoSpeak.net: Online Dictionary Counter Digital Censorship

What our client said

In Feb 2025, RNW Media launched Algospeak.net during the RightsCon in Taiwan, with a selected session on "It's That Forkin' Horny AI Again: AlgoSpeak and the Evolution of How We Talk About Sex Online.'. It sparked conversation among global digital rights advocates about community-led innovation in the face of censorship.

"This is an important digital resource to help SRHR content creators bypass algorithmic censorship, and keep a track of how social media algorithms are rapidly changing the way we talk about sex online." - participant of the RightsCon session

"A novel resource that should would be useful in additional languages as well."
- participant of the RightsCon session

Besides, RNW Media experts were invited to speak and present the solution at the Data Care Workshop hosted by the Inclusive AI Lab, initiated by Utrecht University and Adobe.

Expert /Trainer

Surabhi Srivastava (She/Her) is the Director of Media Innovation at RNW Media. She brings more than a decade of experience of working at the intersection of media, technology, and gender, spanning India and globally, and covering topics such as reproductive justice, digital civic engagement and AI literacy. Surabhi has a master's degree in public health from Yale University, a master's in social policy from the International Institute of Social Studies in the Hague, and a certification from London School of Economics (LSE) in ethics of AI.

Related solutions

- *Digital Rights Advocacy for Tech Platform Accountability*
- *TFGBV reporting*
- *Gender Journalism Content Hub*
- *Digital Media Campaigns for Advocacy*

Digital Media & Journalism

Our Solution Portfolio

Language: EN

Format: Training

Time Commitment: 15 days in person, 120 hours in tota

Pre-knowledge requirement: Working knowledge of journalism or media production required

Customized option: yes

Problem

In a world awash with misinformation, political polarization, and shrinking civic space, independent journalists are facing threats to press freedom, safety, and credibility. Many work in restrictive contexts with limited resources and access to investigative tools. There is a growing need for skills in evidence-based reporting, data analysis, source protection, and storytelling that holds power to account.

Digital Media & Journalism ©

Investigative Journalism: From Hypothesis to Story with AI Tools

Solution

Investigative Journalism: From Hypothesis to Story is RNTC's flagship 15-day course that strengthens the capacity of journalists to investigate, verify, and report on issues of public concern. Built around the Story-Based Inquiry (SBI) method, the course guides participants through every stage of an investigation—from hypothesis development and open-source research to interviews, digital safety, verification, and writing. With coaching throughout, participants produce a real-world reporting plan and gain practical tools to pursue impactful journalism in challenging contexts. One full day of training is dedicated to **AI tools for investigative journalism.**

The solution is perfect for

- *Investigative journalists and editors*
- *Independent reporters working under restrictive conditions*
- *Media professionals covering human rights, corruption, or governance*
- *Civic storytellers seeking to strengthen accountability reporting*

Benefits

- Understand how AI systems, models, and algorithms actually function
- Gain clarity on how machine learning and deep learning models are trained and applied
- Learn to formulate effective prompts and uncover AI-generated bias
- Explore the ethics of AI from a rights-based, global south-aware perspective
- Access follow-up coaching and materials to deepen learning
- Join a 10,000+ member global alumni network
- Receive internationally recognized certification
- Get exclusive access to our online learning platform and community events

Solution Implementation

The course is delivered over three intensive weeks, combining theory, practice, and coaching:

- Week 1: Focuses on investigative frameworks, equity and inclusion in reporting, SBI methodology, and hypothesis development
- Week 2: Covers source mapping, open-source research, interviewing, and the creation of a master file
- Week 3: Focuses on audience targeting, writing, AI in journalism, verification, and coaching toward a final investigative pitch

Throughout the course, participants work on their own investigation with feedback from seasoned investigative journalists. Assignments include drafting hypotheses, mapping sources, practicing interviews, and writing story outlines. The course ends with a final presentation and peer critique session.

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Digital Media & Journalism ©

Investigative Journalism: From Hypothesis to Story with AI Tools

What our client said

As RNTC's signature training, this course has equipped hundreds of journalists and media makers from around the world with the tools to pursue high-impact, evidence-based reporting. A recent edition of the training, funded by Nuffic, brought together 8 scholarship recipients from 7 countries. The course received an outstanding overall rating of 9.4 out of 10, with a trainer rating of 4.6 out of 5.

"Upon returning to my country (after the training), I launched my own online media platform, www.isokonews.rw. I believe that with the insights and techniques I acquired during the training, my media outlet has the potential to grow into a significant voice in the industry. ***Overall, the training has not only enhanced my professional capabilities but also ignited my passion for impactful journalism.****" — Niwemugeni Clarisse, Rwanda*

Expert /Trainer

Taghreed Elkhodary is a **media trainer, consultant, and producer & analyst.** She was a former correspondent of the New York Times and an analyst for the International Crisis Group. She specializes in investigative reporting, counter-disinformation, and digital advocacy campaigns.

Related solutions

- *Ethical Treatment of Sources*
- *Persuasive Digital Storytelling*
- *Data-driven Editorial Decision Making*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 4 hours (on/offline)

Pre-knowledge requirement: Basic familiarity with elections, media, or advocacy work

Customized option: yes

Digital Media & Journalism ©

Navigating Disinformation Around Elections

💡 Solution

This 4 hours training equips participants with the knowledge and tools to identify, verify, and counter election-related disinformation. It explores the distinctions between misinformation, disinformation, and malinformation, while offering practical exercises on narrative construction, propaganda techniques, and verification methods. Through case studies and interactive modules, participants learn how to craft counter and alternative narratives, verify online content (including with **AI tools)**, and reflect on the role of ethical media in protecting democratic processes.

❓ Problem

In the lead-up to elections, disinformation and propaganda campaigns pose serious threats to democratic participation, media credibility, and civic trust. Voters are targeted with false narratives, manipulated media, and algorithmically amplified lies. Yet journalists, media workers, and civil society actors are often under-equipped to distinguish between dis-, mis-, and malinformation—or to counter these threats effectively and ethically.

🎯 The solution is perfect for

- *Journalists* and *election reporters*
- *Civic educators* and *democracy advocates*
- *Media monitors* and *fact-checkers*
- *Communication officers* in civil society organizations

✨ Benefits

- Understand the differences between dis-, mis-, and malinformation
- Learn how propaganda narratives are constructed and spread
- Explore how AI tools can support content verification
- Gain techniques for building persuasive counter-narratives
- Participate in case-based simulations and collaborative learning
- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

The course is structured into four interactive learning blocks across two days with a total of 4 hours:

- Session 1: Understanding the Threat
  - Introduction and expectations
  - Identifying disinformation types
  - Real-world election disinformation examples
  - Journalism's role in the disinformation landscape
- Session 2: Tools and Responses
  - Case-based application session
  - Verification techniques and the role of AI
  - Narrative development: counter vs. alternative
  - Peer discussion, wrap-up, and feedback

Participants leave with practical strategies and content frameworks to apply in their own electoral contexts.

JOIN NOW ◯➤

Enroll as a team or book a time with our experts

Digital Media & Journalism ©

Navigating Disinformation Around Elections

What our client said

In August 2024, the masterclass was offered to five nominees of the Dutch Human Rights Tulip Award, representing diverse regions and advocacy areas. Established in 2008 by the Dutch Ministry of Foreign Affairs, the Human Rights Tulip is an annual award presented by the Dutch government to recognise individuals or organisations that promote and protect human rights in innovative ways.

The masterclass received an overall satisfaction rating of 4.8 out of 5, with trainer experience scoring 4.9 out of 5. In the feedback of the participants, the nominees highlighted their plans to apply their knowledge to work, such as **'(I learned) how to identify fake information and (I will) discuss it for our context'.**

Expert /Trainer

Giovana Fleck is the **Media Innovation Manager** at RNW Media. She specializes in data, politics, and technology journalism, having worked as a reporter, editor, and analyst in various media outlets and NGOs, such as Sul21, Freedom House, Center for AI and Digital Policy, and Global Voices. She holds an MA in Communication Science from Aarhus University and the University of Amsterdam, where she specialized in social media and political communication.

Related solutions

- *Counter disinformation with digital media*
- *Agency approach to storytelling*
- *Ethical and inclusive content moderation*

Our Solution Portfolio

Language: EN, AR, FR (AR and FR versions are only available for the 5-day condensed version)

Format: Training (in-person), Coaching

Time Commitment: 15-day full course, 120 hours in total, or 5-day condensed version with 40 hours

Pre-knowledge requirement: Intermediate understanding of digital media or journalism; experience with content production, advocacy, or communications is recommended.

Customized option: yes

Problem

We live in an information crisis. Facts alone no longer persuade, and online ecosystems are increasingly weaponized by disinformation, hate speech, and targeted manipulation. Communities, journalists, and civil society actors are often unequipped to recognize or counter these narratives — leading to polarization, mistrust, and harm.

Digital Media & Journalism ©

Counter Disinformaton with Digital Media

Solution

This training equips media and civil society professionals with the practical tools, strategic frameworks, and ethical awareness needed to counter disinformation and hate speech in digital spaces. Participants learn how to build compelling counter-narratives, verify content, use AI ethically, and produce impactful media stories. By the end of the course, they walk away with a complete piece of persuasive, multimedia content designed to disrupt harmful narratives in their local context.

The solution is perfect for

- *Journalists* and *editors* *facing manipulated or polarizing media ecosystems*
- *Communication officers* *working on social change or advocacy*
- *Civil society actors* *engaging online communities or vulnerable groups*
- *Media trainers, fact-checkers,* *or content creators in fragile information environments*

Benefits

- Gain clarity on dis-, mis-, and mal-information and how they spread
- Build persuasive, ethical counter-narratives to shift public perception
- Learn AI-supported verification and content creation techniques
- Understand how to moderate, engage, and influence online conversations
- Produce and pitch verified multimedia content aimed at their real-world audience
- Leave with a structured action plan or media campaign to implement locally
- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals

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Solution Implementation

15-Day Full Course (3 Weeks)
Week 1: Persuasion & Storytelling
- Target audience mapping, persuasive aims, and universal symbols
- Storytelling frameworks and storytelling formats
- Mobile journalism: filming and editing short videos for social media

Week 2: Disinformation Ecosystem & Tools
- Introduction to disinformation, hate speech, and online polarisation
- Verification tools, social listening platforms, and responsible reporting
- Moderation techniques, AI-generated content ethics, amplification pathways

Week 3: Practice & Production
- Counter-narratives and simulation days
- Production of final media assignment
- Peer feedback, coaching, and public presentations

Participants use a Disinformation Canvas to map their challenge and respond with a multimedia product.

5-Day Condensed Course
- Disinformation fundamentals, narrative construction, and amplification
- AI tools for verification and ethical content creation
- Mobile-based storytelling and content production
- Group work and final project presentations
- Optional follow-up coaching or toolkit for implementation

Enroll as a team or book a time with our experts

Digital Media & Journalism ©
Counter Disinformaton with Digital Media

What our client said

As one of RNTC's signature trainings, Counter Disinformation with Digital Media has reached hundreds of journalists and media makers globally. In early 2024, a 15-day edition of the course was delivered through Nuffic scholarships to 15 participants from 13 countries. The course received an average satisfaction rating of 8 out of 10, with trainer ratings averaging 4.6 out of 5.

"Thanks to the lessons I gained from the course, I have been invited to speak on major engagements about disinformation trends in my country. I was invited as a panelist to DataFest in July in Nairobi, as well as a keynote speaker at George Mason University in the U.S. in August." — Linda Ngari, Journalist and Pulitzer Center Freelancer, Kenya

"As a Producer for the Mental Health program at BBC Media Action, the training has profoundly impacted my work. Understanding the dynamics of disinformation has enabled me to create content that not only promotes accurate information but also fosters a safe and supportive environment for our audience." — Emmanuel Obeid Kundu, BBC Media Action, South Sudan

Earlier graduates have gone on to launch verification platforms such as Somali Check, produce local TV shows like Real Story, and replicate the course's methodology in workshops across East Africa.

Expert /Trainer

Jordy Nijenhuis is a **freelance trainer & campaigner**. He co-founded Dare to be Grey, an award winning organisation that aims to counter polarisation. He was involved in a variety of campaigns. He has trained media professionals from all over the world in (social media) campaigning, storytelling and countering radicalisation, hate speech and disinformation.

Related solutions
- *Navigating Disinformation around election*
- *Agency approach to storytelling*
- *Ethical and inclusive content moderation*

Our Solution Portfolio

Language: ES (English version available upon request)

Format: Training, Coaching

Time Commitment: 4 weeks (including 1.5-hour live session per week and 1–2 hours of weekly preparation online)

Pre-knowledge requirement: Working knowledge of journalism or media production required

Customized option: yes

? Problem

The fast-paced nature of digital journalism today challenges professionals to publish quickly and frequently—often at the expense of ethical scrutiny. Sensitive topics, vulnerable communities, and digital manipulation add new dimensions to long-standing ethical dilemmas. Without structured reflection, journalists risk violating rights, losing credibility, or contributing to harm.

Digital Media & Journalism ©
Ethical Treatment of Sources

Solution

This course is co-created and co-owned by RNW Media and **Mas Voces Foundation - elTOQUE.** It offers a guided journey through the ethical minefields of modern journalism. Participants explore real-life dilemmas related to editorial independence, human rights, source protection, and digital platforms. Through reflection, debate, and collaborative exercises, they co-create the foundation for their own internal code of ethics. The training blends theoretical grounding with practical tools for decision-making—always rooted in human dignity and journalistic integrity.

The solution is perfect for

- *Journalists* and *newsroom staff* in Spanish-speaking countries
- *Communication professionals* working with sensitive sources or communities
- *Media students* and *educators* building ethics into their curriculum
- *Civil society communicators* documenting human rights stories

Benefits

- Deepen your understanding of journalistic ethics and real-world dilemmas
- Analyze your own reporting practices through a human rights lens
- Participate in rich peer discussions and simulated ethical scenarios
- Co-create a practical, living code of ethics for your context
- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

This 4-week blended course combines self-paced online learning with weekly live sessions (1.5 hours each). Participants explore real-world ethical dilemmas through interactive discussions, collaborative exercises, and applied reflection.
Each week focuses on a different ethical theme:

- Week 1: Introduction to common ethical dilemmas in journalism
- Week 2: Structured debate and peer reflection
- Week 3: Deepening analysis through scenario-based discussion
- Week 4: Co-creation of a shared code of ethics

The course uses tools like Mentimeter, MURAL, and guided Canvas modules to support critical thinking and group learning.

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Digital Media & Journalism ©
Ethical Treatment of Sources

Expert /Trainer

Marta Gómez-Rodulfo is a **journalist and media trainer** with over 20 + years of experience. She is the founder and the CEO of the 'Freelance Press Saving Journalism'. She has skills in public speaking, project management, and communication consulting, working with diverse audiences across Europe and Latin America. Her academic background includes a Master's Degree in Investigative Journalism, Data, and Visualization, and a Diploma in Human Rights for Journalists. Marta worked or freelanced in many organizations, such as El Mundo and Grupo Planeta.

Related solutions

- *Investigative Journalism: From Hypothesis to Story with AI Tools*
- *Data-driven Editorial Decision Making*
- *Navigating Disinformation Around Elections*
- *Counter Disinformation with Digital Media*
- *AI Ethics: Ecosystem of Response-ablity*

Our Solution Portfolio

Language: EN

Format: Training (in-person), coaching

Time Commitment: 15 days with 120 hours in total (3-week full-time training)

Pre-knowledge requirement: Basic familiarity with media, communications, or advocacy work; no advanced technical skills required

Customized option: yes

Problem

In the digital age, storytelling alone is not enough. Media professionals and civil society communicators must not only share compelling narratives, but also package them across diverse platforms and formats — from short-form video and podcasting to viral memes and blogs. Many face creative blocks or lack the technical confidence to transform ideas into shareable, platform-ready multimedia content.

Digital Media & Journalism ©
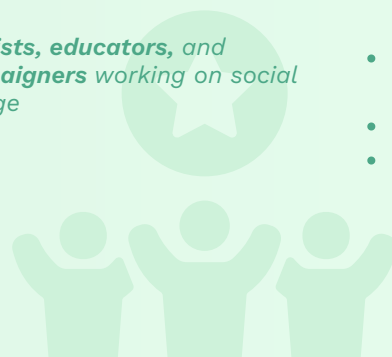## Digital Content Creation

Solution

This intensive course helps participants design, produce, and publish powerful digital content that drives engagement and social change. Through step-by-step modules in storytelling, podcasting, video production, and visual design, participants create a full portfolio of content — including a podcast episode, a short video, and a blog — supported by coaching and peer feedback. The training builds confidence in using storytelling formats, visual identity, and digital tools to reach the right audience with the right message.

The solution is perfect for

- *Journalists* and *multimedia storytellers*
- *Communications staff at NGOs, INGOs, and UN agencies*
- *Social media managers and content creators*
- *Activists, educators, and campaigners working on social change*

Benefits

- Learn how to write, produce, and publish multimedia content
- Build confidence in podcasting, video editing, and digital storytelling
- Understand how to match formats with audience and platform
- Create a ready-to-publish portfolio of podcast, video, and blog
- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

Delivered over 3 weeks, the course follows a progressive content creation pipeline:

- Week 1 – Foundations: Audience mapping, persuasive aims, storytelling, content formats, and visual design. Participants draft story concepts and visual identity.
- Week 2 – Media Skills: Hands-on podcasting and video production training, including scripting, recording, editing, and pre-production planning.
- Week 3 – Production Sprint: Participants create and refine their final podcast, video, and blog, supported by coaching and peer feedback

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Digital Media & Journalism ©
Digital Content Creation

What our client said

As one of RNTC's longest-running in-person trainings, Digital Content Creation has been delivered to hundreds of journalists and media makers over the past six years. In October 2023, with funding from Nuffic, 13 professionals from 11 countries participated through a scheduled course scholarship. The training received an average rating of 9 out of 10, and trainers were rated 4.68 out of 5.

"The training has truly revolutionized my approach. Since completing the program, I have witnessed a remarkable improvement in the quality and effectiveness of my content creation strategies. The RNTC training has not only upskilled my profession but also opened doors to exciting opportunities and collaborations. I highly recommend RNTC to anyone looking to sharpen their digital content creation skills and make a meaningful impact within the digital realm." — Abdelrahman Mohamed, Journalist, Egypt

Graduates have used their course projects in campaigns on climate resilience, mental health, and gender justice — and several have pitched their multimedia work to donors and partners for distribution.

Expert /Trainer

Issa Shaker is an **independent filmmaker and a media trainer** with a passion for breathing life into untold stories. Over the course of his career, he has become widely recognized for his ability in generating viral content, more than 500 million views and counting. Some of the organizations Issa has served with his media productions include the BBC, Al Jazeera, Russia Today, and University of Vienna. Issa holds a bachelor's degree in communications from the University of Indianapolis.

Related solutions

- *Persuasive Digital Storytelling*
- *Agency Approach to Storytelling*
- *Video Essentials: Audiovisual Production*
- *Podcasting Essentials: Audio Production*

Our Solution Portfolio

Language: EN, ES

Format: Training (in-person only), coaching

Time Commitment: 3 days, 24 hours in total

Pre-knowledge requirement: Basic understanding of social impact communication or content creation; no advanced technical skills required

Customized option: yes

Problem

Short-form video is the leading digital format globally, especially on platforms like TikTok, Instagram, and YouTube. Yet, many journalists and content creators struggle to adapt traditional production methods to mobile-first formats that demand speed, clarity, emotional impact, and platform-specific storytelling. Without updated skills and workflows, many miss opportunities to drive social change and amplify underrepresented voices.

Digital Media & Journalism ©

Video Essentials: Audiovisual Production

Solution

Video Essentials is an immersive, hands-on training that equips participants with the skills to plan, record, edit, and publish compelling short-form videos using accessible tools like smartphones and free editing software. The course follows RNW Media's storytelling methodology—combining empathy-driven planning, audience targeting, and impactful narratives—to produce social videos that spark conversations and inspire action. Participants learn through group assignments, creative challenges, and direct application of skills using their own content ideas. The result is a complete short-form video series, built from the ground up by participants, with a clear dissemination strategy.

The solution is perfect for

- *Independent journalists*
- *Youth media makers or content creators*
- *Civil society communicators*
- *Grassroots campaigners*
- *Grassroots campaigners*

Benefits

- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals
- Practical video outputs that can be professionally used
- Peer learning through small group collaboration
- Expert feedback throughout all stages of production

Solution Implementation

The course is delivered in-person over 3 days and can be hosted in one central location or across regional hubs. Each day focuses on a key stage of production:

- Day 1: Research, planning, audience analysis, scripting
- Day 2: Hands-on recording using mobile devices and natural settings
- Day 3: Editing with CapCut, finalizing and presenting content, planning for distribution

Facilitators provide real-time feedback and guide participants to publish content tailored to their chosen platforms and audiences.

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Digital Media & Journalism ©

Video Essentials: Audiovisual Production

What our client said

In 2023, the training was delivered to 15 participants from Oxfam Bolivia and local NGOs, funded by Global Affairs Canada (GAC) via Oxfam Quebec. The overall rating of the training is 8.5/10, and the knowledge benefit score is 4.2/5.

A recent training implementation in 2024 involved 22 participants from NGOs across the MENA region. The overall rating is 8.9/10, and the trainer rating is 4.9/5.

One of the participants, **May Achour**, working in Oxfam in Lebanon, commented on the session:

"I am not the same person after this training. I see lights, objects, and compositions with a new pair of eyes. I feel much more confident to produce a video from A to Z...**Honestly, everything was successful in the learning journey. Thank you for RNW Media for one of the best trainings ever...** I plan to make use of the knowledge and skills gained in my communications work at Oxfam through photography and video production for social change. In addition, I plan to also make use of such skills in my personal life as a content creator"

Expert /Trainer

Hennah Draaibaar is an experienced **TV journalist, documentary maker, writer and trainer** with a passion for engaging stories. As a former correspondent for the Netherlands' largest broadcaster, NOS and Nieuwsuur, she reported extensively from Suriname and the Dutch Caribbean. Hennah has developed and led numerous media campaigns—most of them aimed at advocacy and meaningful change—for organizations such as UNDP, IDB, and UNICEF.

Related solutions

- **Persuasive Digital Storytelling**
- **Agency Approach to Storytelling**
- **Digital Content Creation**
- **Podcasting Essentials: Audio Production**

Our Solution Portfolio

Language: EN, AR

Format: Training (in-person only), coaching

Time Commitment: 3 days, 24 hours in total

Pre-knowledge requirement: No prior podcasting experience required; basic communication or storytelling interest recommended

Customized option: yes

Problem

Podcasts have exploded in popularity across the globe, offering powerful ways to share perspectives and deepen conversations. Yet many storytellers, especially in civil society and grassroots media, lack the skills and confidence to start their own. From unclear equipment options to uncertainty about formats, structure, or publishing, these barriers often stop great stories from being told.

Digital Media & Journalism ©

Podcasting Essentials: Audio Production

Solution

Podcasting Essentials is a hands-on training that guides participants through the full podcasting journey—from concept to production and publication. Designed with civil society and advocacy professionals in mind, this course empowers participants to shape their message, sharpen their voice, and build meaningful audio experiences using accessible tools.

Each participant creates a podcast episode during the course, while exploring key elements such as planning, scripting, interviewing, recording, editing, hosting, and distribution. The training emphasizes simplicity, impact, and sustainability—helping participants launch podcasts that fit their goals, platforms, and audiences.

The solution is perfect for

- *Aspiring podcast creators*
- *Civil society communicators*
- *Youth media producers*
- *Journalists* exploring audio formats
- *Advocacy teams* looking to extend their message through audio
- *Educators or trainers* seeking new content formats

Benefits

- End-to-end production skills: planning, scripting, recording, editing, and publishing
- Personalized feedback on podcast episodes
- Learn how to create accessible and inclusive audio content
- Access to an exclusive online learning platform and resources
- Receive a certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals
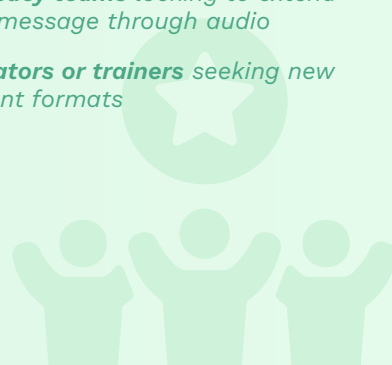
Solution Implementation

This in-person training is delivered over 3 days, typically in a media lab or training center setting. It combines theoretical input, tool demos, and intensive individual practice. Each day focuses on a stage in the podcasting lifecycle:

- Day 1: Planning & Scripting
- Podcasting principles, format design, target audience, writing for audio, interview techniques
- Day 2: Recording & Editing
- Voice techniques, recording tips, editing workflows using DAWs (digital audio workstations)
- Day 3: Publishing & Distribution
- Hosting platforms, cover art, transcripts, distribution channels, feedback and final showcases

Participants walk away with a complete pilot episode and the skills to continue podcasting beyond the course.

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Digital Media & Journalism ©

Podcasting Essentials: Audio Production

What our client said

In 2024, we provided this training to 8 NGO professionals from Morocco, including the Moroccan Family Planning Association. The training was overall rated 8.33 out of 10, and the trainer was rated 4.8 out of 5.

*''This experience made it easier for me to grasp the concept of podcasting, which I thought would be complex and difficult to achieve. **The training allowed me to understand the skills needed to create podcasts, both theoretically and practically.** It's a great way to discuss ideas and share them with my community, primarily targeting young people. I plan to launch a podcast on my association's radio station, where I will discuss sexual and reproductive health issues, as well as mental health and their relationship, inviting experts with expertise in these fields."* **- Ahmed Ghamir, The Moroccan Family Planning Association**

Expert /Trainer

Hazem Amin is an experienced **producer, film director, and post-production specialist**, with expertise in managing complete production processes and client relationships, from concept development to final delivery, for broadcasters, creative agencies, NGOs, and international clients. Notable work includes TV programs for RTL and SBS, VFX for Netflix's Al Rawabi School for Girls, and content for organizations such as Doctors Without Borders and the Discovery Channel.

Related solutions

- *Persuasive Digital Storytelling*
- *Agency Approach to Storytelling*
- *Digital Content Creation*
- *Video Essentials: Audiovisual Production*

Our Solution Portfolio

Language: EN, ES

Format: Consultation

Time Commitment: 8-16 hours

Pre-knowledge requirement: None

Customized option: yes

Digital Media & Journalism ©
Data Driven Editorial Decision Making

💡 Solution

The DDEDM solution guides organizations in their use of audience data to make smarter editorial choices, without compromising their public-interest mission. Through a combination of trend analysis, social listening, platform analytics, and decision-support tools, we help you:

- Identify which topics, formats, and platforms resonate most with your audience
- Monitor sentiment and engagement patterns in real time
- Evaluate and optimize video content and publishing workflows
- Personalize user experiences across platforms with a focus on ethical practices

❓ Problem

Editorial teams are under pressure to produce high-impact content while working with limited resources and rapidly changing digital environments. Many times. editors make decisions based on intuition or outdated performance metrics that don't capture what audiences actually engage with, or why. Without structured use of audience data, analytics, and an ethical approach, content strategies can quickly become misaligned with audience needs, and negatively impact audiences engagement.

The solution is perfect for

Editorial teams that already produce regular content and want to take impact making to the next level, improve their efficiency, and audience alignment.

Whether you're a media outlet, NGO, or advocacy group, DDEDM helps you shift or refine your data-informed decision-making strategy, integrating the tools and workflows needed to thrive in digital space and remain true to your values.

Benefits

- Real-time audience insights to inform content planning
- Data-driven and tailored recommendations for editorial and video performance
- Support with integrating AI into newsroom processes
- Insights that link content performance to fundraising success
- Responsible and ethical approach to data and automation
- Strengthens both public interest and sustainability outcomes
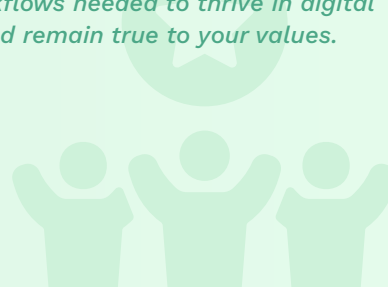
Solution Implementation

The consultation consists of three phases:

1. Data tools and editorial strategy: We assess your current content workflows and data tools (e.g. Hootsuite, Google Analytics) to identify gaps and opportunities. You'll gain clarity on how data can better inform editorial planning and decision-making.

2. Real-time decision-making: Learn how to track audience trends and sentiment, and apply insights directly to editorial choices. This hands-on session includes guided exercises using real world datasets and relevant tools.

3. Fundraising, automation and long-term use: Explore how editorial data can support fundraising, content personalization, and system integration. We provide actionable guidance for embedding data use in your day-to-day operations.

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Digital Media & Journalism ©
Data Driven Editorial Decision Making

❝

What to Expect

- *A team of specialists who will guide you through each step of the editorial decision-making process.*
- *A structured consultation that begins with mapping your goals, content workflows, and data readiness.*
- *Interactive sessions that combine live demonstrations, toolkits, and hands-on exercises using your actual content cases.*
- *Tailored insights that connect editorial performance with audience engagement and fundraising outcomes.*
- *A collaborative learning environment with expert facilitation to build confidence and internal capacity.*
- *A practical roadmap to embed data-driven practices into your editorial operations—supported by RNW Media's team at every step.*

❞

Solution Owner

Brenda Morales Ruiz is a **social impact strategist** with over 5 years of experience in feminist and participatory evaluation, digital rights, and inclusive impact measurement. Her is an expert bridging research with practical strategy. Brenda holds a Master's in Public Policy and has led impact frameworks for advocacy, media development, and digital initiatives in the MENA region, Latin America, and Sub-Saharan Africa.

Related solutions

- *Digital Media Context Analysis*
- *Digital Transformation Assessment*

Our Solution Portfolio

Language: ES

Format: Training (self-paced learning on Canvas + weekly live online sessions), coaching

Time Commitment: 4 weeks (approx. 12–15 hours total)

Pre-knowledge requirement: No prior experience required; ideal for anyone working in media, communication, or human rights

Customized option: yes

Problem

Media stories often exclude or misrepresent communities at the margins of power. Many journalists and communicators unknowingly reproduce harmful narratives—through biased headlines, stigmatizing language, or practices that revictimize vulnerable people. Without a clear understanding of intersectionality, inclusive language, and ethical representation, stories can reinforce the very injustices they aim to expose.

Digital Media & Journalism ©

Gender, Race, and Inclusion Reporting

Solution

Gender, Race & Inclusion is an interactive course co-created and co-owned by RNW Media and Mas Voces Foundation - elTOQUE. The course helps storytellers recognize bias, challenge exclusion, and apply an ethical, human rights–based lens to their work. Through weekly live sessions and flexible self-study materials, participants learn to apply intersectionality, avoid revictimizing language, and center underrepresented voices in their narratives.

The course includes real-life case studies, headline rewrites, role-playing interviews, and practical pitch development—all aimed at helping learners reflect critically and produce inclusive media content.

The solution is perfect for

- *Journalists* and *community reporters*
- *Civil society communicators*
- *Human rights advocates*
- *Educators* and *trainers* on media or inclusion
- *Communications teams* in NGOs and advocacy groups

Benefits

- Access to RNW Media's exclusive online learning platform
- Certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals
- Tools to apply intersectionality in everyday storytelling
- Peer feedback and expert facilitation throughout the course
- Practical pitch and story planning based on real-life topics

Solution Implementation

Delivered over 4 weeks, this course combines online self-paced learning with one 90-minute live session per week. Each week covers a specific topic:

- Week 1: Intersectionality and media bias
- Week 2: Inclusive language and avoiding revictimization
- Week 3: Reframing real-world stories through an ethical lens
- Week 4: Editorial pitch presentations and group feedback

Participants complete weekly exercises and work toward a final story pitch that applies all course principles

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Digital Media & Journalism ©

Gender, Race, and Inclusion Reporting

Expert /Trainer

Marta Gómez-Rodulfo is a **journalist and media trainer** with over 20 + years of experience. She is the founder and the CEO of the 'Freelance Press Saving Journalism'. She has skills in public speaking, project management, and communication consulting, working with diverse audiences across Europe and Latin America. Her academic background includes a Master's Degree in Investigative Journalism, Data, and Visualization, and a Diploma in Human Rights for Journalists. Marta worked or freelanced in many organizations, such as El Mundo and Grupo Planeta.

Related solutions

- *Investigative Journalism: From Hypothesis to Story with AI Tools*
- *Technology-Facilitated Gender-Based Violence Reporting*
- *Gender Journalism Content Hub*
- *Creating Engaging & Persuasive Content on Sex, Reproductive Heath and Rights*

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Our Solution Portfolio

Language: EN

Format: Training, coaching

Time Commitment: 3 days in person (approx. 18 hours) + Self-paced learning (4-6 hours)

Pre-knowledge requirement: None

Customized option: yes

Problem

Technology-Facilitated Gender-Based Violence (TFGBV) — such as doxxing, deepfakes, cyberstalking, and disinformation — is rising rapidly. Women and LGBTQ+ media-makers are often targeted, yet media reporting frequently lacks nuance, reinforces stigma, and overlooks systemic causes. Many journalists want to report ethically on TFGBV but don't know where to start — especially in fast-moving or high-risk environments.

Digital Media & Journalism ©
Technology-Facilitated Gender-Based Violence Reporting

Solution

TFGBV Reporting combines a practical, interactive toolkit with a hands-on fellowship to help journalists, content creators, and communicators report ethically, safely, and impactfully on TFGBV. The digital toolkit offers real-world scenarios, checklists, visual guidelines, glossary terms, and a language use guide to support trauma-informed and rights-based storytelling. It helps prevent revictimization, increase public understanding, and encourage survivor agency.

The TFGBV Reporting Fellowship is a 3-day immersive training that brings together media-makers to practice using the toolkit, discuss ethical dilemmas, and co-create stories. Sessions cover image use, language framing, AI-powered threats, and platform accountability, ending with a scenario-based production lab. Together, the toolkit and training equip participants to challenge stigma, counter disinformation, and shift narratives toward gender justice.

The solution is perfect for

- *Journalists covering gender, SRHR, or digital rights*
- *Feminist media collectives and civic storytellers*
- *Influencers and online content creators*
- *Human rights communicators in high-risk regions*
- *Newsrooms and independent media working on intersectional issues*

Benefits

- Apply global best practices to local stories
- Build trauma-informed, rights-based, and survivor-centered reporting skills
- Learn how to report on TFGBV without amplifying harm
- Access to a dynamic, user-friendly digital toolkit
- Receive a certificate of completion (for fellowship)
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

- Toolkit is distributed as an interactive resource with editable templates, case studies, and practical checklists. It can be used independently or embedded into journalism curricula.
- Fellowship is a 3-day in-person training, hosted in regional hubs, combining expert sessions, hands-on group exercises, and ethical storytelling labs.

Example sessions include:

- Reporting on TFGBV: Launch and testing of the RNW Media Guide
- Trauma-informed storytelling and consent
- Image use dos and don'ts
- AI risks, gendered disinformation, and platform inaction
- Scenario-based reporting and editorial pitch workshop

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Digital Media & Journalism ©

Technology-Facilitated Gender-Based Violence Reporting

What to Expect

In August 2025, we provided the TFGBV fellowship training to 8 participants from Jordan, Palestine, Mexico, India, and Egypt. The training features guest speakers from the Dutch Embassy in Jordan and Arab Reporters for Investigative Journalism (ARIJ).
The training demonstrated that not only have the participants moved from abstract awareness to action, but also shifted towards building a systemic response. At the end of the training, 6 out of 8 participants referenced changing their tone and language on TFGBV and embraced survivor-centered and feminist storytelling.

"This fellowship gave us not just tools, but the language, courage, and networks to make change."
"Before, I was afraid to speak. Now I have a language and responsibility to do it"
"We need to tell stories that don't re-traumatize. That's what I changed."
"This fellowship helped me deconstruct how I was speaking about women online."

Expert/trainer

Brenda Morales Ruiz (She/Her) is the **Director of Media Innovation** at RNW Media. She brings more than a decade of experience of working at the intersection of media, technology, and gender, spanning India and globally, and covering topics such as reproductive justice, digital civic engagement and AI literacy. Surabhi has a master's degree in public health from Yale University, a master's in social policy from the International Institute of Social Studies in the Hague, and a certification from London School of Economics (LSE) in ethics of AI.

Related solutions

- *Gender, Race, and Inclusion Reporting*
- *Gender Journalism Content Hub*
- *Creating Engaging & Persuasive Content on Sex, Reproductive Health and Rights*

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Our Solution Portfolio

Language: EN, AR, ES, FR

Format: Digital product (web-based)

Time Commitment: Self-paced exploration; pre-registration is required

Pre-knowledge requirement: None; open to all registered users interested in gender journalism and reporting

Customized option: No

Problem

Gender-based issues are too often underreported, misrepresented, or stripped of nuance in mainstream media. Journalists covering gender-related topics — from care work to LGBTQ+ rights to political participation — face a shortage of credible sources, inclusive language guides, and trauma-informed storytelling frameworks. Much of the existing support is fragmented or focused only on sexual and reproductive health (SRHR), leaving critical gaps in broader gender journalism.

Digital Media & Journalism ©
Gender Journalism Content Hub

Solution

The Gender Journalism Content Hub is a revamped, editorially curated digital resource centre designed to support inclusive, accurate, and compelling gender reporting. Formerly known as the Love Matters Homebase (https://lovematters.info/about), this platform now offers a broader lens on gender and identity — equipping journalists and content creators with story ideas, source guides, ethical frameworks, interview tips, multimedia materials, and editorial tools that reflect global gender justice movements.

The solution is perfect for

- *Journalists reporting on gender, identity, or human rights*
- *Civil society communicators and campaigners*
- *Local newsroom editors seeking inclusive coverage frameworks*
- *Media educators and journalism trainers*
- *Content creators producing for youth or marginalised groups*

Benefits

- Free access to a living, evolving hub of resources
- Global, multilingual content with regional relevance
- Downloadable editorial tools and story guides
- Includes multimedia libraries, interviews, and real-life story leads
- Ready-to-use templates for gender-just reporting
- Integrates with existing training, campaigns, and editorial workflows

Solution Implementation

- The digital product includes lived-experience content, explainer articles, image libraries, headline reframing tools, and narrative guides developed by RNW Media and its global network of editors and partners.

- The platform is structured to be accessible, multilingual, and easily adaptable — whether you're covering gender equality, LGBTQ+ inclusion, feminist politics, or intersectional rights.

- The product aims to become an AI-powered platform for gender journalism and reporting, powered by a distinctive embedded LLM. By incorporating advanced data aggregation technology, the platform will aggregate comprehensive and up-to-date resources, utilize machine learning to analyze usage patterns, and improve content delivery, while ensuring content respects cultural sensitivities and addresses local needs.

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Digital Media & Journalism ©
Gender Journalism Content Hub

Expert/trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Brenda Morales Ruiz (She/Her) is the **Director of Media Innovation** at RNW Media. She brings more than a decade of experience of working at the intersection of media, technology, and gender, spanning India and globally, and covering topics such as reproductive justice, digital civic engagement and AI literacy. Surabhi has a master's degree in public health from Yale University, a master's in social policy from the International Institute of Social Studies in the Hague, and a certification from London School of Economics (LSE) in ethics of AI.

Related solutions

- _Gender, Race, and Inclusion Reporting_
- _TFGBV reporting_
- _Creating Engaging & Persuasive SRHR Content_

Digital Media Leadership

Our Solution Portfolio

Language: EN (custom versions available in AR, ES, FR)

Format: Research

Time Commitment: 6-8 weeks, duration may vary based on country scope and methodology

Pre-knowledge requirement: None required for clients; RNW Media leads the entire research process

Customized option: Yes- fully tailored to programme, country, target audience, and digital themes

? Problem

Programmes that rely on digital outreach often fail to engage with the audience meaningfully because they don't fully understand the local digital environment. What platforms are young people using? What social norms or risks affect their participation? What misinformation trends, access barriers, or data privacy issues are shaping their online experience? Without accurate, localized insights, digital interventions risk being ineffective, irrelevant—or even harmful.

Digital Media Leadership ©
Digital Media Context Analysis

Solution

The Digital Media Context Analysis (DMCA) is RNW Media's proprietary research service designed to map a country's digital landscape, especially in contexts related to youth, civic space, and human rights. Using a mixed-method approach—including desk research, interviews, surveys, focus group discussions, and digital trend monitoring—the DMCA reveals audience digital behaviors and needs, platform and content preferences, accessibility, safety, and affordability issues, norms around sensitive topics (SRHR, civic rights, etc.), the role of influencers, media, and dis/misinformation and risks related to surveillance, censorship, or platform abuse. Each DMCA includes a strategic synthesis with actionable recommendations, aligned with RNW Media's Digital Transformation Assessment (DTA) and Digital Transformation Blueprint (DTB) to co-create partner-led digital strategies.

The solution is perfect for

- **INGOs** and **CSOs** planning digital campaigns

- **Funders** and **program designers** investing in digital youth engagement

- **Media partners** and **coalitions** focused on civic tech or rights-based advocacy

- **Research teams** needing localised baseline data to guide digital interventions

- **Multi-year, multi-country programmes** requiring comparative digital insights

Benefits

- Holistic picture of the digital media ecosystem per country or region
- Analysis of online civic space, safety, and inclusion
- Tailored research questions aligned to programme goals
- Access to RNW Media's toolkit and templates (FGD guides, social listening, etc.)
- Integration with digital strategy development (via DTA + DTB solutions)
- Rights-based framing with a strong gender and youth lens

Solution Implementation

The DMCA follows a 3-phase structure:

Phase 1: Contextualise & Design
- Co-develop research questions and select relevant themes (e.g., SRHR, digital rights)
- Choose data collection methods: FGDs, interviews, online surveys, social listening
- Draft Inception Report and data collection plan

Phase 2: Gather Data
- Conduct primary and secondary research
- Use pre-developed tools or adapt to partner context
- Populate structured reporting templates with findings

Phase 3: Synthesize & Strategize
- RNW Media delivers a tailored DMCA report with key findings
- Co-develop digital media strategies using Digital Transformation Blueprint
- Optional: conduct debrief sessions or strategic workshops with stakeholders

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Digital Media Leadership ©
Digital Media Context Analysis

"What our client said

Since its development, the Digital Media Context Analysis (DMCA) methodology has been deployed in nine countries across MENA, Africa, and Europe to generate in-depth insights into the digital realities of young audiences and civil society actors.

In the 5-year' Masarouna programme focused on sex and reproductive health and rights of young people in MENA, funded by the Dutch Ministry of Foreign Affairs, the research involved 23 CSOs, 62 youth participants, and a total internet-user population estimate of 113 million across all six countries studied. The findings directly informed the development of digital safe spaces, advocacy messaging, and youth engagement strategies across all six countries."

Expert/trainer

Brenda Morales Ruiz is a **social impact strategist** with over 5 years of experience in feminist and participatory evaluation, digital rights, and inclusive impact measurement. Her is an expert bridging research with practical strategy. Brenda holds a Master's in Public Policy and has led impact frameworks for advocacy, media development, and digital initiatives in the MENA region, Latin America, and Sub-Saharan Africa.

Related solutions

- *Digital Transformation Assessment*

Our Solution Portfolio

Language: EN

Format: Assessment (online self-assessment with auto-generated report and follow-up support options)

Time Commitment: 30-60 minutes

Pre-knowledge requirement: No technical knowledge required — best completed by a team member with good visibility on digital operations

Customized option: Yes

Digital Media Leadership ©
Digital Transformation Assessment

Solution

The Digital Transformation Assessment (DTA) is an easy-to-use online tool that helps independent digital media outlets evaluate their readiness and progress in adopting digital technologies. It delivers instant, tailored insights and a structured report to guide organisations in strengthening their digital strategy, operations, and long-term viability.

Problem

Independent media outlets often struggle to adapt to rapid digital change, weakening their viability, audience reach, and sustainability. The DTA is designed to help these organisations assess their digital transformation readiness and progress, identify gaps, and receive actionable, locally relevant guidance—ultimately supporting their ability to stay resilient, efficient, and impactful in an evolving digital media landscape.

The solution is perfect for

- **Independent media outlets** navigating digital change
- **Media CSOs** or **coalitions** wanting to benchmark transformation
- **Funded programmes** seeking measurable baselines and digital KPIs
- **Editors, managers,** and **innovation teams**
- **Digital leads** planning strategic pivots

Benefits

- Clear snapshot of digital readiness across operations, leadership, and strategy
- Tailored insights and recommendations to guide next steps in digital transformation
- Benchmarking against peers to understand relative progress and identify gaps
- Support for strategic decision-making, including tech investments and training needs
- Greater local ownership by highlighting solutions relevant to the outlet's context
- Empowerment to lead change internally, using Kotter's change model as a guide

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Solution Implementation

The DTA comprises the following components:
- Introduction to the DTA, expected outputs and duration
- Respondent Information and which colleagues joined in completing the assessment
- Media Outlet Information, mostly for segmentation in benchmarking and research
- Change Readiness based on Kotter's 8 Steps
- Primary Activities and Support Activities – both inspired by the Value Chain Analysis
- Open Questions for any final thoughts

Organisations can take the DTA online through a Typeform link, typically in under 40 minutes.
The process includes:
- Step 1: Team completes the DTA. Best done by a team member (or small group) with oversight of digital activities
- Step 2: Instant, downloadable report generated. Auto-generated visual report with scores, interpretations, and links to suggested resources
- Step 3: Optional validation session. RNW Media experts offer debrief sessions and coaching to help interpret results and define next steps

Enroll as a team or book a time with our experts

Digital Media Leadership ©
Digital Transformation Assessment

What our client said

Over the years, RNW Media has delivered this assessment solution to 39 organisations around the world. In 2024, the Digital Transformation Assessment was implemented as a service within the Fair4All programme by Oxfam.

*"**Through DTA, we found out where our organization stands in relation to digitalization.** It was extremely helpful for assessing our capacities, thinking strategically about building digital skills and having a strategy to grow and develop." — Tanadgoma, Georgia*
*"We do conflict-sensitive journalism. **RNW Media opened us up to new channels like TikTok and new ways to think about innovation and engagement."** — KirkukNow, Iraq*
*"Digital transformation is more than adopting software — it's how we empower youth and communities. **RNW Media helped us shift strategy across our programmes."**— Nairobits, Kenya*
In 2023, several partners completed the DTA for a second time, allowing RNW Media to track progress. For example, Muntada al-Jensaneya (Palestine) showed marked improvement in content and channel strategy—particularly on Instagram—following targeted coaching based on their initial 2022 results.
This assessment solution has been revamped in 2025 and shifted its focus to support public interest media to advance media viability.

Expert/trainer

Boris van Westering is the Media Innovation Manager at RNW Media, where he focuses on media viability, digital transformation, and climate journalism. With over 15 years of experience in management and fundraising, he has mentored several digital media organisations on strategy and sustainability. He has worked on climate journalism projects with the Clingendael Institute, Earth Journalism Network, UNESCO, and the Stanley Center, and co-designed the Rewriting Climate Narratives project with the Royal Academy of Art and ARIJ.

Related solutions

- *Digital Media Context Analysis*
- *Digital Transformation Blueprint*

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: Flexible (ranging from 2-hour online consultations to 2-day in-person workshops)

Pre-knowledge requirement: No prior digital strategy experience required

Customized option: Yes

❓ Problem

Many media outlets and civil society organizations (CSOs) recognize the importance of digital transformation but struggle to align their ambitions with a clear, data-driven strategy. Without structured guidance, digital initiatives often lack cohesion, long-term vision, and measurable impact.

Digital Media Leadership ©
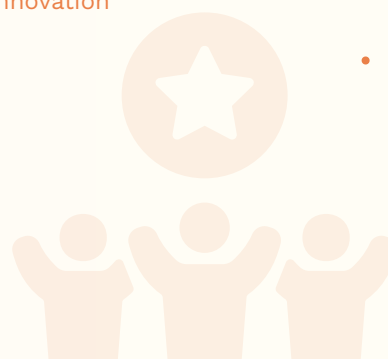# Digital Transformation Blueprint

💡 Solution

The Digital Transformation Blueprint is RNW Media's consultation-based service that supports changemakers in co-creating a comprehensive digital transformation strategy. This strategy is not just a document—it is a practical roadmap to help organizations embrace digital opportunities, mitigate risks, and accelerate their long-term digital impact. Grounded in RNW Media's digital-first, youth-centered methodology, the Blueprint brings together strategic planning, technical expertise, and participatory facilitation. Whether delivered as a short online consultation or a multi-day in-person workshop, the process guides partners through vision-setting, prioritization, and capacity strengthening—always tailored to the organization's goals, audience, and operational context. It integrates insights from tools like Digital Transformation Assessment (DTA) and Digital Media Context Analysis (DMCA), ensuring strategies are rooted in real-world needs and opportunities.

🎯 The solution is perfect for

- **Civil society organizations** and **independent media outlets**
- **Youth-focused and community-based changemakers**
- **INGOs and multi-country program implementers** seeking digital innovation

✨ Benefits

- Co-created, customized digital transformation strategies
- Clear roadmap for implementation and capacity building
- Strengthened digital leadership and strategic alignment
- Concrete activities, goals, and M&E framework ready for execution
- Increased visibility, efficiency, and impact through digital channels

Solution Implementation

The Digital Transformation Blueprint is delivered through RNW Media's structured 8-step framework, designed to guide partners from vision to action:

- Identify Digital Ambitions – Define long-term goals and align expectations.
- Assess Digital Landscape – Use tools like the DTA and DMCA to analyze context and capacity.
- Define Goals & Audiences – Clarify strategic objectives and who they aim to serve.
- Prioritize Strategic Areas – Focus on core transformation domains (e.g. leadership, content, care).
- Define Interventions – Translate goals into concrete digital initiatives.
- Plan Capacity Strengthening – Outline learning needs and support pathways.
- Design Activities – Develop a clear action plan with timelines and roles.
- Monitor & Evaluate – Set digital KPIs to track progress and impact.

This process is flexible and can be delivered through short consultations or multi-day workshops, depending on the partner's needs.

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Digital Media Leadership ©
Digital Transformation Blueprint

What our client said

In 2024, RNW Media facilitated 10 Digital Transformation Blueprint consultation workshops with 16 public interest media and CSOs across 10 countries, resulting in the co-creation of 14 digital strategies. These co-created blueprints were used to plan long-term digital efforts and included **28 strategic recommendations that partners have already adopted** *— ranging from content strategy optimization to influencer engagement and data analytics integration.*

"The co-creation process really helped support Raseef22. It was immensely beneficial to reflect with RNW Media... enhancing our digital performance." — **Raseef22, Lebanon**

"The most successful workshop I've attended in Masarouna (programme). I will suggest we do this type of workshop more, for example, 3-4 times per year" — **Muntada al-Jensaneya, Palestine**

Expert/trainer

Lei Ma is a **media innovator and trainer** with 17 years of experience working at the intersection of journalism, media, AI, and human rights. Lei is also the Coordinator of the UN Internet Governance Forum Dynamic Coalition on the Sustainability of Journalism. He served as the Founder, Editor-in-Chief, and News Director for various award-winning national and international media outlets and managed several multi-year/country media development projects. He holds a master's degree in European law from the University of Amsterdam and two bachelor's degrees in international law and international economics and Trade.

Related solutions

- *Digital Media Context Analysis*
- *Digital Transformation Assessment*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours to half-day (online or in-person)

Pre-knowledge requirement: None

Customized option: Yes

Problem

Many organisations aim to mobilise youth and citizens online—but lack a clear framework for how to build, grow, and sustain digital communities that drive social change. Without structure, digital spaces risk becoming inactive, unsafe, or disconnected from their intended purpose.

Digital Media Leadership ©
Digital Community Roadmap

Solution

The Digital Community Roadmap masterclass equips changemakers with a step-by-step framework for designing, launching, and sustaining digital communities that have real impact. Rooted in RNW Media's experience building 20+ digital communities across 12 countries, this masterclass presents a tested methodology: from audience mapping and platform setup to inclusive content, moderation, and referral systems. Participants learn to apply the 11 building blocks of successful digital communities, assess their readiness, and reflect on case studies like Benbere in Mali and Love Matters in India. The roadmap also includes a "decision tree" to help organisations determine whether building a digital community is the right pathway for their goals, given their resources, context, and capacity.

The solution is perfect for

- **Civil society organisations** seeking to grow online presence
- **Programme teams** in need of scalable community-building models
- **Media outlets and content creators** working with youth audiences
- **Local partners** designing civic or SRHR-focused digital initiatives
- **Regional networks** or **donors funding digital engagement strategies**

Benefits

- Practical roadmap to build or improve digital communities
- Decision-making tools to assess feasibility and focus
- Customisable templates and content strategies
- Insights from real-world examples across countries and sectors
- Access to RNW Media's exclusive online learning platform
- Certificate of completion
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

The roadmap consists of 11 building blocks, each a key component in designing and sustaining an impactful digital community:

- Analyse your digital context
- Define your Theory of Change
- Define your target audience
- Build your team & partnerships
- Set up your digital platforms
- Develop your strategy
- Create content & moderate engagement
- Collect insights on user needs & behaviours
- Advocate for & amplify youth voices
- Refer people to services
- Evaluate and learn

Each block comes with tested tools, methods, and facilitation activities, all adapted from RNW Media's field-tested experiences. The session is interactive, combining Menti, Mural, and group discussion formats.

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Digital Media Leadership ©
Digital Community Roadmap

> ### What our client said
>
> *This masterclass was developed by RNW Media in 2020, funded by the Swedish Postcode Foundation, and has since been delivered to 20+ organisations worldwide. These include the International Planned Parenthood Federation (IPPF), MSI, ForumCiv, Erasmus University, The Hague Academy for Local Governance, and Haarlem University of Applied Sciences. RNW Media also presented the roadmap at the 2022 Social and Behaviour Change Communication (SBCC) Summit, reaching an international audience of practitioners and donors.*
>
> *A session delivered for The Hague Academy for Local Governance received a 4.3/5 rating, with participants noting the relevance of the approach to inclusive governance and civic engagement:*
> **"The trainer was very good and diligently involved the role of the media in citizen participation... this session was one of the most insightful sessions we had."** — *Masterclass participant*
> **"I really liked that you integrated the training needs of the participants into your presentation. You clearly prepared well and made it practical by showing tools to improve their social media approaches."** — *Gaya Blom, Programme Manager, The Hague Academy for Local Governance*

Expert/trainer

Lei Ma is a **media innovator and trainer** with 17 years of experience working at the intersection of journalism, media, AI, and human rights. Lei is also the Coordinator of the UN Internet Governance Forum Dynamic Coalition on the Sustainability of Journalism. He served as the Founder, Editor-in-Chief, and News Director for various award-winning national and international media outlets and managed several multi-year/country media development projects. He holds a master's degree in European law from the University of Amsterdam and two bachelor's degrees in international law and international economics and Trade.

Related solutions

- *Digital Transformation Blueprint*
- *Digital Media Leadership*
- *Building Your Digital SRHR Community*

Our Solution Portfolio

Language: EN (with support for Swahili and other regional languages)

Format: Training, coaching

Time Commitment: 7 weeks total, including 6 weeks online with 8 hours a week of sessions + self-paced materials and 3 days in-person, 72 hours in total

Pre-knowledge requirement: 3–7 years of experience in digital media, communications, or journalism

Customized option: Yes

? Problem

Digital transformation in the media sector is no longer optional. Yet many mid-level professionals, media managers, and content creators lack the leadership mindset, strategic tools, or innovation frameworks needed to guide their organisations forward. Rapid technological change, declining audience trust, and uncertain business models leave leaders overwhelmed and under-equipped.

Digital Media Leadership ©
Digital Media Leadership

Solution

Digital Media Leadership is a blended training programme designed to empower the next generation of media leaders with the mindset, skills, and strategies needed to lead digital transformation. Combining leadership development, digital strategy, innovation tools, and sustainability planning, this course helps participants reflect, reimagine, and redesign how media works in the digital age. It draws from RNW Media's ecosystem of solutions — including the Digital Transformation Assessment (DTA), Introduction to the Media Viability Masterclass, and DMCA — and applies proven models like the STAR Framework, Kotter's 8 Steps, and Design Thinking. Participants engage in collaborative case studies, complete a capstone project, and receive feedback from peers and facilitators — all with the aim of applying insights directly to their work and organisations.

The solution is perfect for

- **Digital editors, strategy leads,** and **innovation managers**
- **Mid-level professionals** preparing for leadership roles
- **Content creators** and **freelancers** transitioning to strategic work
- **Managers in traditional media** navigating digital shifts
- **NGOs and partners** in media development or civic communication

Benefits

- Build a digital transformation strategy tailored to your context
- Strengthen digital leadership mindset and strategic thinking
- Learn to lead inclusive, innovative, and data-driven teams
- Gain practical tools for audience engagement and media viability
- Complete a capstone project with peer and expert feedback
- Receive a certificate of completion and join RNW Media's global network
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

Online Phase (6 weeks):
- Weekly self-paced learning on Canvas
- Live online sessions with group discussions
- Case studies, collaborative assignments, and peer reviews
- Preparation for the final capstone project

In-Person Intensive (3 days):
- Deep-dive workshops on strategy, innovation, and sustainability
- Guest speakers, stakeholder engagement, and networking
- Final presentations and peer feedback

Key Topics Covered:
- Digital leadership & transformation frameworks
- Audience-centered content strategies
- Ethics, AI, and information integrity
- Revenue models and financial planning
- Innovation roadmapping
- Data-driven decision-making
- Leading inclusive and adaptive teams

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Digital Media Leadership ©

Digital Media Leadership

Expert/trainer

Boris van Westering is the Media Innovation Manager at RNW Media, where he focuses on media viability, digital transformation, and climate journalism. With over 15 years of experience in management and fundraising, he has mentored several digital media organisations on strategy and sustainability. He has worked on climate journalism projects with the Clingendael Institute, Earth Journalism Network, UNESCO, and the Stanley Center, and co-designed the Rewriting Climate Narratives project with the Royal Academy of Art and ARIJ.

Related solutions

- *Digital Transformation Assessment*
- *Digital Transformation Blueprint*
- *Introduction to Media Viability*
- *Digital Community Roadmap*

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 10-14 hours (typically 1–3 sessions over 2–4 weeks)

Pre-knowledge requirement: No prior experience needed, though baseline knowledge of digital channels is helpful

Customized option: Yes

Problem

Most NGOs and media organisations struggle to align their digital activities with broader strategic goals. Without a clear channel strategy, their content is spread thin, platform selection is inconsistent, and performance data goes underutilized. YouTube, one of the most powerful storytelling platforms, is often overlooked or misused — missing the opportunity to build sustained, engaged audiences.

Digital Media Leadership ©
Digital Channel Strategy Development

Solution

RNW Media's Digital Channel Strategy Consultation offers a deep-dive, tailored advisory process to help organisations build strong, focused digital strategies — across platforms and specifically for YouTube. Through structured facilitation, we help partners to identify and prioritise the right channels for their audience, define clear goals, content pillars, and platform-specific tactics, build capacity for content production, moderation, and growth, and optimise digital channels as a storytelling, advocacy, and education tool. **This solution contains a section specifically for YouTube.** The section is built around three pillars: content & niche, channel branding, and visibility and discoverability. Together, we create a sustainable plan that amplifies voice, strengthens engagement, and links digital presence to organisational outcomes.

The solution is perfect for

- **NGOs** designing multichannel outreach strategies
- **Youth-focused or SRHR programmes** needing platform guidance
- **Media and advocacy partners** investing in YouTube
- **Teams** launching new channels or campaigns
- **Regional coalitions** aligning messaging across platforms

Benefits

- Clear, practical digital strategy tailored to your audience
- Strategic channel mapping with goals, tactics, and KPIs
- Step-by-step frameworks for each channel (including YouTube)
- Clarity on video content, SEO, audience growth, and branding
- Guidance on short video vs long-form storytelling
- Coaching on team roles, capacity, and resource allocation
- Strategy aligned with SDGs and organisational impact goals
- 1o1 direct communication with our top experts and a 3-6 months return visit
- Join RNW Media's global community of 25 public interest media

Solution Implementation

The consultation process typically follows four phases:

1. Discovery & Goal Setting
   - Define target audiences, objectives, and mission alignment
   - Analyse your existing digital presence
2. Channel Mapping & Platform Strategy
   - Identify which platforms best meet your audience's needs
   - Develop channel-specific goals and strategies
   - Assess competitor use and performance metricsChannel Strategy - Coac...
3. YouTube Strategy Deep-Dive
   - Define content pillars (advocacy, impact stories, fundraising, etc.)
   - Optimise branding (banner, thumbnails, metadata, playlists)
   - Improve visibility via SEO, playlists, and cross-platform promotion
4. Coaching & Follow-Up
   - Provide tailored guidance, tools, and follow-up materials
   - Optional: Support with content calendar, influencer strategy, or performance review

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Digital Media Leadership ©
Digital Channel Strategy Development

What our client said

RNW Media has provided this solution to a range of media and civil society organisations across regions, including Raseef22 (Lebanon), Development Expertise Center (DEC) (Ethiopia), the Center for Development Services (CDS) (Egypt), and Muntada Jensaneya (Palestine).

The consultation provided to DEC Ethiopia in 2024 was rated 9 out of 10. Following the sessions, DEC Ethiopia cascaded the learnings to local programme consortium partner organisations, resulting in a joint digital channel strategy.

"The session was facilitated by a person with a deep understanding of digital strategy. The consultation was practical and interactive. As a result of this consultation, we developed a draft digital channel strategy." — Ayub Aman, PMEL Coordinator, DEC Ethiopia

Expert /Trainer

Ana Garza Ochoa is a **digital media expert** with over a decade of experience in the digital field. She brings a multidisciplinary, values-driven approach to technology, grounded in Communication Sciences and a Master's in Digital Humanities (University of Amsterdam). Ana designs and leads audience-centered digital strategies that blend creative execution with strategic vision. Her recent work includes a digital maturity tool used by 40+ partners and research on AI-generated content to inform information integirty solutions.

Related solutions
- **Deep Dive into TikTok**
- **Digital Community Roadmap**
- **Digital Transformation Assessment**

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 8-9 hours (around 4-5 sessions over 2-4 weeks)

Pre-knowledge requirement: None

Customized option: Yes

Problem

In today's digital landscape, many NGOs and media organisations struggle to produce content that is not only engaging and visible — but also ethical, inclusive, and aligned with human rights values. Harmful stereotypes, exclusionary narratives, and unchecked misinformation continue to dominate online spaces. At the same time, content often lacks structure, impact measurement, or strategic alignment with organisational goals.

Digital Media Leadership ©
Digital Content Strategy Development

Solution

Digital Content Strategy Development is a consultation service that supports changemakers to design content strategies rooted in human rights values, ethical storytelling, and social impact.

Combining global journalism standards, the 2030 Agenda, and the Global Digital Compact, the service guides organisations to design ethical, inclusive content strategies, apply intersectional and participatory storytelling frameworks, align content planning with impact, data, and digital trends, and structure their editorial workflows, platform use, and team roles. The final output is a co-created written content strategy, including a content calendar, performance indicators, and tools for evaluating and evolving content over time.

The solution is perfect for

- **Independent media organisations**
- **Civil society organisations** and **networks**
- **Communication teams** launching digital campaigns
- **Programmes** seeking to improve online engagement and impact
- **Teams responsible** for ethical storytelling and audience trust

Benefits

- Co-created content strategy rooted in rights-based principles
- Integration of intersectionality, inclusivity, and SDG alignment
- Audience mapping and persona development
- Editorial planning and content calendar design
- Performance metrics to track and iterate content
- Tools and templates to support long-term implementation
- Optional integration of AI tools for ideation and workflow automation
- 1o1 direct communication with our top experts and a 3-6 months return visit
- Join RNW Media's global community of 25 public interest media

Solution Implementation

The strategy development process follows 5 key steps, facilitated through 1-on-1 or group sessions:
Impact-Driven Content Creation
- Define goals, KPIs, and content priorities
- Set human-rights aligned objectives and measurement logic
- Apply data studio dashboards or M&E support if needed

Target Audience & Personas
- Map audience segments using templates
- Co-create detailed personas with AI-supported prompts
- Align messaging with values, beliefs, and content needs

Content SWOT & Audit Report
- Review recent content and identify gaps
- Run SWOT analysis (facilitated via Mural templates)
- Receive audit recommendations for improvement

Intersectional-Proof Planning & Theme Mapping
- Identify core themes, content formats, and SDG relevance
- Apply the "Intersectional-Proof Content Creation Cheat Sheet"
- Use AI tools (e.g., ChatGPT, Claude) to brainstorm ideas

Content Calendar & Execution Plan
- Build a content calendar (Excel + Trello templates)
- Structure workflows and define team roles
- xLink platforms to impact goals and audience engagement

This co-creation process results in a living, adaptive content strategy that can be updated annually and used to guide ethical storytelling across platforms

Enroll as a team or
book a time with our experts

Digital Media Leadership ©
Digital Content Strategy Development

Expert /Trainer

Galia Guajardo (She/Her) is a **media and communication expert** with more than 7 years of experience in creatively managing regional and global social impact campaigns, international events, and developing communications strategies. She specialises in building coherent brand identities and strengthening the positioning and visibility of organisations. During her career, Galia has worked for the Mexican Parliament, the United Nations, UN Women, and the Inter-American Commission on Human Rights. She has a master's degree in Journalism, Media and Globalisation from the University of Amsterdam, and is well-versed in topics related to diversity and inclusion, human rights, and wellbeing.

Related solutions

- _Digital Channel Strategy Development_
- _Digital Content Creation_
- _Video Essentials: Audiovisual Production_
- _Podcasting Essentials: Audio Production_
- _Persuasive Digital Storytelling_
- _Deep Dive into TikTok_

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 2–3 sessions over 2–4 weeks (plus optional follow-up), 8 hours in total

Pre-knowledge requirement: None — ideal for teams new to or exploring TikTok and short-form video

Customized option: Yes

Problem

TikTok is where youth conversations are happening — yet many NGOs, media platforms, and advocacy campaigns hesitate to enter the space due to limited capacity, lack of storytelling fit, or concerns about safety and control. Without a clear, platform-specific strategy, organisations either miss out on high-impact youth engagement or waste resources producing content that doesn't land.

Digital Media Leadership ©
Deep Dive into TikTok

Solution

Short Video Format: Deep Dive into TikTok is a consultation-based service that helps changemakers develop a TikTok strategy grounded in content impact, audience insight, and youth-first storytelling. RNW Media supports partners to understand how TikTok works and what makes content resonate, define platform-specific goals, tone, and creative formats, align campaign values with algorithmic trends and content challenges, co-develop a short-form video strategy that fits your resources and audiences, and train content teams in ideation, production, and safe engagement. This solution unlocks TikTok's potential — not just as a video platform, but as a space for youth mobilisation, myth-busting, and values-driven influence.

The solution is perfect for

- **Advocacy and human rights organisations targeting youth**
- **Media teams aiming to expand onto TikTok or short video platforms**
- **Programme teams launching digital campaigns with storytelling elements**
- **Country coalitions looking to collaborate with content creators**
- **Organisations wanting to test youth narratives before scaling across platforms**

Benefits

- Clear TikTok strategy aligned with youth audience behaviour
- Structured formats for short-form video production
- Tools for content ideation, scheduling, and feedback
- Real examples and trend-based content ideas
- Practical guidance on platform risks, moderation, and content care
- Capacity-building for internal teams or influencer collaboration
- 1o1 direct communication with our top experts and a 3-6 months return visit
- Join RNW Media's global community of 25 public interest media

Solution Implementation

Delivered as a flexible consultation journey:

Session 1: Strategy & Storytelling Fit
- Platform audit and readiness
- TikTok content pillars: engagement, education, entertainment
- Aligning themes and tone with youth expectations and platform norms

Session 2: Content Ideation & Production
- Template-based ideation: hooks, trends, challenges, captions
- Production workflows: scripts, editing, mobile-friendly techniques
- Safety and privacy: content moderation and escalation in youth spaces

Session 3: Publishing, Learning & Growth
- Publishing plan and calendar
- Post analysis: metrics beyond views
- Strategy for learning, iteration, and growing follower base

Optional tools provided:
- Content calendar template
- Idea bank and TikTok trend tracker
- Captions + call-to-action library
- Metrics sheet to track engagement and narrative resonance

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Digital Media Leadership ©
Digital Channel Strategy Development

What our client said

Over the past two years, RNW Media has delivered this TikTok-focused consultation to two civil society organisations working on sexual and reproductive health and rights (SRHR): the Center for Development Services in Egypt and Tanadgoma in Georgia. Both organisations provided highly positive feedback, noting improvements in content engagement, strategic clarity, and audience growth.

*In Georgia, with support from the Swedish Association for Sexuality Education (RFSU) and the Swedish International Development Cooperation Agency (SIDA), RNW Media supported Tanadgoma to expand its digital communication efforts targeting young people. **Following a tailor-made consultation, Tanadgoma's TikTok channel has reached over 1.2 million views**, and its content has generated strong engagement and personal responses from youth. One standout video, titled "Guidelines for Proper Condom Usage," received 69,000 views, with many viewers expressing appreciation and relevance. These kinds of reactions reflect the growing impact of youth-centred, mobile-first, and inclusive storytelling strategies on TikTok when guided by thoughtful, values-driven planning.*

Expert /Trainer

Ana Garza Ochoa is a **digital media expert** with over a decade of experience in the digital field. She brings a multidisciplinary, values-driven approach to technology, grounded in Communication Sciences and a Master's in Digital Humanities (University of Amsterdam). Ana designs and leads audience-centered digital strategies that blend creative execution with strategic vision. Her recent work includes a digital maturity tool used by 40+ partners and research on AI-generated content to inform information integirty solutions.

Related solutions
- **_Digital Channel Strategy Development_**
- **_Digital Content Creation_**
- **_Digital Content Strategy Development_**

Our Solution Portfolio

Language: EN, AR

Format: Masterclass, coaching

Time Commitment: 2-4 hours

Investment: EURO

Pre-knowledge requirement: Basic familiarity with media operations, content production, or organisational planning

Customized option: Yes

Problem

Independent media is essential for access to trustworthy information, accountability, and democratic resilience—especially for young people worldwide. Yet, outlets face growing threats: shrinking civic space, declining funding, and rising tech-driven challenges like disinformation and digital censorship. To survive and thrive, independent media need stronger financial support, smarter strategies, and locally driven solutions that safeguard editorial independence while building sustainable models. At the heart of this effort is media viability—now widely recognized as key to achieving the SDGs and a free, open internet. This moment calls for action: co-creating inclusive, cost-effective, and context-specific approaches that ensure independent media can continue informing, empowering, and engaging their communities.

Digital Media Leadership ©
Introduction to Media Viability

Solution

The Media Viability Masterclass equips media professionals with a clear understanding of what viability means — and how to pursue it sustainably and ethically. This interactive session covers the difference between media viability and sustainability, strategies to engage audiences and build trust, tools for income diversification and values-based fundraising, real-world case studies from MENA, Sub-Saharan Africa, and Asia and ethical considerations for AI tools in editorial and revenue workflows. Participants apply RNW Media's Fundraising Matrix and Revenue Model Scenarios, reflect on risks to their own viability, and co-develop action steps tailored to their local realities.

The solution is perfect for

- **Independent media outlets** and **public interest newsrooms**
- **Media startups** and **civic tech media labs**
- **Content creators** with advocacy or community goals
- **Media development partners** and **coalitions**
- **Programmes focused on** youth media, trust-building, and innovation

Benefits

- Understand and apply global definitions of media viability
- Clarify risks and resilience factors in your business model
- Compare real-life examples of editorial–financial balance
- Use interactive tools to map next steps in your strategy
- Gain insight into fundraising, donor relations, and community support
- Explore audience trust-building strategies backed by data and design
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

The masterclass includes a 2–4 hour session with the following modules:

Module 1: Viability vs. Sustainability
- Definitions, distinctions, and dilemmas
- Case study: The Centrum Media (Pakistan)

Module 2: Editorial Strength & Audience Engagement
- Why trust matters and how to build it
- Group exercise: audience engagement strategies
- Data tools and multilingual inclusion

Module 3: Funding and Independence
- Case study: Muwatin (Gulf Region)
- Revenue model mapping: grants, partnerships, community support
- RNW's Fundraising Matrix self-evaluation

Optional Module: Revenue Resilience Scenarios
- Groups respond to crisis scenarios using their assigned revenue model
- Develop resilience strategies and peer feedback

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Digital Media Leadership ©
Introduction to Media Viability

Expert/trainer

Boris van Westering is the Media Innovation Manager at RNW Media, where he focuses on media viability, digital transformation, and climate journalism. With over 15 years of experience in management and fundraising, he has mentored several digital media organisations on strategy and sustainability. He has worked on climate journalism projects with the Clingendael Institute, Earth Journalism Network, UNESCO, and the Stanley Center, and co-designed the Rewriting Climate Narratives project with the Royal Academy of Art and ARIJ.

Related solutions

- *Digital Transformation Assessment*
- *Digital Media Leadership*
- *Smart Budgeting in Uncertain Times*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 1.5 hours- 90 mins in total

Pre-knowledge requirement: Familiarity with media management, budgeting, or financial planning

Customized option: Yes

Problem

In a time of shrinking donor budgets, rising costs, and growing financial uncertainty, digital media organisations must go beyond basic budgeting. Many struggle with crisis planning, managing unpredictable income, or aligning finances with long-term sustainability — especially under pressure.

Digital Media Leadership ©
Smart Budgeting in Uncertain Times

Solution

Smart Budgeting in Uncertain Times is an interactive masterclass that equips digital media teams with practical tools and strategies to strengthen financial resilience. Led by an experienced finance manager from the media sector, this live session combines expert advice with open, solution-oriented dialogue. Participants receive guidance on scenario-based budgeting, cash flow forecasting, reserve planning, income diversification and financial reporting for donors and boards. The session includes shared templates, real-world case scenarios, and time for reflection and peer exchange — helping media leaders make informed decisions during uncertainty.

The solution is perfect for

- **Independent media leadership teams**
- **Finance or operations staff in media organisations**
- **Programme managers responsible for donor reporting and budgeting**
- **Media startups adapting to economic shocks or scaling growth**
- **Organisations seeking to build financial agility and transparency**

Benefits

- Practical templates for crisis budgeting and forecasting
- Coaching on cash flow and reserve planning
- Real-time peer exchange and scenario exercises
- Actionable tools to strengthen donor confidence
- Techniques to link budgeting with strategic planning
- Leave the session with a toolkit — and a plan — you can use the next day
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

The masterclass includes a 2–4 hour session with the following modules:

Module 1: Viability vs. Sustainability
- Definitions, distinctions, and dilemmas
- Case study: The Centrum Media (Pakistan)

Module 2: Editorial Strength & Audience Engagement
- Why trust matters and how to build it
- Group exercise: audience engagement strategies
- Data tools and multilingual inclusion

Module 3: Funding and Independence
- Case study: Muwatin (Gulf Region)
- Revenue model mapping: grants, partnerships, community support
- RNW's Fundraising Matrix self-evaluation

Optional Module: Revenue Resilience Scenarios
- Groups respond to crisis scenarios using their assigned revenue model
- Develop resilience strategies and peer feedback

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Digital Media Leadership ©
Smart Budgeting in Uncertain Times

Expert/trainer

Boris van Westering is the Media Innovation Manager at RNW Media, where he focuses on media viability, digital transformation, and climate journalism. With over 15 years of experience in management and fundraising, he has mentored several digital media organisations on strategy and sustainability. He has worked on climate journalism projects with the Clingendael Institute, Earth Journalism Network, UNESCO, and the Stanley Center, and co-designed the Rewriting Climate Narratives project with the Royal Academy of Art and ARIJ.

Related solutions

- *Digital Transformation Assessment*
- *Digital Media Leadership*
- *Introduction to Media Viability*

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Digital Marketing, Engagement & Movement Building

Our Solution Portfolio

Language: EN, FR (only available for immersive format)

Format: Training, coaching

Time Commitment:
Intensive format: 5 days, in-person or blended
Immersive format: 15 days, in-person
Hybrid/blended format: 7 weeks (6 weeks online with 8 hours a week of sessions + self-paced materials and 3 days in-person, total is 72 hrs)

Pre-knowledge requirement: None required, but prior experience in advocacy, communications, or social impact campaigns is beneficial

Customized option: yes

Problem

Campaigning for social change is more complex than ever. In a landscape shaped by disinformation, digital surveillance, and fragmented attention, changemakers need more than good intentions — they need strategic frameworks, digital tools, and ethical storytelling methods to mobilise support and drive systemic impact.

Digital Marketing, Engagement & Movement Building ©
Digital Media Campaigns for Advocacy

Solution

Digital Media Campaigns for Advocacy is a hands-on training that equips participants to design, implement, and evaluate powerful campaigns for the public good. Grounded in human rights-based principles and tested in over 12 countries, the course uses real-world case studies (such as #Abolish522 and Occupy Wall Street) and the Campaign Canvas framework to help learners develop their own campaign strategies. Topics include narrative transformation, actor mapping, digital mobilisation, M&E, fundraising, branding, and backlash mitigation. The 15-day version allows for deeper practice, reflection, and campaign development, while the 5-day format focuses on the essentials for fast-track learning.

The solution is perfect for

- **Journalists or media makers** driving issue-based storytelling
- **Activists and civil society communicators**
- **Advocacy officers** in NGOs and coalitions
- **Campaigners focused on** gender, youth, civic space, SRHR, or human rights
- **Social entrepreneurs** and **community organisers**

Benefits

- Design and pitch a real-world campaign using the CANVAS framework
- Build strategy, tactics, and content that align with human rights values
- Learn to integrate narrative framing, digital tools, and advocacy goals
- Gain practical tools for monitoring, evaluation, and impact reporting
- Understand digital safety, financial sustainability, and backlash mitigation
- Develop confidence in strategic storytelling and stakeholder engagement
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

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Solution Implementation

5-Day Format: A fast-paced workshop designed to deliver core campaign planning skills. Participants complete assignments on actor mapping, problem framing, and context analysis, supported by theory, case studies, and peer feedback. The course culminates in a campaign outline and feedback session.

15-Day Format: A deep-dive experience covering:

- Strategic foundations and actor mapping
- Context and narrative analysis
- Campaign tactics and mobilisation plans
- Digital content and storytelling formats
- Monitoring & evaluation frameworks
- Branding, sustainability, and backlash mitigation
- Final campaign pitch with feedback and graduation

Participants develop a fully structured campaign pitch, including audience engagement strategy, SMART goals, content calendar, and risk mitigation plan.

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Digital Marketing, Engagement & Movement Building ©
Digital Media Campaigns for Advocacy

What our client said

As one of RNTC's most renowned and in-demand courses, this training has been delivered more than 20 times since 2021, reaching hundreds of journalists, media makers, and NGO communication professionals worldwide. Thanks to partnerships with Nuffic and the Dutch Ministry of Foreign Affairs, every year nearly 100 learners from developing countries received full scholarships to attend the course — selected from over 900 applicants.

"**Through the training, I have significantly enhanced my campaign management skills, enabling me to plan and execute impactful initiatives.** For instance, under the Right Here Right Now (RHRN) program, I successfully coordinated the 2024 16 Days of Activism campaign, which reached over **3 million people.** This campaign not only amplified our key messages but also actively engaged our target audience, inspiring them to listen, participate, and take action on critical issues surrounding gender-based violence and human rights." — Ramwaka Nyadzuwa, Kenya (June 2024)

"Besides the extensive knowledge I acquired, **I returned to my country with many ideas and methods to implement them in the planned campaigns we were working on.** One of our significant achievements was signing an agreement between the Tripoli General Services Company and the Oil Invest Company to plant **one million** trees within the city of Tripoli. **This initiative was driven by the advocacy work we discussed in the course, which I highly benefited from.**" — Ghufran Ibraheem, Libya (Feb 2024)

Expert /Trainer

Hélène Michaud is an **experienced development and media teacher and trainer** with a demonstrated history of working in international affairs. Skilled in working with young professionals and inspiring them, through journalism and storytelling with words and sounds. Long and in-depth experience with various African countries, most recently as a diplomat in the Democratic Republic of Congo. Hélène teaches media studies master programme at the University of Groningen, and used to work in Nuffic, Population Services International, Care, Radio-Canada etc.

Related solutions

- _Digital Transformation Assessment_
- _Digital Media Leadership_
- _Introduction to Media Viability_

Our Solution Portfolio

Language: EN (AR and FR options based on requests)

Format: Consultation, Collab-Digital Products (optional)

Time Commitment: Approximately 30 hours (adaptable based on campaign scope)

Pre-knowledge requirement: None

Customized option: yes

Problem

In an era where digital storytelling shapes public consciousness, many organisations struggle to create digital media campaigns that are both locally grounded and globally relevant. Awareness and advocacy campaigns often lack strategic coordination, audience-specific planning, or the digital expertise needed to resonate across borders. Without the right tools, experience, and collaborative infrastructure, impactful campaigns risk getting lost in the noise.

Digital Marketing, Engagement & Movement Building ©
Digital Media Campaigns Co-creation

Solution

Digital Media Campaigns Co-creation is a consultation-based service where RNW Media works closely with media outlets, NGOs, and CSOs to co-design and implement high-impact digital campaigns. This service takes partners through a **full co-creation journey**, including joint theme setting and audience framing, campaign Canvas development, tactical planning and timeline mapping, digital platform design and content co-production, coordination of cross-border learning and local activation, and real-time monitoring and performance-based evaluation. The approach centres on collaboration, capacity-building, and shared ownership — enabling organisations to drive locally rooted, digitally impactful, and globally visible campaigns. Through those co-created campaigns with their peers from other countries, RNW Media helps them to facilitate **cross-border collaboration and mutual learning learning**, as well as increase their **international visibility and media exposure**.

The solution is perfect for

- **Civil society coalitions launching coordinated advocacy efforts**
- **Youth-led and feminist networks** working across countries or regions
- **Campaign teams** planning digital activations around international observances
- **Media or human rights organisations** building participatory storytelling campaigns
- **Donor-funded programmes** seeking collaborative impact across partners

Benefits

- Co-created content rooted in shared values and local relevance
- Improved campaign performance and audience engagement
- Access to RNW Media's campaign strategists and design teams
- Opportunities for cross-border collaboration, learning, and visibility
- Integration of data-driven decision-making and real-time evaluation
- Direct 1-on-1 consultation with campaign experts, plus post-campaign coaching
- Participation in RNW Media's global community of 25+ public interest media
- Access to exclusive campaign showcases, templates, and tools

Solution Implementation

Diigtal media campaigns are often launched around major international days, such as UN 16 Days of Activism, World Press Freedom Day, or International Youth Day, and are tailored to serve both advocacy and awareness-raising goals.

The digital media campaign co-creation process typically includes the following steps:

- Define goals, objectives, platforms, and timeline
- Onboard partner organisations and align values
- Co-create the campaign canvas and creative direction
- Develop content and campaign materials
- Review and finalise with joint sign-off
- Launch campaign with shared coordination
- Monitor engagement and audience response
- Evaluate digital performance, compile insights, and report impact

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Digital Media Campaigns Co-creation

" What our client said

This solution has been implemented by RNW Media in collaboration with programme partners and coalition members across various regions. Between 2021 and 2025, we co-created two to three digital campaigns annually, each tailored to specific advocacy goals — collectively reaching millions of people worldwide with impactful, values-driven messaging.

In 2023, RNW Media co-developed the #ItIsRealViolence campaign during the 16 Days of Activism against Gender-Based Violence, focused on Technology-Facilitated Gender-Based Violence (TFGBV).

Co-created with Association Marocaine de Planification Familiale (AMPF), Rutgers, and YUWA Nepal, the campaign featured a dedicated website with storytelling content, gamified learning tools, and a public submission portal. **It reached 1.48 million people, achieved a 5.81% engagement rate, and collected over 100 audience-generated stories and solutions** — demonstrating deep relevance and active participation across countries. "

Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Related solutions ✳
- _Digital Media Campaign for Advocacy_
- _MEAL of a Campaign_

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Our Solution Portfolio

Language: EN

Format: Training, coaching

Time Commitment: 1 day- 8 hours

Pre-knowledge requirement: Basic to intermediate knowledge of digital campaigns or communication for advocacy

Customized option: yes

Problem

Many digital advocacy campaigns lack the tools or frameworks to effectively measure and reflect on impact. While content is published and awareness may grow, teams often struggle to set measurable goals, use data meaningfully, and demonstrate change to funders, communities, and internal decision-makers. Monitoring and evaluation (M&E) is either an afterthought or siloed away from campaign design — limiting learning, accountability, and sustainability.

Digital Marketing, Engagement & Movement Building ©

MEAL of a Campaign

Solution

MEAL of a Campaign is a practical, one-day training that introduces participants to the essentials of Monitoring, Evaluation, Accountability and Learning (MEAL) tailored for digital advocacy and narrative change campaigns. Using real campaign scenarios, participants learn how to set SMART goals linked to campaign aims, design indicators for awareness, engagement, and impact, use social media metrics and online surveys as M&E tools, conduct digital focus groups and sentiment analysis, build reporting strategies tailored to audiences, and turn data into insights for continuous learning and campaign adaptation. The session uses hands-on assignments, case examples, and practical tools like data collection templates and reporting structures.

The solution is perfect for

- **Campaigners and communication staff in NGOs or CSOs**
- **Digital strategists working on advocacy and awareness**
- **Monitoring & Evaluation officers supporting communication components**
- **Programmes implementing social behaviour change (SBCC) campaigns**
- **Youth organisations or networks driving online activism**

Benefits

- Learn to apply MEAL frameworks directly to digital campaign planning
- Co-create indicators that reflect advocacy, narrative, and behavioural change
- Use free or accessible tools (e.g. Excel, Instagram Insights) for impact measurement
- Improve campaign reporting with compelling visuals, quotes, and data
- Gain confidence to align data with learning and storytelling
- Take home templates, cheat sheets, and MEAL plan examples for future use
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

Delivered as a one-day (6-hour) training, the session includes:

- Module 1: MEAL Frameworks for Campaigns

Introduction to MEAL concepts in the context of narrative and advocacy work

- Module 2: Defining Campaign Scope & SMART Goals

Clarifying aims, goals, and indicators linked to digital platforms

- Module 3: Data Collection Methods

Overview of digital analytics, online surveys, focus groups, and web scraping

- Module 4: From Data to Insight

Basics of descriptive, comparative, and sentiment analysis

- Module 5: Reporting & Reflection

How to structure persuasive campaign reports using MEAL data

Participants complete in-session assignments using their own campaign examples and receive a post-training toolkit.

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MEAL of a Campaign

"What our client said

Since 2024, the MEAL of a Campaign training has been delivered four times to a growing number of media and NGO professionals around the world. In June 2024, RNW Media facilitated a blended version of the training for 11 NGO professionals in Kenya. The training received an overall rating of 9 out of 10, and 89% of participants indicated they would recommend the course to peers and colleagues in related fields.

**"I was able to understand the importance of consistently monitoring the work that I do to assess if it's achieving its purpose.** I learned how to do a problem statement and context analysis to support my work. The trainers were quite knowledgeable and used practical examples to explain things. The blended approach where we were able to learn things by ourselves and later on had cemented learnings through the in person training. **The trainers were quite knowledgeable and used practical examples to explain things."** — Umi Said Omar, YEB, Kenya

**"A mix of online learning that introduced me to the materials before the in-person learning — it made the tools simpler to understand and apply."** — Mitchelle Atieno, NairoBits Trust, Kenya

Expert /Trainer

Marah Villanueva is a **Monitoring & Evaluation (M&E) expert** with a strong foundation in disaster management, project management, and communications & digital media. She brings a unique blend of analytical, strategic, and operational skills to help organizations deliver measurable and impactful results. Marah used to work at the Shell, Massey University, UNESCO Indonesia and Asian Disaster Preparedness Center etc.

Related solutions
- _Digital Media Campaign for Advocacy_
- _Data-driven Editorial Decision Making_
- _Social Listening for Public Interest_

Our Solution Portfolio

Language: EN

Format: Consultation, data tools

Time Commitment: Flexible — typically 1–3 sessions plus setup and dashboard handover

Pre-knowledge requirement: None

Customized option: yes

Problem

In a fast-moving digital environment, many organisations and changemakers operate without real-time insight into the conversations shaping public opinion. Campaigns may be launched based on assumptions, unaware of the underlying narratives, influencers, or disinformation gaining traction online. Without intentional listening, communication risks becoming disconnected — missing both relevance and impact.

Digital Marketing, Engagement & Movement Building ©
Social Listening for Public Interest

Solution

Social Listening for Public Interest is a consultation-based service that helps teams monitor, analyze, and act on real-time digital conversations. Powered by tools like Talkwalker and Meltwater, the solution combines expert coaching with hands-on setup and reporting dashboards. Organisations learn how to identify emerging narratives and community sentiment, track key influencers and polarising themes, detect misinformation, hate speech, and backlash risks early, turn insights into actions for campaigns, content, and advocacy and report impact with data visuals and audience quotes. Rather than chasing metrics, this solution centres lived experiences and local voices, offering a more ethical and inclusive approach to digital intelligence.

The solution is perfect for

- **Advocacy and human rights organisations**
- **Digital media teams or youth networks**
- **Campaigns addressing SRHR, civic space, gender, or misinformation**
- **Programmes needing real-time data for strategy or reporting**
- **Changemakers building trust and responsiveness in online communities**

Benefits

- Smarter content ideation based on emerging priorities and real discourse
- Deep audience insights that reflect lived realities
- Rapid detection of misinformation and digital risks
- Campaign monitoring beyond vanity metrics — focus on resonance
- Custom dashboards and reporting templates for donor or team use
- Strengthened internal capacity for data-informed digital strategy
- 1o1 direct communication with our top expert and a 3-6 months return visit
- Join RNW Media's global community of 25+ public interest media

Solution Implementation

A flexible, three-stage journey supported by expert facilitators:

1. Landscape Mapping
   - Define listening goals, audiences, and regions
   - Identify key platforms (e.g. TikTok, Twitter/X, Facebook, forums)
   - Set ethical parameters and establish access to listening tools
2. Monitoring & Analysis
   - Hands-on use of tools like Talkwalker, Meltwater, or Apify
   - Track themes, hashtags, influencers, sentiment, and risks
   - Map online discourse around youth rights, SRHR, governance, etc.
   - Detect anomalies, gaps, or inconsistencies in campaigns
3. Integration & Strategic Use
   - Translate insights into campaign or content strategy
   - Embed social listening into editorial and M&E workflows
   - Co-develop reporting formats, response plans, and internal capacity
   - Optional: joint analysis or training with partner organisations

Deliverables may include:
   - Boolean queries for listening tools
   - Interactive dashboards
   - Insight summaries and visual reports
   - Templates for reporting and analysis

Enroll as a team or book a time with our experts

Digital Marketing, Engagement & Movement Building ©
Social Listening for Public Interest

What our client said

In 2023–2024, RNW Media piloted and implemented its social listening solution in partnership with several organisations, including Love Matters Kenya, Love Matters Arabic, Jensaneya (Palestine), and Love Matters Naija. The purpose was to track and analyse online discourse related to sexual and reproductive health and rights (SRHR), gender-based violence, and youth engagement across social platforms. The social listening process was tailored for each partner, combining dashboard setup, consultation sessions, and analysis support. The solution enabled teams to better understand digital narratives in their regions, spot gaps in campaign resonance, identify influencers, and adapt messaging in real time.

"The social listening dashboard helped us detect where our hashtag usage had dropped and why engagement didn't match reach. These insights helped us adjust our strategy mid-campaign — and improve outcomes." — Love Matters Kenya, Kenya

*"We realised that low engagement wasn't just a content issue — it was linked to platform configurations and messaging tone. **The support from RNW Media gave us a clear path to improve both."** — Jensaneya, Palestine*

"Through social listening, we understood how people were actually discussing consent and bodily autonomy online — not just what we thought they were saying. It changed our approach to storytelling." — Love Matters Arabic

Expert /Trainer

Shaokang Li is a **data analyst expert** with over 7 years of experience supporting numerous partners in transforming digital and social media data into actionable insights. He holds a Master's degree in Digital Marketing and Information & Network Economics, and is skilled at combining technical expertise with strategic thinking to drive impact.

Related solutions
   - *Digital Media Campaign for Advocacy*
   - *Data-driven Editorial Decision Making*
   - *MEAL of a Campaign*

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Our Solution Portfolio

Language: EN, AR, FR

Format: Training, coaching

Time Commitment: 1 day (in person, 8 hours), or 2 days (online, 4 hours each day)

Pre-knowledge requirement: None — open to moderators, community managers, and content teams of all levels

Customized option: yes

Problem

Online spaces meant to foster dialogue, learning, or advocacy are increasingly under pressure from hate speech, harassment, misinformation, and polarisation. For media platforms, CSOs, and campaigns, moderating digital spaces is both critical and challenging — especially when resources are limited and safety protocols are unclear. Without proper guidance, moderation risks silencing marginalised voices or reinforcing harmful biases.

Digital Marketing, Engagement & Movement Building ©

Ethical and Inclusive Content Moderation

Solution

Ethical and Inclusive Content Moderation is a training programme that equips community moderators and digital content teams with the knowledge, values, and tools to create and maintain safe, inclusive, and rights-based online spaces. This training goes beyond rules and removals. Participants explore the role of content moderation in digital rights, inclusion, and civic dialogue, how to develop clear, values-based community guidelines, approaches to handling hate speech, trolling, and harassment, intersectional safety frameworks and trauma-informed moderation, and techniques for balancing freedom of expression with protection from harm. Participants leave with practical strategies to foster healthier online interactions — especially in youth-led, civic, or advocacy-focused communities.

The solution is perfect for

- **Media organisations and online communities managing comment sections or forums**

- **NGOs running civic space, or human rights campaigns**

- **Youth platforms, feminist collectives, and digital advocacy networks**

- **Community managers and digital engagement teams**

- **Social media moderators and help desk/support staff**

Benefits

- Understand moderation through a human rights and inclusion lens
- Develop or refine ethical community guidelines
- Learn moderation tactics for common challenges (e.g. hate speech, pile-ons)
- Gain confidence in balancing expression with safety
- Practice real-life moderation scenarios in a safe, coached environment
- Build a sustainable moderation workflow and care approach for teams
- Strengthen trust and participation in your digital community
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

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Solution Implementation

This solution can be delivered over two or three half-day sessions and includes:

Session 1: Foundations of Inclusive Moderation
- What is moderation? Who gets moderated — and why?
- Exploring rights-based and trauma-informed approaches
- Understanding online harm and marginalisation patterns

Session 2: Guidelines, Tactics & Real-Life Scenarios
- Co-creating values-based community guidelines
- Moderation tactics: when to respond, de-escalate, block, or escalate
- Role-play exercises: hate speech, misinformation, identity-based attacks

Session 3: Strategy, Care, and Workflow
- Defining escalation pathways and team roles
- Preventing burnout and building support systems for moderators
- Embedding inclusivity and user care into community management

Participants receive:
- A moderation tactics toolkit
- Template for community guidelines
- Real-life scenario cards for training and onboarding
- Optional follow-up coaching for platform-specific support

Enroll as a team or book a time with our experts

Digital Marketing, Engagement & Movement Building ©

Ethical and Inclusive Content Moderation

What our client said

Since 2023, the Ethical and Inclusive Content Moderation training has been delivered to hundreds of media and NGO communication professionals across 9 countries, including participants from Asia, Africa, the MENA region, and Europe.

One session, delivered in Benin, brought together 29 NGO professionals for in-person training. The overall training was rated 9.2 out of 10, and participants rated the perceived benefit at 4.4 out of 5.

"I now know that the moderator must, among other things, demonstrate empathy, and that the Community Manager must have a creative mind and truly seek to speak the language of their target audience." — A. F. Lorraine S. Quenum, Community Manager at Vobodo, Trésorière Générale AB-Bénin, Benin

"I had abandoned a page I was managing because of the insults and aggressive messages — I couldn't stand them. But because of everything the trainer taught us during this training, I think I'll resume my activities on the page." — Grâce Hounsinou, Cotonou, Benin

Expert /Trainer

Maja Nenadović is a media and communication consultant with 20 years of experience working in 40+ countries worldwide. Since 2012, she has implemented "Across Divides – Training Workshops for Depolarizing Communication", a methodology that was developed and tested in the field using discriminatory and hate speech rhetoric. Maja holds a PhD from the University of Amsterdam. She has provided service to TechSoup, Anne Frank Foundation, National Democratic Institute, Open Society Foundation, and others.

Related solutions
- *Conflict-sensitive Content Moderation*
- *Bridging Online Engagement to Offline Service*
- *Digital Community Roadmap*

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: Customised — typically delivered over 2–6 weeks, with multiple sessions

Pre-knowledge requirement: None — open to moderators, community managers, and content teams of all levels

Customized option: yes

Problem

In fragile, polarised, or conflict-affected contexts, online spaces can become extensions of offline tensions — amplifying hate speech, disinformation, and identity-based attacks. Moderation in such contexts is extremely sensitive. Without a thoughtful strategy, content moderation risks escalating conflict, marginalising certain voices, or undermining trust in digital platforms meant for dialogue and peacebuilding.

Digital Marketing, Engagement & Movement Building ©
Conflict-Sensitive Content Moderation

Solution

Conflict-Sensitive Content Moderation is a consultation-based service designed to help media organisations, civil society platforms, and community moderators develop safe, inclusive, and dialogue-oriented moderation strategies tailored to conflict-affected contexts. Using RNW Media's proven methodology — developed in collaboration with partners in Yemen — this solution combines stakeholder analysis, persona mapping, platform audits, and co-creation workshops to build moderation strategies that recognise and de-escalate online expressions of conflict, protect vulnerable groups and voices, build trust among divided audiences, promote constructive dialogue and information integrity. The final deliverable is a conflict-sensitive moderation strategy with workflows, decision-making tools, escalation protocols, and community guidelines that reflect local realities.

The solution is perfect for

- **Civil society platforms** operating in fragile states or post-conflict settings
- **Media organisations** moderating user-generated content in divided communities
- **Peacebuilding, youth, or SRHR platforms** in contexts with identity-based tensions
- **Organisations** managing safe digital spaces for marginalised or polarised groups
- **Funders or coalitions** implementing digital interventions in complex environments

Benefits

- A contextualised, locally informed moderation strategy
- Tools for de-escalation and safe engagement in polarised settings
- Co-created guidelines and decision trees rooted in human rights and local values
- Greater trust and inclusivity within digital communities
- Capacity-building for local moderators through scenario-based training
- Practical, scalable workflows for ongoing moderation and risk management
- 1o1 direct communication with top experts and a 3-6 months return visit
- Join RNW Media's global community of 25+ public interest media

Solution Implementation

This consultation is delivered in three stages:

Phase 1: Context and Platform Assessment
- Stakeholder mapping
- Review of platform policies, content types, and existing moderation workflows
- Online risk mapping (e.g. identity-based harassment, disinformation, coded hate speech)

Phase 2: Co-Creation and Strategy Design
- Persona creation and narrative analysis (based on documents like "Personas WPS Yemen")
- Facilitation of conflict-sensitive design workshops
- Co-development of moderation principles, escalation paths, and response protocols

Phase 3: Finalisation and Handover
- Final strategy document including workflows, messaging tactics, and moderation dos/don'ts
- Handover sessions with moderators and platform managers
- Optional: scenario training modules and role-play exercises

Tools provided may include:
- Template moderation decision trees
- Persona-based risk flagging guides
- Values-based community guideline examples
- Role-specific task lists and escalation flowcharts

Enroll as a team or book a time with our experts

Digital Marketing, Engagement & Movement Building ©

Conflict-Sensitive Content Moderation

What our client said

In 2022, RNW Media provided conflict-sensitive content moderation consultation to Manasati30 as part of the Women, Peace & Security Yemen project, in partnership with CARE Nederland, CARE Yemen, and SOS Centre for Development. The goal was to strengthen safe digital spaces for dialogue and women's participation in peace processes.

Manasati30 launched Womenyat, a protected online space for Yemeni women. As the outcome of the consultation, **Manasati30 team developed a conflict-sensitive moderation strategy.** *By the end of 2023, the group had grown to over 3,200 members (+100% compared to 2022), published 974 posts (+190% from 2022), and achieved 26,000 engagements (+5K compared to 2022). Moderators, trained through the consultation, helped foster respectful, inclusive conversations around taboo topics such as social norms and SGBV —* **while also connecting 21 women to security and mental health support services.** *The platform's broader impact was significant, with 4.7M total reach on Facebook and Instagram and 420K engagements, with 97% positive sentiment.*

Expert /Trainer

Maja Nenadović is a media and communication consultant with 20 years of experience working in 40+ countries worldwide. Since 2012, she has implemented "Across Divides – Training Workshops for Depolarizing Communication", a methodology that was developed and tested in the field using discriminatory and hate speech rhetoric. Maja holds a PhD from the University of Amsterdam. She has provided service to TechSoup, Anne Frank Foundation, National Democratic Institute, Open Society Foundation, and others.

Related solutions
- *Conflict-sensitive Content Moderation*
- *Bridging Online Engagement to Offline Service*
- *Digital Community Roadmap*

Our Solution Portfolio

Language: EN, AR, FR

Format: Training, coaching

Time Commitment: 3 days in-person

Pre-knowledge requirement: No prior media engagement experience required — ideal for communications, advocacy, and programme staff

Customized option: yes

Digital Marketing, Engagement & Movement Building ©
Sustainable Media Relations

💡 Solution

Sustainable Media Relations is a training programme designed to equip nonprofits with the skills and strategies to collaborate meaningfully with the media. Moving beyond press releases and reactive outreach, the course explores how to build trust, align goals, and co-create content that supports long-term advocacy and development outcomes. Participants learn to map and analyse the local media landscape, define media engagement goals aligned with their Theory of Change, navigate the risks and opportunities of digital media platforms, build mutual capacity and trust with journalists and media houses, and design ethical, inclusive media strategies that prioritise impact over output.

❓ Problem

Too often, civil society organisations and changemakers treat the media as a one-off communication channel rather than a long-term ally in social change. In an era of fragmented digital discourse and diminishing trust in institutions, CSOs need more than visibility — they need sustainable, ethical, and strategic relationships with the media. Without this, narratives may be misrepresented, campaigns may go unnoticed, and key stakeholders may remain disengaged.

🎯 The solution is perfect for

- **CSO communication, press and advocacy officers**
- **Programme and campaign managers**
- **NGO staff engaging in public awareness or media outreach**
- **Multi-stakeholder partnerships seeking media collaboration**
- **Organisations launching strategic campaigns or seeking press alliances**

✦ Benefits

- Understand the media's evolving role in social change ecosystems
- Develop realistic, context-aware media engagement strategies
- Build and sustain partnerships with journalists and media actors
- Apply tools for media landscape analysis and stakeholder mapping
- Co-create content and coverage plans with ethical and inclusive frameworks
- Strengthen visibility, credibility, and influence through long-term engagement
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals

Solution Implementation

The training is delivered over 3 days and includes the following modules:

Day 1: Media's Role in Social Change
- Digital transformation of the media and civil society
- Media's contribution to civic space and public discourse
- Defining your organisation's media engagement goals

Day 2: Media Landscape Mapping & Strategy Design
- Media ecosystem mapping
- Power-interest grid and stakeholder analysis
- Aligning campaign goals with media types and formats

Day 3: Co-creation and Sustainable Collaboration
- Strategic media alliances: dissemination, co-creation, mutual capacity building
- Tools for planning: strategy canvases, content timelines, evaluation KPIs
- Final presentations and peer feedback

Participants leave with a draft media engagement strategy and tools to implement it.

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Digital Marketing, Engagement & Movement Building ©
Conflict-Sensitive Content Moderation

What our client said

Since 2023, the Sustainable Media Relations training has been delivered four times for groups of CSO and NGO professionals from Palestine, Ethiopia, Nepal, and Indonesia.

In 2024, the training was conducted in Jakarta, Indonesia, with 16 local NGO professionals. It was rated 8.6 out of 10 overall, and 4.4 out of 5 for "how much did you benefit from this training?" **"The material provided was very detailed and easy to understand.** *I was able to determine which media outlets could collaborate with based on the issues the organization is working on."— Participant, Indonesia*

An earlier training in 2023 reached 9 NGO professionals in Ethiopia, where the course received an overall rating of 9.2 out of 10, and the trainer scored 4.8 out of 5.
"It was meaningful for us, as youth media is a useful platform for the current situation. **It was also an enjoyable and fruitful time. We would like to say thank you so much." — Kidest Bashaw, Ethiopia**
"I gained new insight into working with media and how to choose the right media and identify our target groups. *The presentation was easy to understand and clearly showed the types and goals of media." — Hildana Endale Abayneh, Ethiopia*

Expert /Trainer

Alu Azege is the **executive director** for Media Health and Rights Initiative of Nigeria. She is an African feminist, a strategic media and communications expert with over 2 decades of storytelling experience in radio and multimedia. She has worked in media development all her career days. With a growing passion in Development Communications, she transcends media to ignite social change for young

Related solutions
- *Conflict-sensitive Content Moderation*
- *Bridging Online Engagement to Offline Service*
- *Digital Community Roadmap*

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Our Solution Portfolio

Language: EN

Format: Masterclass, coaching, consultation

Time Commitment: 4 hours masterclass or 1–3 consultation sessions (plus ongoing advisory if desired)

Pre-knowledge requirement: None — ideal for programme, campaign, or communication teams

Customized option: yes

Problem

Social media has become a key space for youth engagement, yet many changemakers struggle to break through algorithmic noise or reach young audiences directly. Influencers — as trusted, relatable digital voices — play a vital role in shaping narratives and driving online attention. Without a clear strategy, efforts to work with influencers risk being one-off, ineffective, or even counterproductive to programme goals.

Digital Marketing, Engagement & Movement Building ©
Social Media Influencers for Good

Solution

Social Media Influencers for Good is a practical, strategy-focused solution to help organisations identify, engage, and collaborate with digital influencers to amplify social change messages. This approach guides partners through a co-creative process to map relevant influencers by platform and values, define shared campaign goals and impact metrics, design content formats that align with both programme needs and influencer voice, set up ethical agreements and brand safety guidelines, and monitor engagement and adjust outreach strategies. This solution ensures influencer collaborations are strategic, values-driven, and youth-focused, rather than opportunistic or superficial.

The solution is perfect for

- **Advocacy programmes seeking broader digital visibility**
- **CSOs aiming to reach youth audiences on TikTok, Instagram, or YouTube**
- **Country coalitions developing national campaigns**
- **Communications teams launching narrative change initiatives**
- **Development actors integrating influencers into SRHR, civic space, or GBV prevention work**

Benefits

- Step-by-step framework to plan and implement influencer collaborations
- Tools to assess alignment, audience, and content style
- Guidance on platform-specific strategies (TikTok, IG Reels, YouTube Shorts)
- Real examples from RHRN2, DSE, and youth-led campaigns
- Ethical content co-creation and partnership management
- Monitoring template to evaluate reach, engagement, and impact
- Receive a certificate of completion (masterclass only)
- Access to RNW Media's exclusive online learning platform
- Join RNW Media's global alumni network of 10,000+ professionals (masterclass only)

Solution Implementation

The approach is typically delivered in three stages:

1. Influencer Mapping & Strategy Design
   - Define campaign goals and target audience
   - Identify suitable influencers through platform scans and alignment matrices
   - Co-develop messaging goals, tone, and core values
2. Engagement & Collaboration Setup
   - Draft and negotiate co-creation guidelines
   - Align on content formats and platform distribution
   - Ensure brand safety, language sensitivity, and identity protection (if needed)
3. Monitoring & Strategic Adjustment
   - Track metrics (reach, engagement, sentiment) across content
   - Gather qualitative feedback from audience and influencers
   - Refine approach for future collaborations or campaigns

Tools provided include:
   - Influencer assessment grid
   - Content planning worksheet
   - Monitoring and engagement tracking templates
   - Platform-specific creative tips (e.g., TikTok video format best practices)

Enroll as a team or book a time with our experts

Digital Marketing, Engagement & Movement Building ©
Social Media Influencers for Good

What our client said

Over the past two years, RNW Media has delivered this solution to NGO professionals across five countries — Bangladesh, Palestine, Indonesia, Nepal, and Georgia. The support focused on helping partners map relevant influencers and develop tailored strategies and tactics to engage them for youth-focused advocacy.

*In 2023, the solution was presented to the CoP members of the Right Here Right Now 2 programme, which is a multiyear and multicountry programme focused on advancing sex and reproductive health and rights (SRHR) in 10 countries. As one of the lead organisations, BRAC Bangladesh adopted the approach by collaborating with two social media influencers with a combined reach of nearly **3 million followers**. The collaboration generated over **80,000 engagements**, helping to increase campaign visibility, debunk harmful myths, and promote positive attitudes toward SRHR among young people.*

Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Related solutions
- *Digital Media Campaigns for Advocacy*
- *Digital Channel Strategy Development*
- *Sustainable Media Relations*

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: 3–4 sessions across 4–6 weeks (flexible based on need)

Pre-knowledge requirement: None — ideal for editorial, content, community or marketing team

Customized option: yes

Digital Marketing, Engagement & Movement Building ©
SMART Targeting

Solution

Smart Targeting is a data-informed consultation that helps digital media platforms and advocacy teams optimise their content strategy to reach and engage specific audiences—more safely, inclusively, and effectively. Through hands-on consultation, RNW Media supports partners to identify who they are reaching (and not reaching), segment audiences based on values, interests, and digital behaviours, test what content formats and tones generate safe, meaningful interaction, adapt strategy to promote inclusion and care, not just growth, and balance algorithmic demands with ethical audience engagement. This process results in a targeting strategy that is audience-first, values-based, and platform-specific—designed to build resilient digital communities.

Problem

Digital platforms often struggle to reach the right audiences in the right way. Algorithms favour sensationalism, while platform metrics reward quantity over quality. As a result, important content misses its intended audience—or reaches them without fostering safe, meaningful interaction. Without a clear targeting strategy, digital engagement becomes ineffective, exclusionary, or even harmful.

The solution is perfect for

- **Independent media or SRHR platforms with diverse online audiences**
- **Campaign teams aiming to reach youth, marginalised, or disengaged groups**
- **Content teams facing backlash, echo chambers, or limited reach**
- **Organisations seeking to move from follower count to deeper engagement**

Benefits

- Clear audience segmentation and engagement priorities
- Persona development based on values, not just demographics
- Improved content safety and inclusivity through testing and adaptation
- Measurable improvements in engagement quality, not just volume
- Integration of performance data into editorial or campaign planning
- Confidence to communicate across difference and reduce harm
- 1o1 direct communication with top experts and a 3-6 month return visit
- Join RNW Media's global community of 25+ public interest media

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Solution Implementation

The consultation is delivered in three flexible phases:

Phase 1: Understand Your Audience
- Review of existing platform performance
- Audience and engagement scan: who interacts, who's missing, and why
- Audience segmentation using beliefs, behaviours, and emotional triggers

Phase 2: Test and Learn
- Identify safe content formats and high-risk topics
- A/B testing of tone, visuals, captions, and timing
- Track interaction types (e.g. comments vs. saves) to evaluate emotional and narrative impact
- Embed findings in a campaign or editorial cycle

Phase 3: Strategy and Integration
- Develop a targeting strategy that links platform, audience, content, and care
- Adapt editorial guidelines or campaign messages based on data
- Optional: set up dashboards or simple monitoring sheets for ongoing use

Included Tools:
- Smart Targeting Canvas
- Persona building worksheets
- Format and tone testing templates
- Engagement safety tracker

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Digital Marketing, Engagement & Movement Building ©

SMART Targeting

What our client said

In 2023, RNW Media delivered the Smart Targeting consultation to Raseef22, a regional media platform in the MENA region. Through a multi-session consultation process, they applied Smart Targeting to strengthen youth engagement and improve content safety on polarising issues.

"We were able to better identify our audiences and shift how we spoke to them. It helped us understand the real impact of our storytelling—not just how far it spread, but how it landed." — Raseef22 editorial team

This approach has been adapted for platforms engaging with SRHR, civic space, and conflict-sensitive content, including in Yemen, Palestine, and East Africa.

Expert /Trainer

Galia Guajardo (She/Her) is a **media and communication expert** with more than 7 years of experience in creatively managing regional and global social impact campaigns, international events, and developing communications strategies. She specialises in building coherent brand identities and strengthening the positioning and visibility of organisations. During her career, Galia has worked for the Mexican Parliament, the United Nations, UN Women, and the Inter-American Commission on Human Rights. She has a master's degree in Journalism, Media and Globalisation from the University of Amsterdam, and is well-versed in topics related to diversity and inclusion, human rights, and wellbeing.

Related solutions

- *Digital Community Roadmap*
- *Digital Channel Strategy Development*
- *Sustainable Media Relations*
- *Social Media Influencers for Good*
- *Digital Media Campaign for Advocacy*

Our Solution Portfolio

Language: EN (available in AR and FR upon request)

Format: Assessment, consultation

Time Commitment: 4 consultation sessions over 2–4 weeks (plus optional follow-up)

Pre-knowledge requirement: None — ideal for editorial, tech, or comms teams with or without SEO background

Customized option: yes

Problem

Important and high-quality content is often invisible online due to poor searchability. Many advocacy platforms and media organisations are not fully optimising their content for search engines, which means missed opportunities to reach new audiences, drive engagement, and increase impact. Without SEO insight, even the best storytelling can get buried beneath misinformation or irrelevant search results.

Digital Marketing, Engagement & Movement Building ©

Search Engine Optimization 2.0 Assessment

Solution

Search Engine Optimization (SEO) Assessment is a consultation-based service designed to help mission-driven organisations improve the visibility and ranking of their digital content. SEO 2.0 refers to innovative search engine optimisation methods and frameworks in the post-AI era. Through a hands-on process combining technical audit, keyword research, and consultation sessions, RNW Media supports media and advocacy platforms to evaluate their current SEO performance, understand how their content ranks in search engines, identify strategic keywords and improve headline and meta content, fix technical and structural issues impacting SEO, and build long-term SEO capacity within editorial or digital teams. The result is an actionable SEO roadmap designed to amplify reach and ensure important narratives surface when they matter most.

The solution is perfect for

- **Digital media platforms seeking to improve content discoverability**
- **Advocacy organisations aiming to reach new, issue-aligned audiences**
- **Civic space, or human rights platforms competing with misinformation**
- **Comms teams producing high-quality content that's underperforming online**
- **Donor-funded projects requiring greater digital visibility or impact**

Benefits

- Enhanced visibility for advocacy, editorial, or campaign content
- Increased organic traffic and longer engagement time on site
- Stronger alignment between content and search intent
- Improved metadata, headlines, and structural SEO practices
- Skills transfer to internal teams for future implementation
- Access to SEO templates, tools, and coaching support
- Tangible performance improvements backed by data
- 1o1 direct communication with top experts and a 3-6 month return visit
- Join RNW Media's global community of 25+ public interest media

Solution Implementation

The assessment includes a structured consultation process with optional follow-up:

Step 1: SEO Audit and Platform Scan
- Technical scan of site speed, meta tags, and structure
- Performance review of keywords, traffic sources, and backlinks
- Benchmarking against sector and search trends

Step 2: Content and Keyword Strategy
- Keyword research for mission-aligned topics
- SEO gap analysis (what content should rank but doesn't)
- Review of headlines, tags, and content structure

Step 3: Consultation and Implementation Support
- Hands-on consultation to address on-page SEO and content fixes
- Editorial guidance: writing for search while preserving values
- Final recommendations and SEO checklist for future use

Optional Deliverables:
- SEO strategy summary report
- Keyword ranking dashboard
- Priority action plan for implementation
- Templates for headline and meta content optimisation

Enroll as a team or book a time with our experts

Digital Marketing, Engagement & Movement Building ©

Search Engine Optimization 2.0 Assessment

What our client said

This solution has been delivered to several digital advocacy and media partners, including Raseef22, Hikaya Center for Civil Society Development, and Love Matters Arabic. In 2024, RNW Media conducted an SEO consultation with Love Matters Arabic, which received an overall satisfaction score of 7 out of 10, with 100% of participants confirming that the consultation met their expectations.

"I learned about the basics of SEO and identified the major steps we need to take to improve our website's average position on search engines. We've already been approached for a follow-up session to assess the impact of our to-do list and how we've applied the strategies on our website." — Nada Azzam, Love Matters Arabic, Egypt

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Related solutions

- **SMART Targeting**
- **Digital Media Campaign for Advocacy**
- **Digital Safety and Security Assessment**
- **Web Accessibility Assessment**

Digital Narratives & Communication

Our Solution Portfolio

Language: EN, FR, AR

Format: Training, coaching

Time Commitment: 5 days in person or online, 32 instructional hours in total

Pre-knowledge requirement: None— ideal for beginners or experienced communicators looking to refine their impact storytelling skills

Customized option: yes

Digital Narratives & Communication ©
Persuasive Digital Storytelling

⚙ Solution

Persuasive Digital Storytelling equips media professionals, NGO communicators, and changemakers with the tools to create stories that resonate emotionally, connect authentically, and spark meaningful action. Through a combination of practical exercises, peer feedback, and expert guidance, participants learn to develop authentic, values-based narratives, build relatable characters and strong emotional arcs, adapt stories for different media platforms and audiences, use storytelling as a strategic tool for advocacy, awareness, and behaviour change, and integrate ethical and inclusive storytelling principles.

? Problem

Powerful stories have the potential to change perspectives, mobilise communities, and inspire action. Yet many media and NGO communication professionals lack the skills to create stories that are not only compelling but also strategically aligned with advocacy and social change goals. Without intentional narrative design, even well-meaning stories risk being overlooked, misunderstood, or lost in the noise.

The solution is perfect for

- **Media professionals producing human-interest or advocacy content**
- **NGO communication teams aiming to boost campaign impact**
- **Journalists covering development, social justice, or community issues**
- **Youth leaders and activists seeking to mobilise communities**
- **Storytellers in any sector who want to inspire social change**

Benefits

- A step-by-step process for designing impactful stories
- Tools to translate values into compelling narratives
- Techniques to adapt stories for different formats and audiences
- A portfolio of work created during the training for immediate use
- Peer-to-peer learning in an international, diverse cohort
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

Solution Implementation

The training typically includes the following modules:

Module 1: Story Foundations
- Why storytelling matters for social change
- Understanding your audience and their motivations

Module 2: Building the Narrative
- Understanding the ingredients of persuasive aims
- Crafting characters, conflict, and resolution
- Emotional arcs and storytelling techniques

Module 3: Storytelling Across Platforms
- Adapting stories for video, audio, photo, and digital formats
- Cross-platform storytelling strategies

Module 4: Storytelling in Action
- Producing your own story project during the course
- Ethical, inclusive, and participatory storytelling

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Digital Narratives & Communication ©
Persuasive Digital Storytelling

What our client said

As one of RNTC's signature trainings, Storytelling to Inspire Social Change has been delivered to more than 3,000 media and NGO communication professionals worldwide.

A notable highlight was the collaboration with the University of Amsterdam Mundus Journalism programme in 2022, which included two trainings for 28 journalism students. The training received an overall rating of 8.3 out of 10, with a trainer satisfaction score of 4.3 out of 5 and a capacity change score of +0.8.

One of the key takeaways repeatedly mentioned by participants was The Arc of Tension — a core element of RNTC's storytelling theory. Many noted it as a completely new concept that gave them a clear, practical framework to apply to their own storytelling work.

Qualitative feedback reflected a strong appreciation for the balance between theory and practice, as well as the small training size, which allowed for meaningful feedback from both trainers and peers. Participants also reported that the course significantly increased their capacity in nearly all skill areas, with minor gaps likely linked to the low response rate in the end-of-course survey.

Expert/trainer

Faten Bushehri is a Bahraini-Dutch filmmaker and storyteller who focuses on human stories that have an emotional impact on audiences, capturing dramatic and compelling messages. With her background in journalism and communications, Faten sees her role as building bridges between cultures and experiences to foster a better understanding and more effective communication solutions. She used to work for Middle East Broadcasting Network, Global Voices, Atlantic Television News, CBS etc before.

Related solutions
- *Introduction to Storytelling*
- *Storytelling for Narrative Agency and Change*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2.5 hours

Pre-knowledge requirement: None

Customized option: yes

Digital Narratives & Communication ©
Introduction to Storytelling

Solution

This Introduction to Storytelling Masterclass is a fast-paced, interactive introduction to the fundamentals of compelling narrative design. In just 2.5 hours, participants learn how to recognise what makes a story powerful, use the eight essential elements of effective storytelling, structure narratives for maximum emotional impact, adapt stories across formats and platforms, and apply symbols, characters, and universal truths to connect with diverse audiences. Through guided examples, group discussions, and a short practical exercise, participants leave with a solid foundation for integrating storytelling into their campaigns, content, and advocacy.

Problem

Organisations and changemakers often have powerful messages but struggle to communicate them in a way that captures attention, resonates emotionally, and inspires audiences to take action. Without essential storytelling skills, advocacy content risks becoming forgettable, losing its potential for impact.

The solution is perfect for

- **Advocacy and communications teams needing a quick skills boost**
- **Activists, journalists, and programme staff involved in public engagement**
- **Campaign teams preparing for an upcoming launch**
- **Organisations introducing storytelling into their content strategy**

Benefits

- Rapid upskilling in core storytelling principles
- Practical and memorable framework for story creation
- Adaptable tools for multiple media formats
- Increased confidence in presenting and producing narrative content
- Immediate application through a guided assignment
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

Solution Implementation

The masterclass includes the following modules:

- Introduction (15 min) — Why storytelling matters for social change
- Story I (45 min) — The value of storytelling, components of a powerful story, eight essential elements
- Story II (90 min) — Symbols, characters, and universal truths; analysing real-world examples
- Assignment (own time, 1 hour) — Craft your own story using the masterclass framework
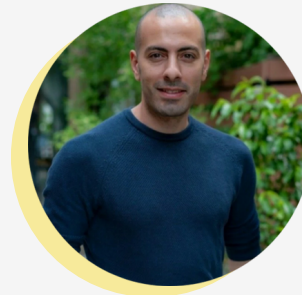
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Digital Narratives & Communication ©
Introduction to Storytelling

What our client said

In 2024, we delivered this masterclass to a group of Dutch NGOs and CSOs, including SOMO, Solidaridad Network, Wemos, Oxfam Novib, and Schonekleren.

The session received strong feedback, with participants rating 4.5 out of 5 for both "the trainer was knowledgeable about the course topics" and "the trainer created a comfortable learning environment."

One participant shared: **_"I've learned a lot about campaign development, which was very interesting and completely new to me as well."_**

Expert/trainer

Issa Shaker is an **independent filmmaker** and a media trainer with a passion for breathing life into untold stories. Over the course of his career, he has become widely recognized for his ability in generating viral content, more than 500 million views and counting. Some of the organizations Issa has served with his media productions include the BBC, Al Jazeera, Russia Today, and University of Vienna. Issa holds a bachelor's degree in communications from the University of Indianapolis.

Related solutions

- *Persuasive Digital Storytelling*
- *Storytelling for Narrative Agency and Change*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 4 hours

Pre-knowledge requirement: None — suitable for beginners and experienced communicators

Customized option: yes

Digital Narratives & Communication ©
Storytelling for Narrative Agency and Change

Solution

Storytelling for Narrative Agency and Change masterclass empowers participants to take control of their narratives and use storytelling as a tool to shift perceptions, challenge harmful frames, and promote inclusive, values-driven change. Through an engaging, interactive process, participants learn how to recognise and deconstruct dominant and harmful narratives, identify their own agency in shaping public discourse, apply storytelling frameworks that resonate with target audiences, integrate values-based and inclusive storytelling techniques, and adapt stories for different platforms to maximise reach and impact. The masterclass creates a safe space for participants to share experiences, experiment with storytelling techniques, and co-create narratives that reflect their realities and aspirations.

Problem

In many contexts, dominant narratives can limit how people see themselves, their communities, and the possibilities for change. Marginalised voices are often underrepresented, and harmful stereotypes go unchallenged. Without the skills and confidence to tell their own stories, changemakers risk having their narratives defined by others.

The solution is perfect for

- **Advocacy and communications teams aiming to challenge harmful stereotypes**
- **Journalists, content creators, and community leaders seeking to reclaim narratives**
- **Civil society organisations promoting social justice, equality, or inclusion**
- **Campaign coalitions working across borders or diverse audiences**

Benefits

- Strengthened narrative agency and confidence in public storytelling
- Practical tools to design and deliver persuasive, values-driven stories
- Ability to identify and counter harmful narratives
- Content adaptable for multiple digital and offline platforms
- Peer-to-peer learning and shared campaign resources
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

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Solution Implementation

This masterclass includes the following modules:

- Exploring Narratives — understanding how stories shape power and perception
- Deconstructing the Frame — identifying dominant and harmful narratives
- Claiming Agency — crafting alternative narratives rooted in lived experience
- Story Crafting Techniques — building structure, emotional arcs, and values alignment
- Platform Adaptation — tailoring stories for different audiences and formats
- Peer Feedback and Practice — presenting stories and refining them in real-time

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Digital Narratives & Communication ©

Storytelling for Narrative Agency and Change

What our client said

In June 2025, RNW Media delivered this masterclass to eight public interest media and human rights organisations from six MENA countries, receiving highly positive feedback from participants on its relevance and practicality.

*In July 2025, RNW Media joined the **Gabo Festival** in Colombia for the first time, where RNTC trainer Sara Trejos — also Co-director and Co-founder of Sillón Estudios — led a masterclass on narrative agency in digital storytelling for 13 journalists and media makers. The festival attracted more than 150 guests across 100 activities, all focused on the current state and future of journalism. The session centred on audience agency — exploring the evolving role of journalism: moving beyond simply informing, towards activating, guiding, and supporting audiences in their own calls to action.*

*One participant said: "I was able to see a light at the end of the tunnel. Many times, we face the reality that non-journalists are creating journalistic content. **This workshop helped me do a self-assessment and think about new narratives that carry the seal of journalistic work and can reach other platforms."** — Manuela*

Feedback from both events highlighted the interactive format, practical frameworks, and the value of connecting with peers across countries and sectors.

Expert/trainer

Sara Trejos is a media entrepreneur, project evaluator, and co-founder of Sillón Estudios, a podcast and theatre production company behind award-winning shows such as Presunto Podcast and Expertos de Sillón. She has worked in television, large-scale event coverage, and cultural management, and has taught project management and product management at several Colombian universities. She serves on the board of Fundación Karisma and is SembraMedia's ambassador in Colombia.

Related solutions

- *Persuasive Digital Storytelling*
- *Introduction to Storytelling*

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Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: Typically 4–8 weeks (≈ 30–60 hours), depending on scope and integrations

Pre-knowledge requirement: None — suitable for beginners and experienced communicators

Customized option: yes

Digital Narratives & Communication ©
Bridging Online Engagement to Offline Services

Solution

RNW Media helps you design, launch, and iterate an online referral-to-service system that is youth-friendly, rights-based, secure, and measurable. We co-create the full journey: needs assessment and stakeholder mapping; due-diligenced provider network; UX and content; privacy & data safeguards; roll-out; engagement loops; and impact evaluation. Help-seekers can discover services from your website, social channels, campaigns, and moderators with confidence, and they can be referred to offline services systematically. Meanwhile, offline service providers can grow their online presence and generate more service demand among young people.

Problem

Young people struggle to find trustworthy help for their needs online, such as needs related to sexual and reproductive health, mental health, legal aid, and livelihoods. Services exist, but access is fragmented, stigmatized, or geographically out of reach. Without a secure, youth-friendly referral pathway embedded in your digital touchpoints, help-seekers slip through the cracks—and impact gets lost.

The solution is perfect for

- **Service providers** for public interest, such as reproductive health clinics
- **Media/CSO platforms** that moderate youth communities and want actionable pathways or concrete behavior change
- **Public or private sector organization** dedicated to service provision for the public interest
- **Coalitions** that need shared standards for privacy, safety, and follow-up

Benefits

- Provides young people with safe and inclusive access to trusted services.
- Reduces stigma and barriers through youth-friendly design.
- Builds a vetted provider network with formal agreements.
- Protects users with secure, consent-based workflows.
- Tracks the full journey from referral to service uptake.
- Delivers a ready-to-use operational playbook for teams.
- Equips partners to run and adapt the system long term.
- 1o1 direct communication with our experts and a 3-6 months revisit
- Access to RNW Media's global community of 25+ public interest media

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Solution Implementation

We follow a five-phase framework consultation:

- Planning & Conceptualisation: Needs assessment with youth; stakeholder engagement; goal/KPI setting.
- Design & Development: Provider due-diligence and network setup; UX/UI and content; security & data protection; accessibility.
- Launch & Implementation: Testing (functionality, safety, accessibility); user training; promotion plan.
- Engagement & Improvement: Analytics, feedback loops, content refresh; continuous QA of providers and information.
- Evaluation & Enhancement: Impact assessment, scaling strategy, sustainability plan; tech upgrades (e.g., AI-assisted find-a-service, virtual consults) as appropriate. Referral to Service

Deliverables may include: referral journey map, provider quality checklist & MoU templates, UX copy & banners, consent scripts, moderator playcards, risk register, KPI dashboard, and reporting template.

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Digital Narratives & Communication ©

Bridging Online Engagement to Offline Services

What our client said

*RNW Media has a strong track record of helping public interest media and human rights NGOs to refer young people to access to offline services. Together with Mexico Vivo, we co-created a One Stop Pleasure Shop funded by the Packard Foundation. The shop is a service referral page presenting youth-friendly reproductive health service providers in an interactive location-based map, a discussion board, and online counselling. Collaborated with the Ministry of Health of Mexico, the location-based map featured **2.777 reproductive health clinics**. Optimising the service referral page was very effective and resulted in **1162% growth in monthly visits** to the page and 19% clicked through to the online consultation. In China, working with a local legal firm, a dedicated Chinese language platform provided **1,500+ free legal consultations and court representation for 18 gender-based violence survivors**.*

*A recent implementation of the solution is for Hikaya Center for Civil Society Development in Jordan in 2024, supporting the enhancement of Mawadda, an Arabic language SRHR platform, to better reach and engage young people across the MENA region. **The consultation leads to 55.000 new users to the website within a year and 311 online consultations, and 1.200 visits to a location-based service map.***

Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Related solutions
- *Digital Community Roadmap*
- *Create Engaging & Persuasive SRHR content*

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching, consultation

Time Commitment:
- Masterclass – 2 hours
- Consultation - 10 to 30 hours, depending on the project scope

Pre-knowledge requirement: None — suitable for programme, content, and digital teams

Customized option: yes

❓ Problem

In the crowded digital space, audiences — especially young people — are constantly bombarded with information. For sensitive topics such as sexual and reproductive health and rights (SRHR), retention is low if learning is passive. Without interactive and motivating elements, online education struggles to sustain engagement and inspire meaningful behavioural change. Gamification can create a safe environment for experimentation and learning from mistakes in situations where real-world consequences are undesirable or costly. This is particularly useful in eLearning, where learners can explore different scenarios and strategies without fear of negative repercussions. Additionally, gamification can be used to promote physical and mental well-being by making health-related activities more engaging and encouraging positive habits

Digital Narratives & Communication ©
Gamification: Play for Progress

💡 Solution

This solution equips organisations to integrate game principles into non-game contexts, making digital learning more engaging, memorable, and impactful. The approach applies elements such as points, challenges, leaderboards, narratives, and rewards to inspire user participation and knowledge retention. The Masterclass introduces core game design concepts, behavioural psychology in play, especially in the SRHR context, including a real-world case where gamified quizzes resulted in users spending six times longer on site, visiting twice as many pages, and reducing bounce rates by 33%Gamification. The Consultation takes partners through a full co-creation journey — from concept design and prototyping to testing, iteration, and launch.

🎯 The solution is perfect for

- **Media platforms** want to increase dwell time and repeat visits
- **SRHR, health, education,** and **rights-based campaigns** need higher engagement
- **NGOs** seeking interactive tools for awareness, advocacy, or training

✨ Benefits

- Turns learning into an interactive, enjoyable experience for users
- Increases content retention and return visits
- Builds audience motivation through choice, competence, and connection
- Provides measurable engagement data for content optimisation
- Strengthens internal capacity to design and implement gamified experiences
- Receive a certificate of completion (masterclass only)
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals
- 1o1 direct communication with our experts and a 3-6 months revisit

Solution Implementation

Masterclass
- Introduction to gamification & behavioural drivers
- Game elements, mechanics, and dynamics
- SRHR and MENA-specific opportunities and challenges
- Case study analysis and metrics
- Group exercise: applying gamification to a campaign idea
- Demo games and tools
- Wrap-up and takeaways

Consultation (typical 4-session journey):
- Discover — Assess needs, audience, and thematic goalsCoaching Plan_Masaraat_...
- Design — Create concepts, mechanics, and engagement strategies
- Prototype & Test — Build low-fidelity versions, gather feedback, refine
- Launch & Promote — Deploy, market, and monitor results, with follow-up support

JOIN NOW ❯

Enroll as a team or book a time with our experts

Digital Narratives & Communication ©
Gamification: Play for Progress

What our client said

The Gamification Masterclass has been delivered to numerous NGOs and CSOs, particularly those working on sexual and reproductive health and rights (SRHR). It was provided twice to the KIT: Royal Tropical Institute, receiving a relevancy score of 4.6 out of 5 and a trainer facilitation score of 4.3 out of 5.
"It was a fun new learning experience with games and game pitches on SRHR. I enjoyed it and the energy of the facilitators." *— Masterclass Participant, KIT*

RNW Media has also provided the Gamification Consultation service to partners, including Masaraat, Center for Development Services (Egypt), Community Media Network (Jordan), and Yayasan Gemilang Sehat (Indonesia). The consultation for Masaraat was rated 8.5 out of 10, with all participants confirming it met their expectations.
"(I love) the expert's flexibility and good coordination. The topics I liked most and benefited from are their details, such as game elements, mechanics, dynamics, and how to prototype games." *— Consultation Participant, Masaraat*

Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Related solutions
- *Persuasive Digital Storytelling*
- *Digital Content Creation*
- *Create Engaging & Persuasive SRHR content*

Specialist Areas

Our Solution Portfolio

Language: EN

Format: Masterclass, coaching

Time Commitment: 2 hours, followed by optional coaching 10-14 hours

Pre-knowledge requirement: Basic understanding of digital media workflows; no technical expertise required

Customized option: yes

Problem

Many trainers, facilitators, and educators have deep subject-matter expertise but lack the facilitation skills to design and deliver interactive, learner-centred training. Without these skills, workshops risk being lecture-heavy, disengaging, and less effective in building lasting knowledge or behaviour change.

Specialist Areas ©

Training of Trainers

Solution

The Training of Trainers (ToT) is one of RNTC's signature programmes, empowering public interest media and NGO/CSO professionals with the skills to design and deliver high-quality learning experiences that scale social impact. Drawing on over 50 years of RNTC expertise, the course blends updated learning design approaches with practical facilitation tools — including AI-assisted brainstorming and reflection on AI in education. This course equips participants with practical skills to design, facilitate, and evaluate training programmes that are engaging, inclusive, and results-oriented. It blends adult learning principles, facilitation techniques, and session design skills, ensuring that trainers can adapt content to diverse audiences and learning styles. Participants learn how to apply the principles of adult learning in training design, plan and structure sessions for maximum engagement, use facilitation techniques to encourage participation and interaction, create inclusive learning environments that respect diversity, integrate practical exercises, case studies, and storytelling into sessions, and evaluate training effectiveness and gather constructive feedback.

The solution is perfect for

- **Media and communication professionals leading skills transfer sessions**

- **Trainers and facilitators in NGOs, CSOs, and development organisations**

- **Project managers and technical experts who train peers or partners**

- **Organisations building internal training capacity**

Benefits

- Strengthens facilitation skills for more impactful learning delivery
- Provides practical tools and templates for training design
- Encourages participatory learning and audience engagement
- Builds confidence to handle diverse groups and sensitive topics
- Improves ability to assess and adapt sessions based on feedback
- Receive a certificate of completion (masterclass only)
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

Solution Implementation

Core modules include:

- Principles of Adult Learning and Learner-Centred Approaches
- Training Needs Assessment and Session Planning
- Designing Interactive and Inclusive Learning Experiences
- Facilitation Techniques for Different Group Sizes and Contexts
- Managing Group Dynamics and Encouraging Participation
- Using Visuals, Media, and Storytelling in Training
- Giving and Receiving Feedback
- Monitoring, Evaluation, and Continuous Improvement

Each participant delivers a practice facilitation session and receives peer and trainer feedback to strengthen their skills.

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Specialist Areas ©

Training of Trainers

What our client said

Between 2022 and 2025, **RNW Media and RNTC delivered ToT 18 times to hundreds of professionals worldwide**. In 2021 and 2023, RNTC was commissioned by the SPARK to deliver ToT for the Networks of Change programme. The 2021 training was rated 8.8 out of 10, with participants' ability to explain the main elements of effective training increasing from 3.2 to 4.8 out of 5. The 2023 edition received an 8.7 out of 10. One participant said: "(the training is) full of amazing information and I believe it is one of the best trainings!" Another participant commented: "**Before this training, I thought I wasn't a trainer. Now everything has changed — I have the techniques, activities, and confidence to be a good trainer**."

In 2024 and 2025, RNW Media collaborated with Yaga Burundi to equip 10 local partners with ToT skills in digital advocacy. The training was rated 9.3 out of 10, with trainer satisfaction at 4.8 out of 5. These partners went on to train over 200 young people nationwide. One participant said: "**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.**"

Expert /Trainer

Marta Gómez-Rodulfo is a **journalist and media trainer** with over 20 + years of experience. She is the founder and the CEO of the 'Freelance Press Saving Journalism'. She has skills in public speaking, project management, and communication consulting, working with diverse audiences across Europe and Latin America. Her academic background includes a Master's Degree in Investigative Journalism, Data, and Visualization, and a Diploma in Human Rights for Journalists. Marta worked or freelanced in many organizations, such as El Mundo and Grupo Planeta.

Our Solution Portfolio

Language: EN

Format: Consultation

Time Commitment: Typically 20–80 hours over 1–3 months, depending on complexity

Pre-knowledge requirement: None

Customized option: yes

Problem

Public interest media, NGOs, and CSOs often have a vision for a digital platform — whether to build an online community, deliver essential information, or connect users to services — but lack the in-house expertise to translate that vision into a successful, sustainable product. Without clear user requirements, vendor guidance, or a roadmap for scaling, projects risk delays, budget overruns, or limited impact.

Specialist Areas ©
Digital Product Management Support

Solution

RNW Media offers Digital Product Management Support — a flexible, tailored consultation service that helps partners design, launch, and scale digital products such as websites, community platforms, and mobile applications. The service provides user needs analysis and co-created product vision, platform strategy and roadmap with clear deliverables, vendor selection support and technical review, competitor analysis to ensure innovation and relevance, website audit and optimisation planning, and continuous data stream setup for monitoring performance and scaling. This approach combines RNW Media's expertise in digital product management with a collaborative process that ensures the platform meets both organisational goals and user needs. Third-party developers and UX designers might be needed depending on the needs of partners.

The solution is perfect for

- **Organisations planning to build or relaunch a web or app-based platform**

- **Initiatives aiming to create safe, inclusive online communities**

- **Programmes needing vendor oversight and strategic product management**

- **Teams seeking a roadmap for scaling their digital products**

Benefits

- Translates organisational vision into actionable product specifications
- Ensures platforms are user-centred and fit for purpose
- Reduces risks in vendor management and technical delivery
- Improves product performance through audits and analytics
- Builds internal capacity for ongoing product management and growth
- 1o1 direct communication with our top experts and a 3-6 months return visit
- Access to RNW Media's global community network with 25+ public interest media

Solution Implementation

A typical co-creation process includes:

- Discovery & Needs Analysis — Co-defining goals, target audience, and success indicators
- Product Vision & Roadmap — Translating needs into deliverables, timelines, and budgets
- Vendor Engagement — Supporting RFP processes, selection, and technical review
- Design & Development Oversight — Aligning technical work with product vision
- Audit & Optimisation — Using website audit tools to identify and resolve issues
- Launch & Scale Plan — Establishing metrics, data streams, and growth strategies

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Specialist Areas ©

Digital Product Management Support

What our client said

*In 2022, RNW Media co-created the Vobodo platform in partnership with AB-Benin to connect young people in Benin to sexual and reproductive health and rights (SRHR) information and services through an engaging digital community. Following the platform launch, **Vobodo reached over 1.1 million people, attracted 55,000 active users, and generated over 80,000 engagements** on key topics. The website audit process resolved dozens of usability and performance issues, improving navigation, mobile responsiveness, and content discoverability. One community manager noted: "Before, I didn't have the tools to make our platform truly engaging. Now, I can use data, audience feedback, and clear design principles to create a space young people actually want to visit and use."*

*In 2022, RNW Media was commissioned by Amref Health Africa to provide strategic support for Kefeta – Elevating Ethiopian Youth, a USAID-funded programme focused on economic empowerment for young people in Ethiopia. Through extensive data analysis and stakeholder interviews, RNW Media delivered an 80-page final report recommending a mobile-first, social media-first, youth-centred, and gender- and disability-inclusive omnichannel strategy. By 2023, following an expert return visit, we found that Amref Health Africa had developed the Kefeta website, Telegram channel, and YouTube platform exactly as recommended. "A big thank you from myself and my team for an extensive work done for Kefeta. There is a lot of content, strategic approaches and recommendations you have put for us here... **I have gone through the report a couple of times now, and I am very much happy and really eager when I think of its realization... thank RNW Media experts team for a fantastic work!"** — Misrak Makonnen, CEO, Amref Health Africa*

Expert /Trainer

Noyan Er is the **Digital Product Manager at RNW Media**. Noyan has 15 years of experience in broadcast and digital media. He has strong expertise in web content publishing strategies, web platform product management, and datafication. Noyan worked in various media and technology organizations, including Radyo ODTÜ 103.1, Nokta Medya, and Deutsche Welle.

Our Solution Portfolio

Language: English (live translation available in French, Arabic, Spanish — other languages on request)

Format: Event

Time Commitment: available in both offline (3–5 days) and online (webinar or summit series, 1.5–2 hours each across several months) formats

Pre-knowledge requirement: None, suitable for journalists and media professionals, CSOs, NGOs, funders, experts and digital media innovators

Customized option: yes

Problem

The challenges facing public interest media and civil society — from disinformation to shrinking civic space — are global, yet solutions are often developed in isolation. Many organisations lack platforms for meaningful cross-border dialogue, co-creation, and joint advocacy, limiting their ability to scale impact and address shared problems collectively.

Specialist Areas ©
Digital Media Impact Summit

Solution

The Digital Media Impact Summit (DMIS) is RNW Media's annual flagship event bringing together public interest media, civil society, funders, experts, and innovators from across the globe. Originating from our International Weeks of Learning, DMIS has evolved into a dynamic, globally inclusive platform for advancing audience-centered digital media innovation, strengthening independent media and digital rights, supporting global media partnerships building and knowledge sharing, and facilitating cross-border coalitions and joint advocacy initiatives. Each edition is co-created with partners and includes panel discussions, lightning talks, training and masterclasses, co-creation workshops, and innovation exhibitions.

The solution is perfect for

- **Global funders seeking to sponsor high-impact, cross-border media initiatives**
- **Media and CSO networks aiming to forge partnerships beyond national borders**
- **Organisations addressing urgent global challenges related to digital media and information ecosystem**
- **Innovators wanting to showcase tech-driven social impact solutions**

Benefits

- Facilitates cross-border collaboration and coalition-building
- Increases international visibility for partners and sponsors
- Sparks collective action on pressing global issues
- Provides a platform for innovation showcases and advocacy campaigns
- Bridges the gap between media, civil society, and technology actors
- Offers multilingual accessibility to ensure inclusive participation
- Access to RNW Media's global community of 25+ public interest media

Solution Implementation

The DMIS is implemented through the following steps:

- Co-creation of Theme & Topics — defining priorities, focus areas and objectives with partners and sponsors
- Event Preparation — curating speakers, sessions, and participant engagement strategies
- Facilitation — moderating plenaries, workshops, and lightning talks
- Evaluation — collecting participant feedback and analysing outcomes
- Call to Action — launching joint campaigns, statements, or advocacy initiatives
- Post-Event Collaboration — supporting follow-up actions and partnerships

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Specialist Areas ©
Digital Media Impact Summit

What our client said

*Originating from our International Weeks of Learning, DMIS has evolved into an internationally renowned annual event for advancing digital media innovation. **The 2023 DMIS in Cairo, Egypt, was attended by 62 public interest media representatives and NGOs/CSOs from 17 countries. Six out of seven sessions received ratings of 4 stars or higher.** 60% of participants said DMIS met or exceeded their expectations. "I appreciate all the inspiring people I met, the topics we discussed, the brainstorming, the co-creation and knowledge sharing. The human connection I made with people who work on the same issues I work on." — DMIS 2023 Participant*

*The 2024 DMIS, focused on intersectionalities of journalism, digital media, and AI, was conducted in Haarlem, Netherlands. **It was attended by 88 organisations from 34 countries. The overall rating of the event is 9.1 out of 10. 77% of attendees referenced AI as a transformative tool, with 62% shifting from scepticism to recognising its potential for social impact.** "We need to acknowledge that AI is a field where it's really expensive to participate... this puts the weight on us to precisely contribute to those efforts (like DMIS), and it is even more pressing for us to join forces and act collectively in trying to support the initiative (like DMIS)." — Miguel, Mozilla Foundation*

*The ongoing 2025 DMIS is a series of 3 online webinars focusing on countering disinformation, media viability, and inclusive migration narrative. **The first webinar on disinformation, conducted in July 2025, had nearly 300 registrations and 140 attendees. Featured speakers from UNESCO, the Dutch Ministry of Foreign Affairs, TikTok, 7amleh, and others.***

Expert /Trainer

Tomy Rado Prawiro Sinaga is a **digital communications strategist** with over a decade of experience working across Asia and Europe with organizations such as ChildFund International, OXFAM, ASEAN Foundation, Save the Children International, and digital media agencies. He is specified in creative digital campaigns, digital marketing, and NGO communication. Tomy owns a master's degree in Science from the University of Twente and a bachelor's degree in communication and media studies from the University of Indonesia.

Our Solution Portfolio

Language: EN, FR, AR

Format: Training, coaching

Time Commitment: 3 days online or in-person, 12 hours in total, excluding individual assignments

Pre-knowledge requirement: None

Customized option: yes

Specialist Areas ©
Build Your Digital SRHR Community

Solution

Build Your Digital SRHR Community equips participants with a practical, step-by-step framework to design, launch, and manage effective online communities. The training follows a Discover – Explore & Develop – Deliver learning journey, combining design thinking with hands-on digital strategy. Participants learn to clearly define and segment target audiences using personas and empathy maps, select the most relevant media and channels for engagement, applying a mobile-first approach, develop an omni-channel content strategy tailored to youth-driven change, and build inclusive, representative teams with defined roles and digital skillsets.

Problem

Many public interest media and NGOs want to create digital communities around sensitive or complex topics like sex and reproductive health and rights (SRHR). However, they often lack a clear understanding of their audiences, the right digital channels to reach them, and the team structure needed to manage engagement inclusively and sustainably.

The solution is perfect for

- **NGOs, CSOs, and public interest media starting new online communities on SRHR**

- **Organisations aiming to improve engagement on sensitive topics (e.g., SRHR)**

- **Teams working to ensure inclusion, gender balance, and regional representation in their digital work**

Benefits

- Practical tools for audience research, channel selection, and community building
- Guidance on creating inclusive teams that reflect the communities they serve
- A clear, actionable digital engagement strategy by the end of the training
- Stronger capacity to drive youth participation and conversation online
- Applicable across thematic areas beyond SRHR
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

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Solution Implementation

The training includes the following modules:

- Day 1: Understanding your target audience — demographics, behaviours, and needs
- Day 2: Defining relevant digital solutions — media/channel strategy, capacity assessment, and competitor analysis
- Day 3: Building your team — inclusivity, roles, responsibilities, and skillsets for digital management

Individual assignments for each day to apply learnings directly to participants' contexts.

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Specialist Areas ©
Build Your Digital SRHR Community

What our client said

In 2022 and 2023, this training was delivered four times to SRHR organisations from Jordan, Iraq, Egypt, and Lebanon.

In February 2023, 17 participants from a group of SRHR NGOs and CSOs joined the training. The final capacity end score was 4.2 out of 5, with a 4.5 out of 5 score for "receiving sufficient feedback from trainers to complete final assignments." One participant said: "(This training gave me) a clear vision and knowledge about what a digital community is and specific steps to build a strong digital community. The exchanging of experiences with different partners is great."

In November 2022, a dedicated training for NGOs and CSOs in Iraq received an overall rating of 7.8 out of 10, with participants rating the benefit of the training at 4.5 out of 5. Several noted that it gave them new ways of thinking about digital media communities for social impact.

"It was fun, productive, and full of information about building a digital community."— Kawthar Altalabi, Baghdad, Iraq

"I will use the information and skills gained from the course in marketing to reach the largest number of target audiences." — Maysaa Al-Daffaie, Baghdad, Iraq

Expert /Trainer

May El-Hosseiny is an SRHR advocate, Media professional and psychosexual therapy Counselor. She enjoys more than 15 years of professional experience in Digital Media and Communication. May collaborated with RNW Media, RNTC and UNHCR, OXFAM, and Rutgers on various assignments.

Our Solution Portfolio

Language: EN, FR, AR

Format: Training, coaching

Time Commitment: 3available in offline (5-day) and online (7-day) formats

Pre-knowledge requirement: None

Customized option: yes

? Problem

Communicating about sex and reproductive health and rights (SRHR) in ways that are engaging, persuasive, and inclusive is a challenge for many organisations. Messages often fail to connect with their intended audiences, either because they are too technical, too generic, or not tailored to the cultural and emotional context of the communities they aim to serve.

Specialist Areas ©

Create Engaging and Persuasive SRHR Content

Solution

This training equips participants with practical skills and creative tools to produce audience-driven, persuasive, and pleasure-positive SRHR content. Drawing on RNW Media's extensive experience in media for social change, the course combines audience mapping, persuasive communication theory, storytelling, creative formats, and platform best practices. Participants work through target Audience Mapping — understanding demographics, behaviours, emotional payoffs, and credible messengers; persuasive Aims — combining logical structure with emotional appeal; storytelling for Social Change — building narratives with universal symbols and relatable characters; creative Formats — selecting the right medium and channels to match message and audience; pleasure-Positive SRHR Content — addressing sensitive topics in a way that is engaging, safe, and stigma-free; platform-Specific Skills — best practices for Instagram, TikTok, Facebook, WhatsApp, and more, and peer Feedback & Pitching — refining ideas through constructive critique and story pitching. The offline 5-day format delivers immersive, in-person learning with intensive peer exchange and practical exercises. The online 7-day format provides shorter, focused sessions with individual assignments to apply learning directly in participants' contexts.

The solution is perfect for

- **Media and NGO communication teams producing SRHR-related content**

- **Advocacy groups wanting to increase engagement and impact of campaigns**

- **Content creators seeking to improve storytelling and persuasion skills in sensitive topics**

Benefits

- Clear framework for audience analysis and message tailoring
- Improved ability to create content that inspires dialogue and action
- Practical tools for platform optimisation and creative storytelling
- Stronger capacity to address sensitive SRHR topics in engaging, safe, and inclusive ways
- Peer learning and feedback to sharpen content production skills
- Receive a certificate of completion
- Access to RNW Media's exclusive online learning platform
- Access to RNW Media's alumni network of 10,000+ professionals

Solution Implementation

The training includes the following modules, and both online and offline formats follow the same learning journey:

- Understand your target audience
- Define persuasive aims and emotional/logic balance
- Master storytelling for social change
- Apply creative formats and platform-specific strategies
- Develop pleasure-positive SRHR content
- Pitch, produce, and refine content with peer feedback

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Create Engaging and Persuasive SRHR Content

What our client said

As one of RNW Media's most popular SRHR-related trainings, this solution has been delivered 12 times since 2022 to SRHR NGOs and CSOs from 12 countries, including Indonesia, Morocco, Ethiopia, Lebanon, Tunisia, Jordan, Egypt, Benin, Iraq, Palestine, Nepal, and Bangladesh.

In October 2022, the training was delivered in Ethiopia to 22 NGO and CSO professionals. It received an overall rating of 9.7 out of 10 and achieved a capacity score change of 1.7 out of 5.

"It was such an awesome course, and the trainers delivered it in such a beautiful way that we couldn't get bored. As an Information Management Systems person who disseminates SRHR content and runs campaigns, taking the course made me realise better ways to do my job." — Hiwot Woldegiorgis Lemma, Addis Ababa

When asked how she planned to implement the learning, Hiwot explained: "In my previous experience, our different social media platforms didn't have consistency, and they weren't attractive or compelling to visit... **From now on, we'll correct that and make our deliverables more efficient."**

Another participant from the same training shared: **"The materials and the methodology used were very youth friendly. The facilitators were very polite, friendly, and had an excellent understanding of the training content."**

Expert /Trainer

Terry Gachie is a passionate health educator with a strong focus on SRHR, narrative change, and digital innovation in service delivery. She views education and narrative change as powerful catalysts for social transformation and champions data-driven decision-making to build equitable, rights-based systems. Terry advocates for inclusive systems where individuals can assert their rights, access comprehensive services, and actively shape solutions to the challenges they face.

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Our Clients

RNW Media is a world-leading provider of international journalism and digital media training and consultancy services. Our clients include global and local media, non-governmental organisations, civil Society organizations, governmental organizations, foundations, universities, and companies.
Our clients include:

- World Bank
- UNESCO
- UNFPA
- UNDP
- European Union
- OSCE
- African Union Development Agency
- Dutch Ministry of Foreign Affairs
- Netherlands Enterprise Agency
- Netherlands Foreign Investment Agency
- Dutch Embassy in China, Yemen, Jordan, Egypt, and Burundi
- Bangladesh Ministry of Information and Broadcasting
- Belgium Embassy in Burundi
- U.S. Embassy in Ethiopia
- US Agency for Global Media
- Global Affairs Canada
- BBC
- Global Reporting Initiative
- Free Press Unlimited
- International Youth Foundation
- The David and Lucile Packard Foundation

- Friedrich Naumann Foundation
- Ikea Foundation
- Open Society Foundation
- DIGITALEUROPE
- Nuffic
- Amref Health Africa
- Care International
- Save the Children
- Cordaid
- Spark
- Marie Stopes International
- International Planned Parenthood Federation
- Oxfam Novib
- Mama Cash
- Women Deliver
- Search for Common Ground
- The Hague Academy for Local Governance
- KIT: Royal Tropical Institute
- Amsterdam University
- Erasmus University
- Leiden University
- TechSoup Global
- Huawei

Our Experts

RNW Media collaborates with a network of leading internal and external digital media experts from over 15 countries worldwide. These experts play a pivotal role in co-creating cutting-edge digital media and learning solutions in partnership with our global collaborators. As a values-driven organisation, we foster an environment where our experts embody our core behaviours, work with energy and purpose across disciplines, and contribute to an inspiring, collaborative culture. Our experts — listed below in alphabetical order — bring a diverse range of specialisations and proven expertise to every project.

Ana Garza Ochoa
Digital marketing, Digital transformation, Information integrity

Boris van Westering
Media Viability, Environmental journalism

Brenda Morales Ruiz
Participatory evaluation, Impact measurement, Research

Christelle Menassa
Information integrity, Tech and media policy, Migration, Research
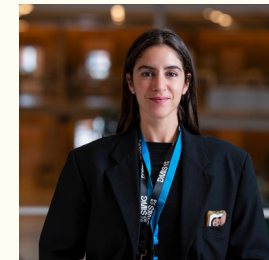
Fer Gonzalez Morales
Learning design, Movement practice, Knowledge management
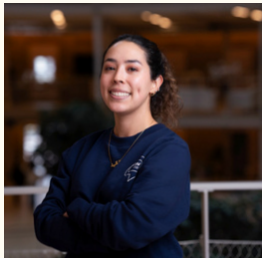
Galia Guajardo
Digital campaign, Branding, NGO communication

Giovana Fleck
Data, Technology journalism, Internet governance, information integrity

Keegan Wiggins
Learning facilitation, knowledge management, Inclusive storytelling
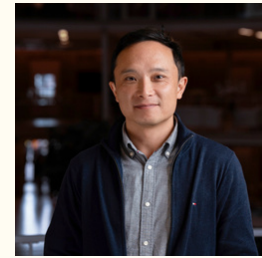
Lei Ma
Journalism, Newsroom leadership, Internet & AI Governance, Digital transformation

Marah Villanueva
Impact measurement and evaluation

Our Experts

Noyan Er
Digital product management, web accessibility, digital security, AI, SEO

Sana Naqvi
Data, Research, Social listening, Impact measurement

Shaokang Li
Data analytics, AI

Surabhi Srivastava
Content moderation, Gender, Ethical AI

Tora Sinaga
Digital campaign, Digital marketing, Gamification

Our Trainers

RNW Media and RNTC work with over 80 top media trainers. Our trainers are award-winning journalists, writers, communication experts, and international development experts who speak local languages. All of our trainers are certified Training of Trainers. Their in-depth industry knowledge, hands-on training, and coaching skills ensure the learning experience is engaging and meaningful. Our trainers — listed below in alphabetical order — bring a diverse range of specialisations and proven expertise to every learning opportunity.
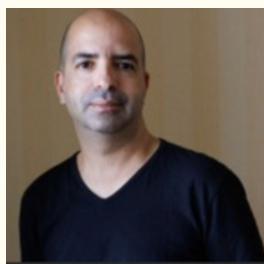
Anass Bendrif
AI Developments in media and Journalism

Aws Al-Saadi
Digital Safety & Security

Faten Bushehri
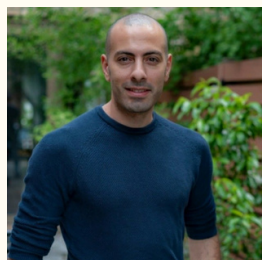Persuasive Storytelling
Media Campaigns for Advocacy
Social Media Strategy
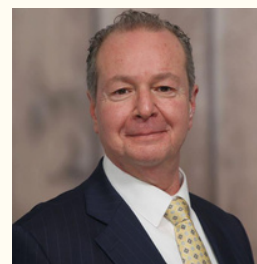
Hazem Anim
Podcasting Essentials: Audio Production
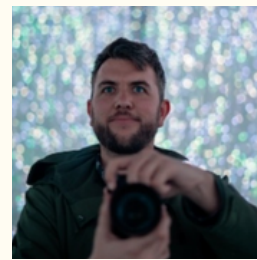
Hélène Michaud
Media Campaigns for Advocacy

Hennah Draaibaar
Persuasive Storytelling
Audiovisual Production
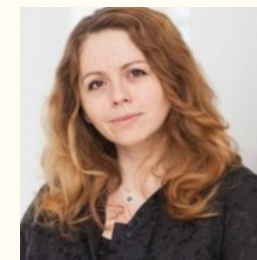Media Campaigns for Advocacy

Issa Shaker
Content Creator
Social Media Strategy (virality)
Persuasive Digital Storytelling

Jackline Lidubwi
Inclusive Digital Rights, Safety & Accessibility
Ethical AI & Emerging Technologies

Jordy Nijenhuis
Counter Disinformation with Digital Media

Maja Nenadovic
Conflict-Sensitive Moderation Strategy
Depolarizing Communication
Monitoring & Evaluation

Our Trainers

Maksuda Aziz
AI for Journalism
AI Integration in newsroom

Marjolein Stoop
Podcasting Essentials:
Audio Production

Marta Gómez-Rodulfo
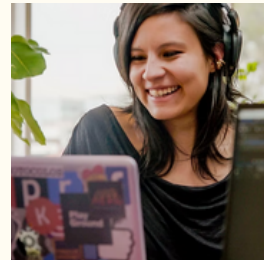Trainer Expert/ToT
Media Campaigns for
Advocacy

Mohammed Al-Fazari
Media Viability and
Content Monetisation

Nathalie Wang
Content Authenticity
Digital Content
Provenance

Nele Goutier
AI developments in
journalism and media

Sara Trejos
Media Viability
Podcasting Production

Taghreed Elkhodary
Counter Disinformation
with Digital Media
Media Campaigns for
Advocacy

Terry Gachie
Media Campaigns for
Advocacy: Gender and
SRHR

Tim Zunckel
Sustainable Journalism:
Media Viability

Contact Us

Book a time with one of our experts?
Questions, wants, needs, or just a cup of coffee at our place?

Our office:
Koepelplein 1C
2031 WL Haarlem
The Netherlands

For general questions related to RNW Media, please contact: *info@rnw.org*

For any RNTC training request, please contact:
info@rntc.com