Solution Portfolio 2025

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

Our Focus Areas

- Media Viability
- Information Integrity
- Ethical Technology and AI Deployment
- Enabling Democratic Discourse on Gender
- Promoting Inclusive Migration Narratives

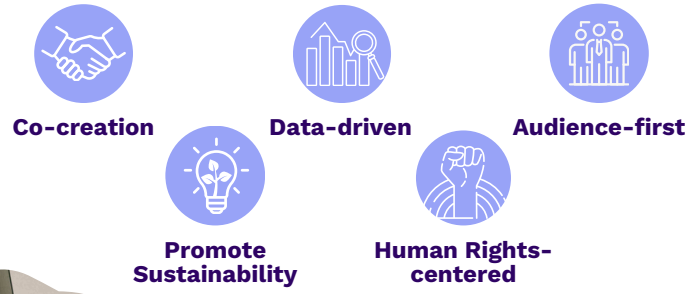
What We Do

We co-create innovative and locally relevant digital media and learning solutions that drive reach and engagement, sustainability, and impact.

Who We Serve

- 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 Methodology



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.

RNW Media defines a solution as 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 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

NW Media defines a solution portfolio as a structured presentation of our solutions. The 2025 solution portfolio comprises **53 solutions**, organised into 7 thematic categories. The portfolio offers a coherent learning and transformation journey — helping our partners embrace ethical digital and AI transformation, 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 integrated, co-created, purpose-driven solutions designed for today's complex media and information ecosystem.

- **Full-spectrum digital media expertise** spanning journalism and digital media, AI, and digital rights.
- **End-to-end digital transformation support**: from research and assessment to strategy and implementation.
- **Solution-based**: Designed products with clear problems, outcomes, and delivery formats.
- **Focus on small & mid-sized media** in restrictive contexts.
- **Ethics & inclusion:** Prioritising marginalised voices, with gender and migration-inclusive perspectives.
- **Future-ready:** Ethical AI adoption for resilience and innovation.
- **Learning by doing:** Theory plus real-world application through hands-on coaching and consultation.
- **Global reach, local relevance:** 40+ countries, 20+ nationalities in our experts and trainers network.
- **Localised & co-created:** Delivered in local languages, empowering local ownership.
- **Evidence-driven:** Data and evaluation for measurable results.
- **Flexible formats:** Hybrid learning and customised delivery for maximum flexibility and relevance.

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 capacity building through our training centre RNTC, and collaborative delivery of innovative digital media solutions. Our services are adaptable and complementary, allowing for both one-off interventions and long-term collaborations. Our services include:

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

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)

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. Solution 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.

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

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

Boost Digital Reach and Engagement

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

Upscale Digital Media Leadership

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

Foster Safe and Accessible Digital Space

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

Strengthen Democratic Discourse on Gender

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

Enable Ethical & Effective AI Deployment

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.

Our Clients

RNW Media is a world-leading provider of international journalism and media training and consultancy services. Our clients include international 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. Some of our experts are listed below in alphabetical order:

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

Giovana Fleck
Data, Technology journalism, Internet governance, information integrity

Keegan Wiggins
Learning facilitation, knowledge management, Inclusive storytelling

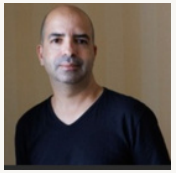
Noyan Er
Digital product management, web accessibility, digital security, AI, SEO

Surabhi Srivastava
Content moderation, Gender, Ethical AI

Tora Sinaga
Digital campaign, Digital marketing, Gamification

Our Trainers

RNW Media works 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. Some of our trainers are listed below in alphabetical order:

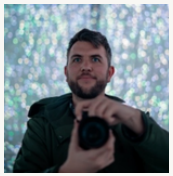


Anass Bendrif
AI Developments in media and Journalism

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

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

Sara Trejos
Media Viability
Podcasting
Production

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*

Disclaimer: Content in this document was partly created using OpenAI's ChatGPT and has been manually checked and approved before publication.