



# ANNUAL REPORT

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# 2020



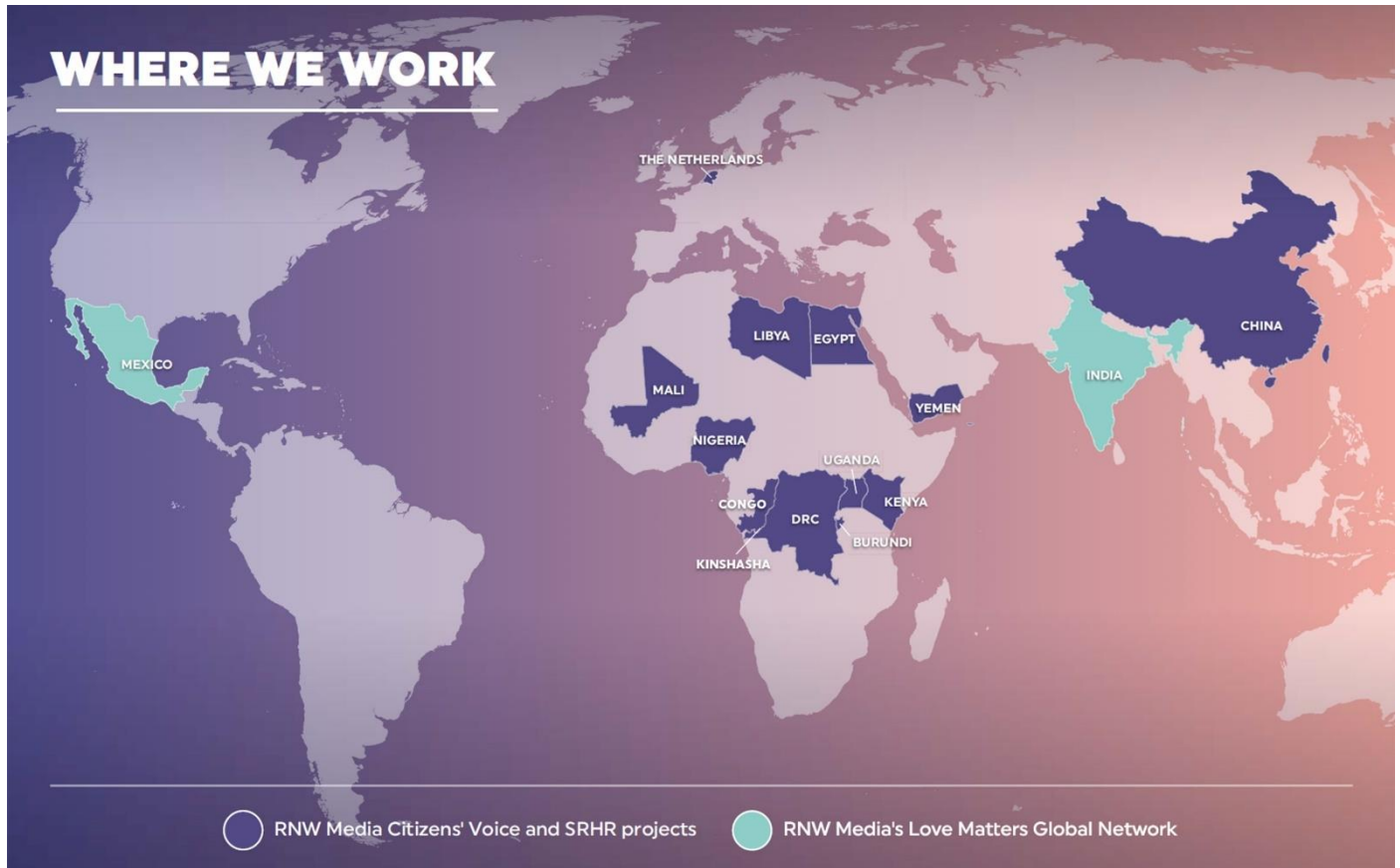
RNW  
media

digital communities for social change

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# RNW MEDIA IN 2020



## MISSION

To identify young people's needs and bring them together in user-owned digital communities where they can safely engage on taboos and sensitive topics, generating strong stories for advocacy to unleash their potential for social change.



## VISION

To contribute to a world where young people in restrictive settings confidently claim their rights, assume their place in society and shape a better future.

**WORKED IN**

**13**

**Countries**



**CONDUCTED**

**58**

**Trainings**

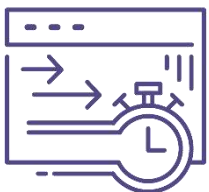
RNW Media's management office is in Hilversum, the Netherlands. In 2020 we worked in 13 countries. We had projects in Burundi, China, Democratic Republic of Congo (DRC), Egypt, Kenya, Libya, Mali, Nigeria, Syria, Uganda and Yemen. In Uganda we provided technical support to a local youth-led organisation, Reach a Hand Uganda (RAHU) for their SautiPlus project. Through a social franchise based global network we also work in India and Mexico.

## ONLINE ENGAGEMENT



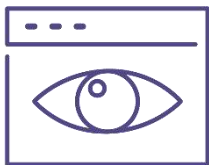
**TOTAL  
CONTENT  
VIEWS**

**1.823 billion**



**TOTAL  
WEBSITE  
USERS**

**25.9 million**



**TOTAL  
INTERACTIONS**

**16.8 million**



**SOCIAL  
MEDIA  
COMMUNITY**

**12.7 million**

## COLLEAGUES

THE NETHERLANDS

74

Colleagues

32

Nationalities



OTHER COUNTRIES

145

Colleagues

17

Nationalities



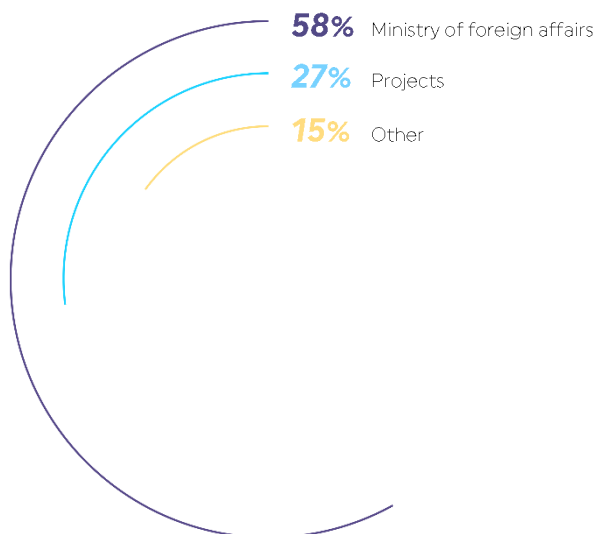
## RESPONDING TO GLOBAL ISSUES



## INCOME AND EXPENDITURE

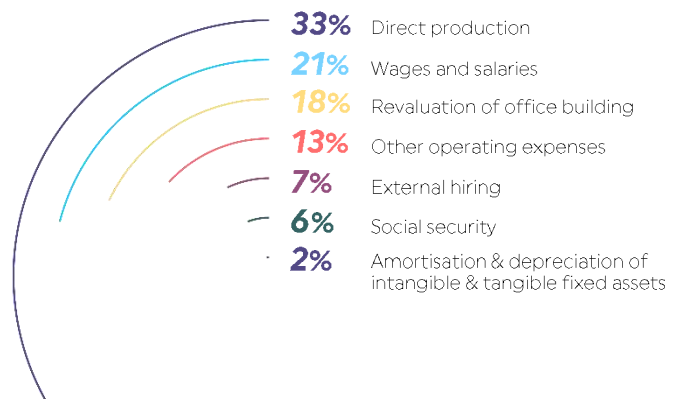
### Income 2020

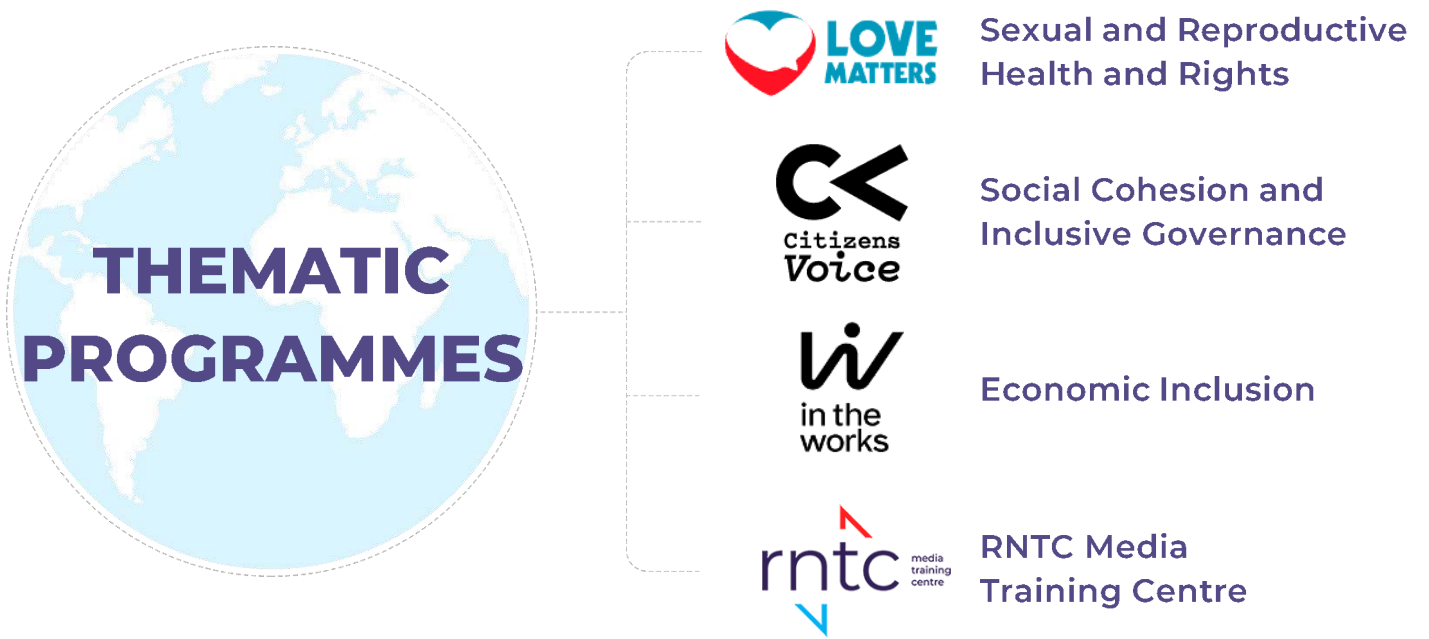
€13.671 million



### Expenditure 2020

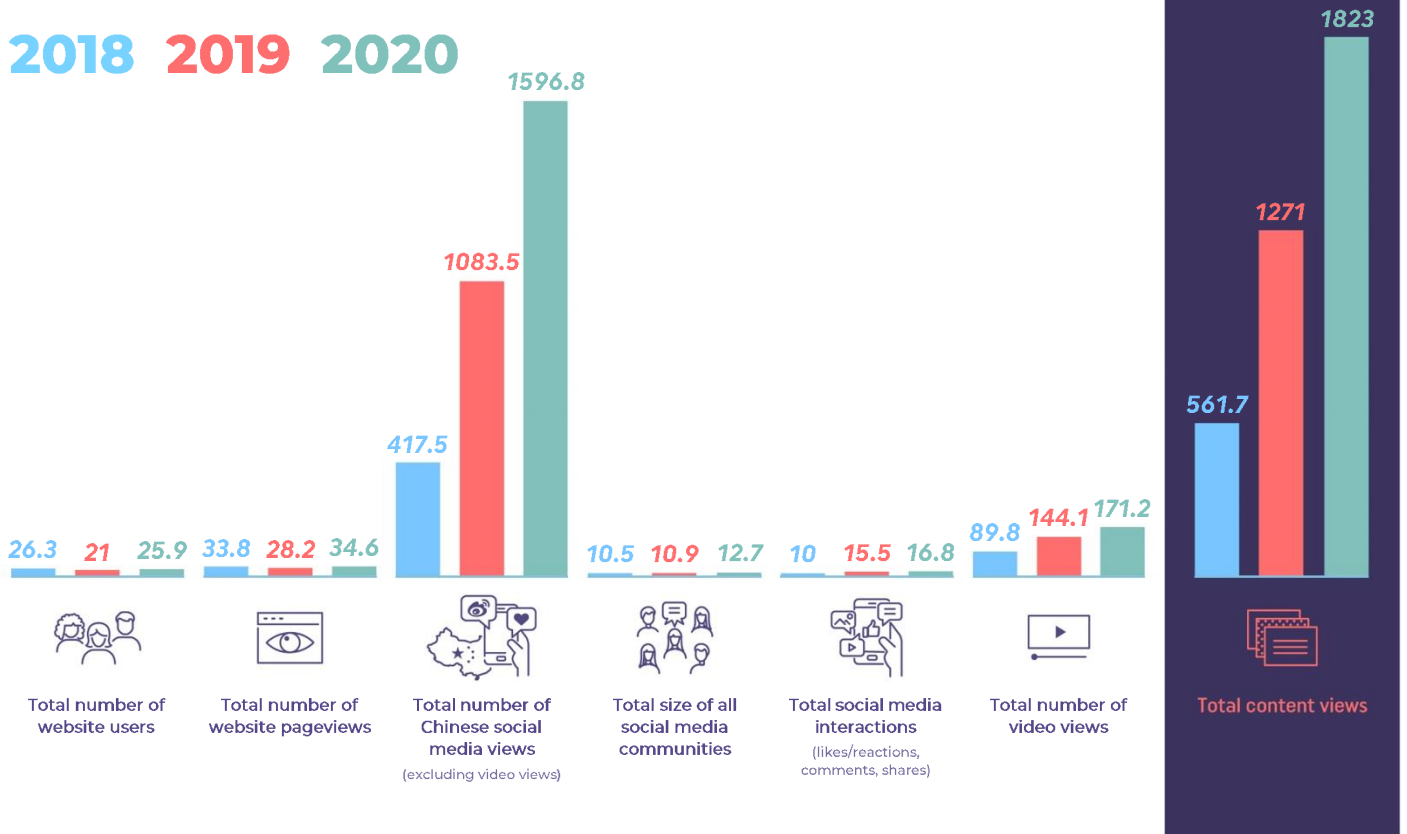
€19.265 million





## ANNUAL ENGAGEMENT NUMBERS

2018 2019 2020





## A MESSAGE FROM OUR CEO

Dear friends of RNW Media,

2020 was a year to remember. When our home became our office, our school, our restaurant and even our gym. At RNW Media, we started a normal year: passing on greetings, kicking off some yearly projects, resuming our intensive proposal writing efforts, it was all business as usual.

We were aware that our team in China was affected by a virus outbreak. In between regular check-ins with them, there came the last Thursday of January when we normally get together with our team to catch up on each other's life, laugh and decompress. That Thursday, in our office's common area, our colleague Shaokang told us about the harassment of Asian looking people on the streets of Amsterdam due to the virus outbreak. He asked everyone to be aware of this and not to be passive to it. That night we all went home saddened and concerned, but little did we know that this was the beginning of the rise of a global pandemic.

A lot has changed since then. As the virus turned cities on the map red one by one, the governments forced the toughest of measures on societies in an attempt to save lives. The world was banned from physical spaces and was forced to migrate online. We too at RNW Media found it difficult to cope. We turned to what we know best in



order to implement our projects around the world, our digital media expertise. Despite the pandemic-imposed limitations – and thanks to our country teams' creativity and dedication – we found COVID-proof ways to respond to human rights issues facing young people. So as the key incidents of 2020 started to unfold, we were there, equipped with the latest of digital tech and comfortable with our online way of working, responding to these with confidence. From the spread of online misinformation and disinformation around COVID-19, to the rise of gender-based violence with lockdowns or love in isolation, our online platforms were there to respond.

In a deeply challenging year, **26 million** young people accessed information via our websites to help them make informed decisions and access services. **12.7 million** young people were following us on social media. Young users from around the world, viewed our videos more than **171 million** times and distributed our content across all our digital channels around 1.8 billion times. This is crucial content produced by our locally owned platforms in at least six different languages – content that is designed to break gender barriers, engage with young people from different backgrounds and speak to their specific needs.

We would like to show our gratitude to the Dutch Ministry of Foreign Affairs, AmplifyChange, the Dutch Postcode Lottery, Global Affairs Canada, Nuffic, CARE and others who supported our work this year. As well, a very sincere Thank you/Merci/Shukran/Gracias/谢谢你 to our teams on the ground and our ever-encouraging partners for helping us do this vital work.

Parallel to the continuous challenges of the COVID-19 pandemic, 2020 was an exceptionally important year for RNW Media. The Dutch Ministry of Foreign Affairs granted funding to three consortia that we are a part of - enabling us to continue and expand our digital interventions in collaboration with our strategic and implementing partners. We will work with our partners in two main intervention areas related to SDG 5: first under the SRHR Partnership Fund to improve sexual and reproductive health and rights of young people in more than 16 countries and second under the Women, Peace and Security Fund to contribute to peacebuilding in Yemen.

With Right Here Right Now II – a five-year strategic partnership with Rutgers in the lead, seven consortium partners and two technical partners – we will focus on increasing public support for young people's sexual and reproductive health and rights (SRHR), to improve policies and laws, and to strengthen civil society. The objective is to unleash the power of youth in all their diversity to

enjoy their SRHR in gender-just societies. This programme will be operating in 10 countries.

With Masarouna, we are a part of a triangle partnership. With Oxfam Novib and the Arab Foundation for Freedom and Equality, we will mobilise the power of young people in six selected countries in the MENA region so they can achieve more freedom to enjoy their SRHR in inclusive societies and fight for greater freedom of choice and respect for their SRHR. In the programme, we will give particular attention to young (unmarried) women and LGBTQ+ groups.

And finally the Women, Peace and Security Yemen programme is an innovative collaboration with CARE and SOS Centre for Youth Capabilities Development, to contribute to lasting peace and to building a more equal society through addressing both women's immediate needs and the underlying causes of their limited inclusion in relief, recovery and peacebuilding processes in Yemen. Challenges that are particularly pronounced in Southern governorates of Aden and Taiz.

As we move into 2021, RNW Media has a renewed sense of purpose. We will continue with our core focus on using digital media to engage young people and create social change. We will diversify through partnerships to work on the SDGs most relevant to young people. We will pay greater attention to scaling up our best practices with a strong emphasis on technical innovation, using data for development, and co-creating online communities together with our partners. To ensure we are fit for purpose, we have brought together a team of young talented professionals from human rights experts to tech savvies, digital media innovators and experienced trainers.

We look forward to working with you this coming year and welcome your thoughts on what you read in the coming report. Again, thank you, to all those who supported our crucial work in 2020.

Jacqueline Lampe

CEO, RNW Media

2020 was a year of many unexpected challenges for the global community. We adapted to a new way of working, changed our activities to respond directly to the COVID-19 crisis and tapped into our digital media expertise and creative staff to do it. Here are some highlights:



# **OUR GLOBAL RESPONSE TO COVID-19**



## Taking the fight against COVID-19 online

As the Coronavirus tightened its grip on communities across the globe, access to trustworthy information became essential, both so we know how to protect public health and to prevent anxiety turning into panic and social unrest. As more people isolated themselves, the digital space took on increasing importance, not only as a source of news but also for social contact.

Our Citizens' Voice and Love Matters teams in China were the first to be confronted with the outbreak and its effects on daily life. Justice4Her, our project working to reduce gender-based violence (GBV) towards China's women migrant workers, produced content covering a range of virus-related topics, including an increase in incidents of GBV. One of the most **popular articles** discussed masculinity and gender stereotyping around the outbreak, written by Shanghai-based infectious disease expert Zhang Wangling. As a result of this article, the Justice4Her team was approached by Mango TV, one of China's most popular online media organisations, and asked to provide advice on gender inclusivity for their projects.

### Engagement numbers for our COVID-19 coverage

\* Data collected up until 20 March

**17.123.950**

Total views of posts, pages and videos across all RNW Media platforms and channels, including China

**108.466**

Followers reached through Facebook posts ...

... generating  
**89.068**  
engagements

Justice4Her also launched an online story competition called 'Her Stories during the Virus Outbreak' together with Baidu (China's leading search engine). The aim was to raise the visibility of women from different sectors fighting against the virus and highlight their contribution. 'Her Stories' received over **2.000 responses** in the form of articles, videos and other types of submissions by early March, including from the British Embassy in China.



The Love Matters China team produced content specifically targeting young people who were self-isolating. Topics included sex and the internet, phone sex, masturbation, long distance relationships, online dating and how to manage intimate relationships when in quarantine together. One needs to learn things again in social isolation! Love Matters China also organised a live online broadcast with a medical expert who answered questions relating to men's sexual health issues and their difficulties in accessing services.



## Young Africans bracing for impact

COVID-19 was slower to reach the African continent, but as cases began to increase, the Director-General of the World Health Organization warned that Africa should “prepare for the worst”. RNW Media’s platforms in Africa posted regularly about COVID-19 with the aim of raising awareness among their young audiences. Our platform in the Democratic Republic of Congo, Habari RDC also entered discussions with the local WHO offices to collaborate on awareness raising campaigns.

The Yaga Burundi team continued to publish almost daily in French and Kirundi on COVID-19 related issues. **Articles** with up to **117.793 page views** covered such issues as the difficulty of quarantine in a society where most people live day-to-day, the way corruption may hinder any containment measures, the potential effects on the elections due on May 20th and the country’s fragile economy. Yaga regularly organises in-person debates but with the rise of the pandemic they found online ways such as using YouTube or Facebook livestreams to minimise large offline gatherings.



Habari RDC, our platform in the DRC, posts information and articles frequently, factual content always being popular. One article that triggered particularly high engagement was [Coronavirus in DRC: 5 facts and 5 fakes](#), with **10.017 page views**. It busted some of the most prevalent myths – such as that black people are immune and prayer alone will cure those who become ill, as well as offering information and advice about how people can protect themselves.

Our Benbere platform in Mali, also created articles and posts looking at such issues as Mali's readiness to cope with an outbreak, how 'media-created psychosis' can be more harmful than the disease itself and tackling the myths circulating in Mali such as the virus being unable to survive above 20 degrees centigrade, that eating garlic will keep you safe and that the second-hand clothes imported from Europe to Africa and sold in thrift stores are a source of contamination.

Our Love Matters platforms in Africa were busy with a different concern: how to love in isolation. They continued sharing articles about the effects of COVID-19 on intimate relationships and sexual health. Amour Afrique Congo took a look at "kissing" with the blog post [Love in the days of Corona virus](#), which got **7.600 page views**.

In Kenya, the Love Matters team shared information on how people can protect themselves and their partners in [articles](#) about self-care within a relationship that were **viewed 1.479 times**. The Love Matters Naija team created a video explaining basic hygiene precautions which proved hugely popular on WhatsApp and Facebook. It was also shared with partner organisations such as International Centre for Sexual Reproductive Rights (INCREASE), Education is a Vaccine (EVA), Equality Triangle Initiative (ETI), and Accountability Lab, who then shared it further within their networks.



## Everything Online

In Egypt, schools and universities were closed. Cafes, shopping malls, sports clubs and nightclubs restricted their opening hours. RNW Media's Cairo-based Masaraat and Love Matters Arabic both produced relevant content to engage with their online communities. The Masaraat platform focused on online employment opportunities for young people in Egypt and the wider Arab region, as well as sharing WHO posts with reliable virus-related news and information. They also published articles on topics such as precautions to take in the **workplace** viewed **3.505 times**, and tips on **working from home** which was viewed **2.094 times**. Moreover, they provided information about **online courses** which **reached 1.700** users and **engaged 163** along with advice on overcoming the challenges of online study.

Love Matters Arabic posted regularly on the precautions people should take to protect themselves and each other. It also ran an online survey about how COVID-19 affected relationships. Articles covered topics such as **dating and intimacy (viewed 14.724 times)** and how young people can work on improving their relationships while staying home.





A large majority of young Libyans who responded to a Huna Libya poll were unhappy with their government's preparations for dealing with COVID-19. On Facebook, 76% of those taking part said more should be done, while on Twitter that number rose to 80%. Since the poll was taken (March), the Libyan authorities imposed strict restrictions in the east and west of the country. Under the hashtag "your safety is our safety", our Huna Libya team posted a series of **graphics** which **reached 17.100** and **engaged 1.142**, on how to help prevent infection with topics such as keeping your mobile phone clean, good daily habits and buying bread safely. They also offered tips on how to spend time productively while social distancing.



\*. Graphic created by Masaraat urging people not to discriminate against those who are ill.



## We've had enough

In Yemen, fear of the consequences of an outbreak was widespread due to the country's severe humanitarian crisis and a struggling health system, which has been pushed to breaking point by years of attacks often targeting hospitals and clinics. Our Manasati30 platform published this cartoon neatly summarising the country's situation.



\*. The figure of death is urging the COVID-19 virus not to enter Yemen, saying: "Where are you going? Those Yemenis have had enough... no salaries, no water, no electricity, and no internet, their plight should touch even the hardest heart!"

As part of their social media series **#PositiveSociety**, the Manasati30 team shared positive stories that highlighted local initiatives and voluntary work done by community members to raise awareness on hygiene. Examples of this approach include a [Facebook post](#), which **reached 21.222** and **engaged 3.911**, about Yemeni women working flat-out to sew 100.000 medical masks.

Manasati30 also designed an awareness campaign focusing on hygiene, correcting misinformation on COVID-19, and inspiring young people with ways to make the most of their time if in lockdown. The campaign targeted teenagers, and young adults with interactive content and tools from quizzes to user-generated content and creative visuals.



# **RESPONDING TO GLOBAL ISSUES**

# THE SHADOW PANDEMIC: RNW media's fight against gender based violence



As the world braced for a pandemic, and governments imposed the toughest of measures to prevent a humanitarian disaster, an unwanted by-product was in the making: a sudden increase in gender-based violence (GBV) around the world. As some women were forced to stay in a lockdown with their abusers, **a shadow pandemic** was emerging.

To respond to this unforeseen challenge, RNW Media's platform Huna Libya intensified its efforts to address GBV by launching a campaign together with UNFPA Libya. The campaign was built on a previous successful collaboration between the two organisations in 2019.

Over the course of six months, starting in July, UNFPA and Huna Libya conducted eight campaigns on different topics related to GBV such as forced marriages, intimate partner violence, freedom of choice and digital harassment. The campaigns went viral with

each thematic line reaching between **800.000 to 1.8 million users**. That is about **one sixth of the Libyan population**. Key social media handles such as UN Libya, OCHA Libya and International Medical Corps reshared the content, and influential characters such as members of the Libyan Parliament were persuaded to join Huna Libya's Facebook page to follow the discussions closely.

Apart from remarkable engagement rates, our team was particularly impressed by the number of women participating. It is not common for women in Libya to speak out about sensitive topics such as GBV due to gender stereotypes, social stigma and fear of backlash. But the content of this campaign spoke to thousands of Libyan women and encouraged them to open up and share stories. Their stories touched the hearts of many and created a wave of online discussions around GBV topics.



Huna Libya's success is not a coincidence. The platform owes its impressive statistics to a newly modified and contextualised social media and content strategy. Our team found that using local dialects, vocabulary and proverbs in more appealing forms such as comics, music videos and animations makes the recipe for success. In addition, a gender inclusive approach attracts more women and a culturally sensitive tone speaks to a wider audience. Users experience our content as inspiring and different from other media outlets and approach it with an overall positive mindset.

# THE INFODEMIC:

## RNTC's toolkit to tackle dis-, mis- and mal-information



The spread of COVID-19 was accompanied by a rise in misinformation and disinformation, making it even more difficult to protect citizens and prevent the pandemic. As early as February, WHO Director-General Tedros Adhanom Ghebreyesus warned: "We're not just fighting an epidemic; we're fighting an infodemic". But many journalists were not equipped to counter the false information and rumours online. The sheer volume of coverage made it difficult not just for the public but also for journalists to distinguish correct information and trustworthy sources from misleading ones.

At the request of the Organization for Security and Co-operation in Europe (OSCE), RNTC Media Training Centre developed an **infodemic toolkit** to equip journalists and bloggers in Uzbekistan with everything they needed to effectively tackle the combination of dis-, mis-, and mal-information, enabling them to report responsibly on the COVID-19 pandemic.

RNTC's infodemic toolkit is a free, interactive online course that has been developed in **Russian, Uzbek and English**. To produce this toolkit, RNTC drew on a large network of experts, media editors and investigative journalists to develop six interactive modules, based on videos and explanatory text. The content helps journalists understand what the 'infodemic' is about, how to verify information, debunk false news, avoid amplification and learn how to access trustworthy information online in times of lockdown.



The toolkit remains relevant even without the context of COVID-19 as the same techniques should be applied to all information gathering and reporting. Therefore, RNTC offered **a course** later in the year on countering disinformation, a topic that we also further highlighted at RightsCon 2020 in our **online session** "IT'S AN INFODEMIC! Identifying and monitoring COVID-19 rumours and misinformation on Twitter".

# BLACK LIVES MATTER:

## Mali inspired to highlight slavery by descent



The swell of support for the **#BlackLivesMatter** movement in the wake of the killing of George Floyd by a police officer in the United States threw a spotlight not only on police brutality but in general on the prevalence of systemic racism.

Our Benbere platform in Mali got inspired to once again highlight the situation in the **Kayes region** where 'slavery by descent' has become an increasingly volatile issue. People born into descent-based slavery face a lifetime of exploitation, working without pay and are treated as property. They can be inherited, sold or given away as gifts or wedding presents while women and girls typically face sexual abuse and rape, and their children in turn will also be slaves.

Benbere organised an offline debate to encourage dialogue on the topic of slavery in Mali. This debate was one of the activities inside a



general campaign called **#MaliSansEsclaves** (#MaliWithoutSlaves) in collaboration with the local association of alleged slaves and with the support of national and international researchers. The Benbere team invited speakers with varying viewpoints to join the debate and offer their different perspectives on the matter. The aim was to facilitate a constructive discussion where all participants would be exposed to multiple viewpoints and to form better informed decisions about this topic.

The event took place at the office of the Kayes Youth Circle Council and the differences in approach and attitudes were clearly visible. The first speaker was Dama Sacko, a traditionalist, who referred to racism as a link in social organisation based on mutual aid governing the relationship between people in society and said:

Opposing his viewpoint was Modibo Dalla, the President of local organisation, **Ganbanaaxu**, who disagreed forcefully saying:

*"But, the fact of forcing a person to cultivate his field, of being forced to accept that someone has sex with your wife or your mother, is this also part of this social organisation based on mutual aid? No. It is the exploitation of man by man."*

*"Society is made in such a way that each family is specialised in a specific field: The djons have their role to play and that is how it is."*

Religious figures also joined in the debates to add another colour to the discussions. Oumar Barrou, imam in the town of Kayes, took a different view:

*"Islam is for the abandonment of slavery and for human dignity. At no time does she recommend slavery"*

**#MaliSansEsclaves** caught the attention of many including the UN Independent Expert on the situation of human rights in Mali and inspired him to **bring awareness to the issue** internationally and once again. Soon after this turn of events, the Prime Minister **announced** that the government will work on further legislation to fully abolish slavery in areas of the country where this is still an issue. The Prime Minister also promised a national campaign to prime the public mind and raise awareness about this topic.

# SHRINKING CIVIC SPACES:

## RNW media's continued efforts for peacebuilding in Yemen



Six years of war in Yemen has devastated the country. Young Yemenis lack access to reliable information and ways to engage with alternative viewpoints. In the absence of reliable media outlets and despite limited internet access, young people find their way online looking for alternative channels to express themselves, and to engage in public debates. Our platform in Yemen, Manasati30, offers a safe space to do just that.

In September 2020, Manasati30 launched an online campaign to promote peace and security in partnership with UNESCO. **#EnoughWar**, funded by the UN Peacebuilding Fund, targeted conflict parties in Yemen and amplified young voices calling for a

comprehensive ceasefire. The team was thrilled to carry on with this campaign despite the limitations.

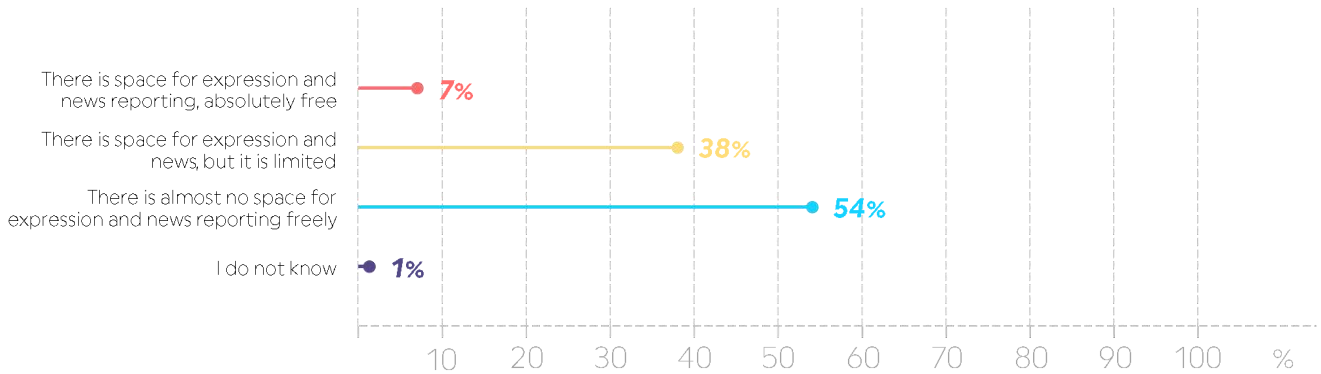
Reports of the campaign showed how the topic of peace was well received by young Yemenis, even in the more sensitive areas of the country. The campaign videos were viewed over **600.000 times** and almost **50.000 users** actively engaged with the content on Facebook by liking, re-posting, and commenting. Thousands joined the movement by changing their profile pictures or posting a picture of themselves with **#EnoughWar**. Our team in Yemen was wowed by the enthusiasm, rapidly increasing interactions, and messages of support. **#EnoughWar** echoed in different communities and inspired 60 young Yemenis to share their personal stories of striving for peace.



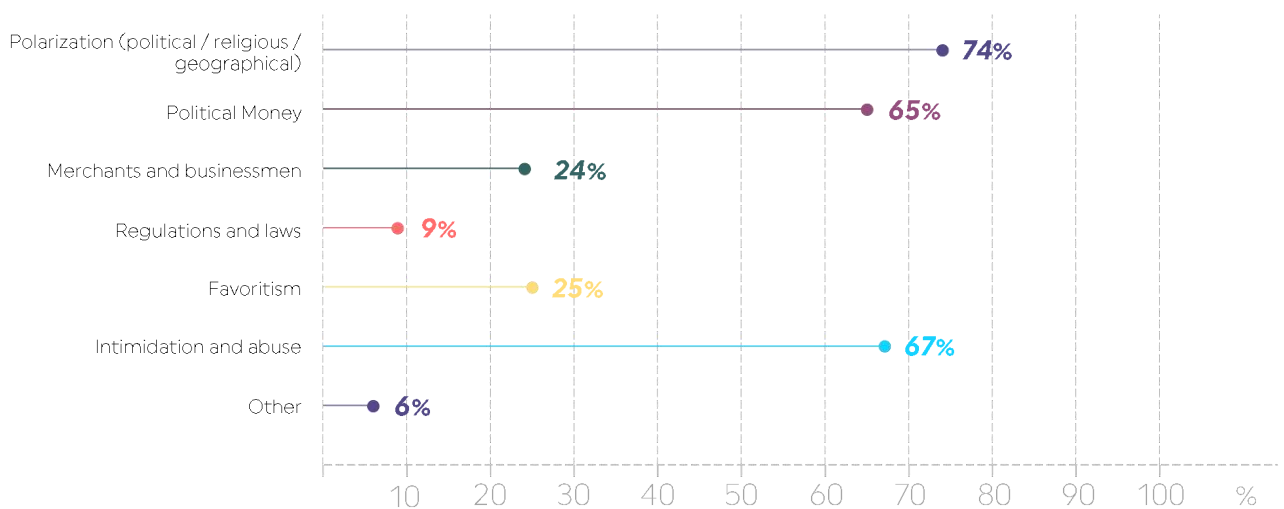
In addition to its peacebuilding activities, Manasati30 launches regular online surveys and opinion polls to tap into their huge network of young Yemenis and understand their priorities, viewpoints and aspirations. One example is a **survey** that Manasati30 launched in November in preparation for UNESCO's World Press Freedom Conference. The aim was to gain insight into the role of the Yemen press in peacebuilding in the country. **1.200 participants** responded to the survey, **21.2%** of whom were **women**. Here are some interesting results:

**1.200** participants  
**21.2%** female

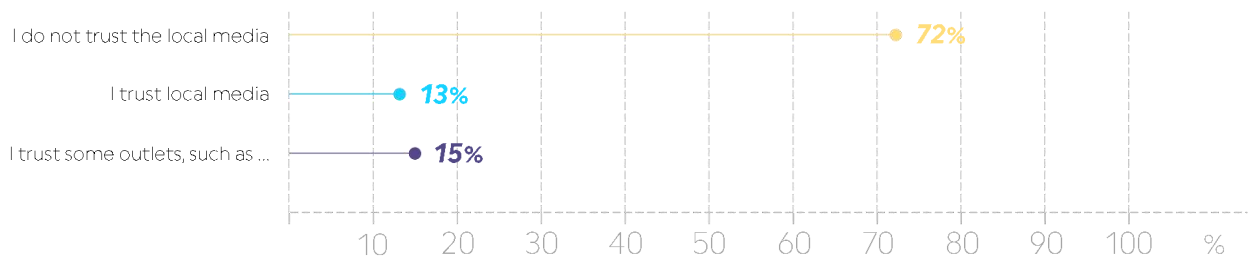
### State of press freedom in Yemen



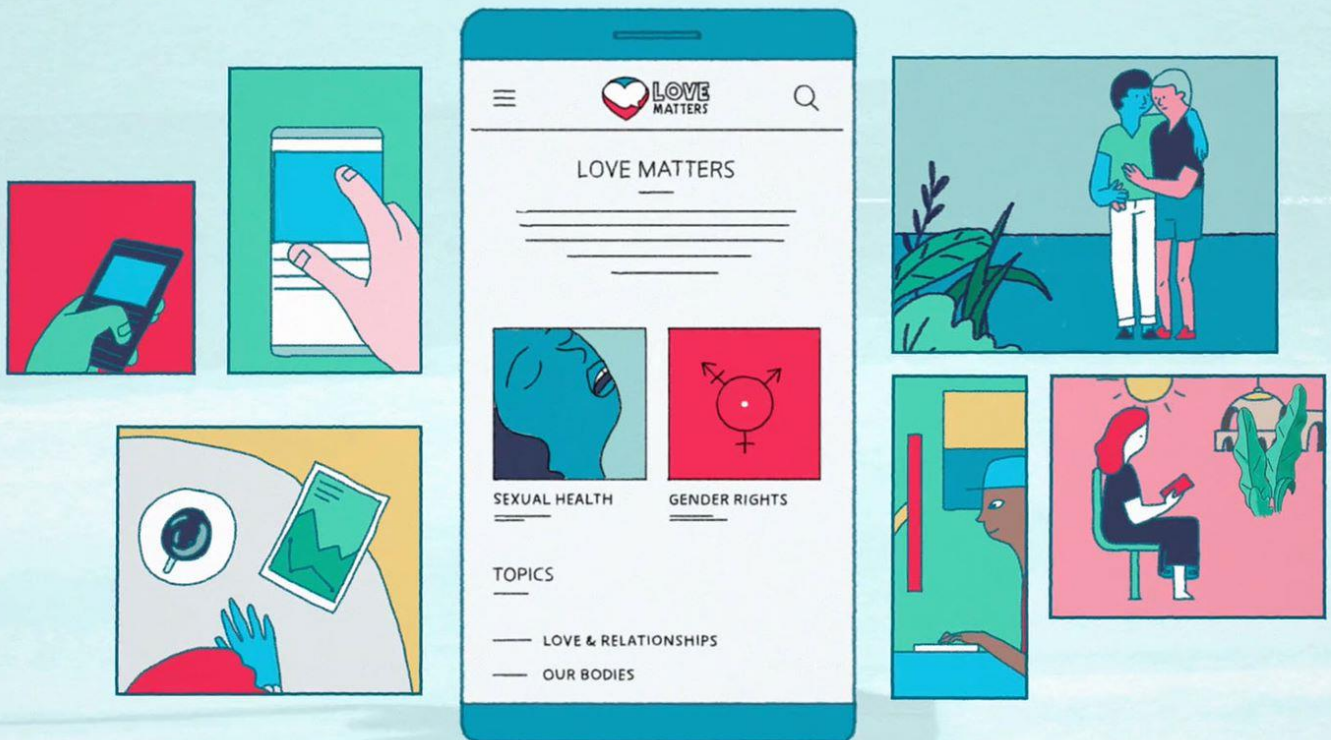
### Factors that have most negatively affected the role of media in Yemen



### Trust in local media in Yemen



# ADVANCING GENDER EQUALITY: RNW media striving to close the online gender gap



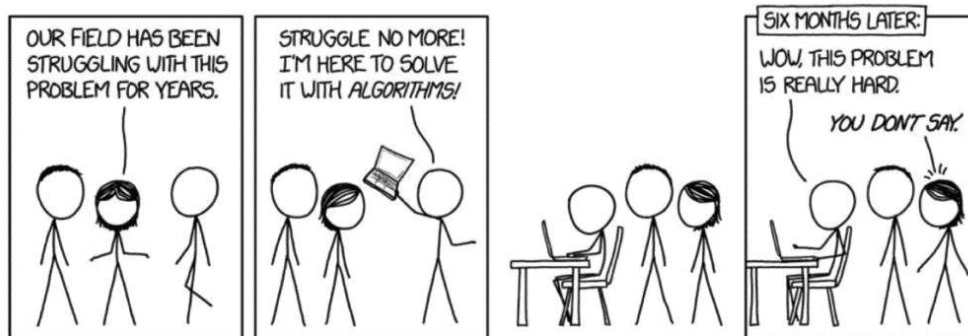
Ever-increasing numbers of young people around the world are online but women are being left behind due to cultural, social and economic restrictions, whereas they must be offered equal opportunities to access and participate in online spaces.

Therefore, we have placed inclusive content, gender-sensitive community moderation and audience targeting at the core of our online engagement strategies. Inclusive teams, technology, partnership, content and community are the main pillars of our gender inclusion approach. We lower the barriers to online spaces

by offering fast, responsive and intuitive websites, offer high quality gender-sensitive content to speak to the realities of young women in restrictive settings, and use careful moderation techniques to ensure platforms are safe spaces for young women to raise their voices.

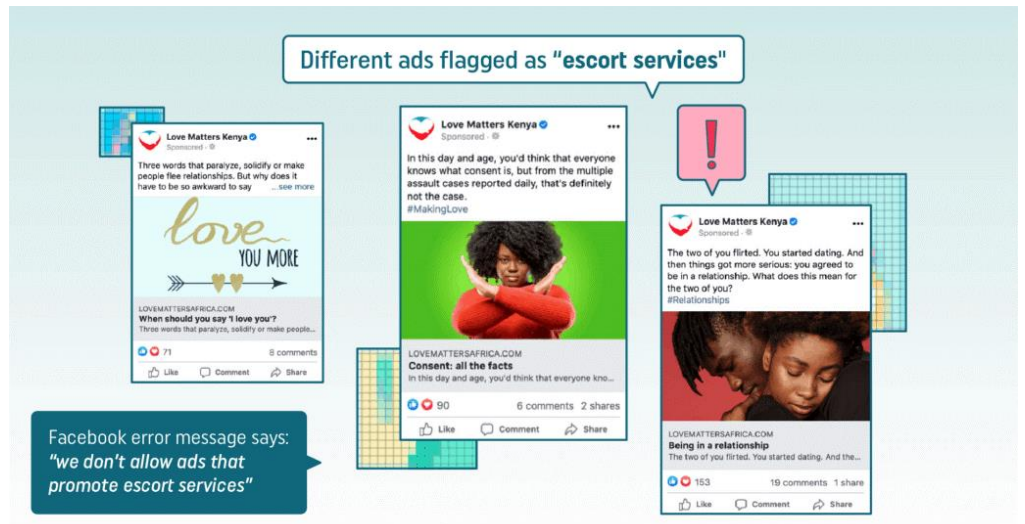
Yet the role of media giants and tech companies in creating inclusive online spaces is undeniable. In [a recent study](#), we found out that between **January 2015 and August 2020, 1.792 ads** from six [Love Matters](#) platforms were rejected by Facebook. Facebook often categorises educational content on sexual and reproductive health and rights (SRHR) simply as 'sexual content' such as pornography or explicit nudity. Biased AI algorithms hinder equal access to crucial online information on sexual health, relationships, bodies, or LGBTQ+ related topics and further limits women's access to sensitive SRHR information in some restrictive settings.

**TECH FOR GOOD INNOVATION OFTEN ENDS UP LIKE THIS:**



from XKCD.com

To shed light on this topic, we hosted [a session](#) at the 2020 Internet Governance Forum (IGF). [Building digital bridges](#): engaging young women online was moderated by Yemeni women's rights advocate Nesmah Mansour, and examined the different elements that need to be considered to guarantee women's voices are heard online.



In the session, a representative from [TechSoup](#), highlighted the psychological and emotional cost for women to engage in online discussions and explained the need to create more understanding between activists and technical experts:

**"Activists on the ground (mostly women) are usually not tech savvy – and the tech experts (mostly men) are usually not experts in teaching or communication."**

## ECONOMIC INCLUSION:

### Creating digital tools for young people to find jobs



Decent jobs and income are essential if young people are to participate fully in their societies. As COVID-19 brought the world economy to its knees, young people were exposed to unemployment and its subsequent challenges more than ever, particularly in restrictive settings.

In response to challenges posed to youth employment in Egypt, RNW Media hosted [a discussion](#) during the [Youth at Heart](#) virtual forum, set up by the Dutch Ministry of Foreign Affairs. "Digital Upskilling of Youth Against the Odds" shed light on the importance of digital access and literacy in connecting young Egyptians to jobs and to close the gender gap in the job market.



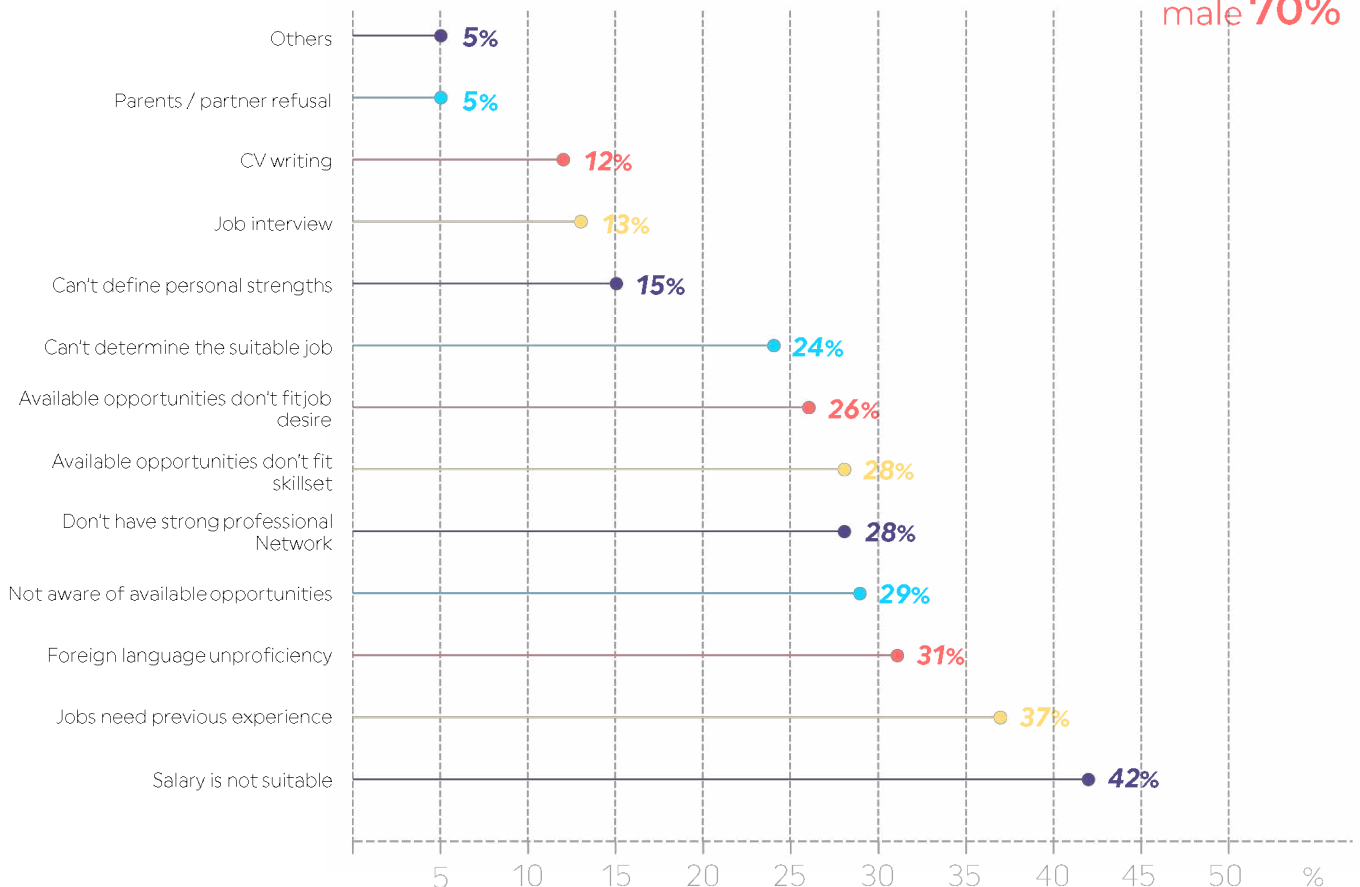
At this session Masaraat, our Economic Inclusion programme in Egypt, presented the findings of a recent study on How Egyptian youth use digital tools to find a job. The study suggested a noticeable gap between acquired skills and market demands, as well as a correlation between available job opportunities and gender; the Masaraat study points to a gender gap despite the fact that women in Egypt are generally more educated than men. At this session, we discussed how peer learning can help fill the skills gap in restrictive settings and the ways in which Masaraat supports knowledge and skill strengthening —including in relation to women— through tailored research-based content, peer support and exchange, and sensitive moderation.

## MASARAAT STUDY

### Employment challenges

1.010 completed survey  
ages between 18 - 30

female 30%  
male 70%



# AMPLIFYING YOUNG VOICES:

## Creating a constructive political discourse in Mali



*As reported by our partner in Mali NIMD*

When Malian President Ibrahim Boubacar Keita (also known as IBK) was forced out of power in a **coup in May 2020**, the country was dealing with multiple challenges. Most damaging were allegations of corruption and mismanagement on IBK's watch and public doubts over the credibility of recent elections. Following the post-coup adoption of a transition roadmap, a transitional government was established. Malians placed much hope in the transitional institutions, and there was a lot of public optimism about chances for a new democratic beginning for Mali.

Our platform Benbere in Mali partnered with organisations on the ground, namely NIMD and the Mali **DoniBlog Blogger Community**, to make the voices of regular Malians heard in political discourse. This led us to the launch of **#MaTransition (My Transition) campaign**.

The **#MaTransition** campaign, which **Jeune Afrique** labelled as “the hashtag that empowers young people”, sought to open up questions on any and every matter related to governance. It soon engaged with a broad cross-section of Malian society, from regular people in the streets all the way up to MPs offices. This provided many practical insights. We were able to collect opinion data on all manner of policy areas, from how parties in the transition should conduct themselves to the role of the education system and perception of women’s leadership. What we learned was that Malian voters are particularly looking for specific governance competence (as opposed to solely a charismatic personality or other trait), and that reforms should prioritise the state and education sectors first.



# ENGAGING WITH THE DUTCH YOUTH: Building understanding and raising awareness in the Netherlands



We believe it is important for Dutch youth to learn about the challenges facing young people in restrictive countries in terms of freedom of expression and access to safe and inclusive digital spaces. Inspired young people can demand that the Dutch government enact policies and take action to help address the challenges facing young people in other countries to access and claim their rights.

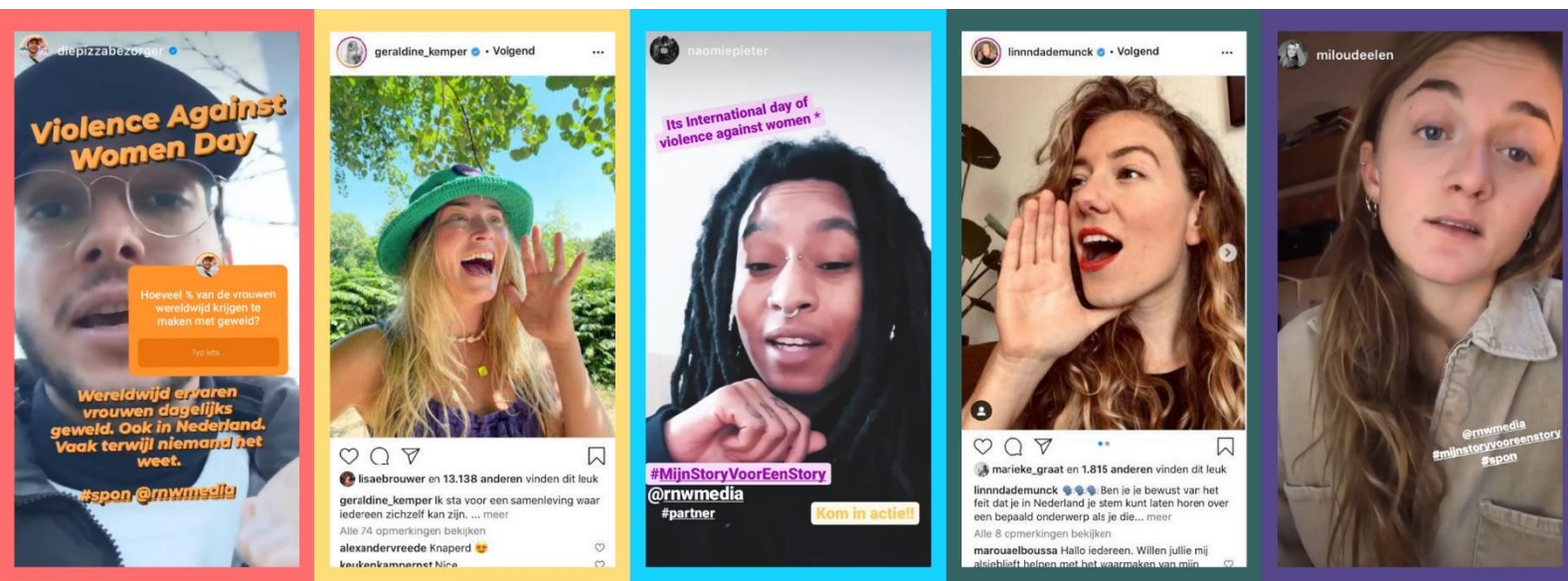
## My Story for a Story

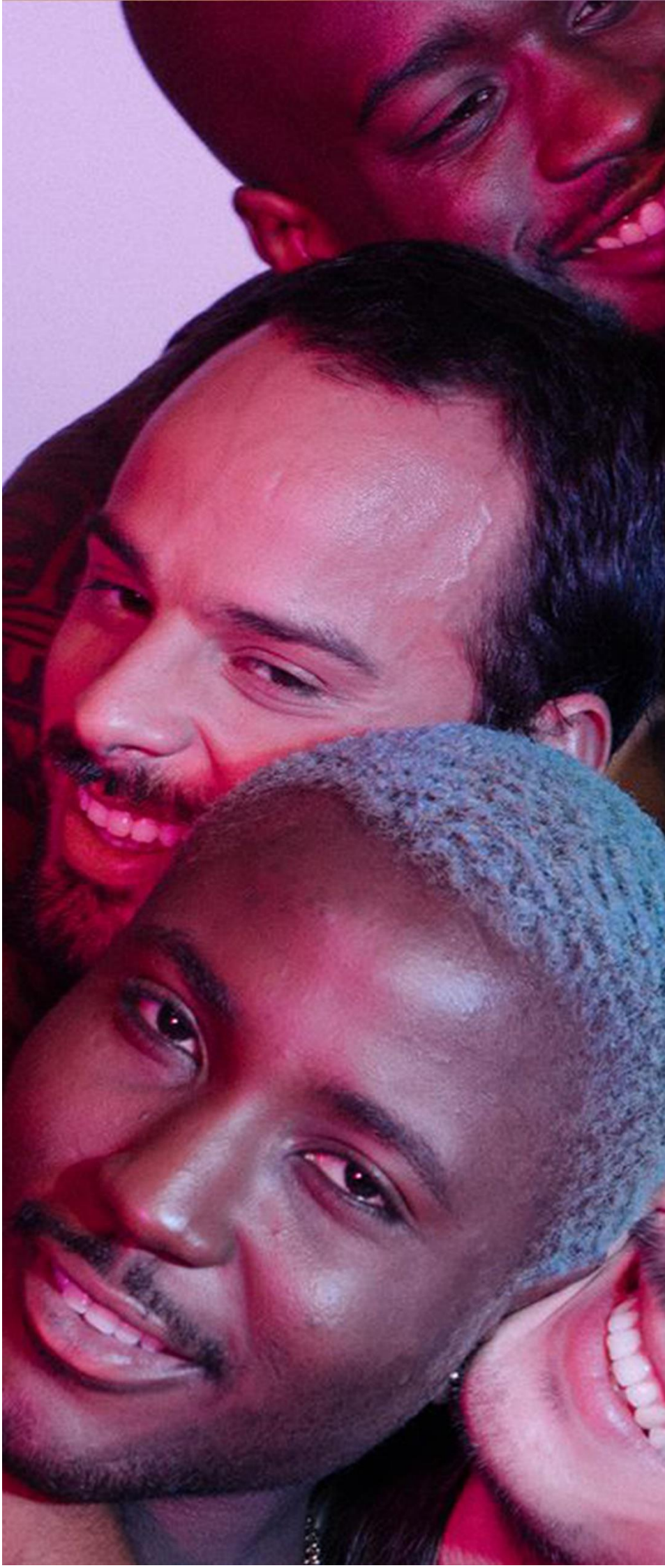


Social media channels are an essential element of the way RNW Media’s in-country platforms connect with their users. So, we **designed a campaign** to harness the power of social media working together with five key influencers in the Netherlands. The campaign was launched in August 2020 and continued throughout the year until Human Rights Day on 10 December. Our country teams recorded their stories of challenges posed to their human rights, from LGBTQ+ rights in Kenya to slavery in Mali and gender-based violence in Egypt. The Dutch influencers then posted these stories on their Instagram accounts under the hashtag **#MijnStoryVoorEenStory** (#MyStoryForAStory). The influencers encouraged their followers to share these stories, as well as to answer different polls for us to get a better understanding of international development knowledge amongst Dutch youth.

The response to these polls was overwhelmingly positive. Young Dutch people told us how grateful they were to receive this information, how useful they found it to learn about the challenges of other young people around the world, and how inclined they felt to improve their understanding about such global issues.

**#MijnStoryVoorEenStory** achieved beyond the initial target of accessing 950.000 young people by reaching over **1.7 million users** (roughly **80%** of whom were **Dutch**), **engaging 5.4%** through comments, likes and shares. The story that resonated the most with Dutch youth was a video about the **challenges facing a gay couple living in Kenya**. They shared their story of love and the harsh consequences they could face if they were public about their relationship.





# **THEMATIC PROGRAMMES**



## CITIZEN'S VOICE

**Social Cohesion and Inclusive Governance (SCIG)** — supporting young people as civic agents to create more inclusive societies that engage them in decisions and respond to their needs.

The Citizens' Voice global network of online platforms are the basis of digital communities where young people from across political, ethnic, racial, regional, religious or other divides come together in a way often impossible in the offline space. In-country partners create multi-media content tailored to the local context. The moderated platforms provide young people with a safe, alternative civic space where they can access reliable information, are exposed to multiple viewpoints, and engage in discussion about topics that matter to them. We encourage them to move away from polarisation and conflict, respect diversity and find common ground. We also work with service providers to help them access relevant services, such as legal support. Offline activities complement the online interventions and bring young people and decision-makers together in dialogue.







*Yaga Burundi*



Yaga brings together Burundi's best bloggers and influential change-makers from across the political and social spectrum. Since its launch in 2015, the platform has grown to be an alternative civic space in a challenging media environment. 2020 was an election year in Burundi and the team created a wide range of relevant content in order to engage young Burundians on both the political importance of the polls and also the salience of ensuring a peaceful post-election period. RNW Media also carried out an extensive social listening exercise to analyse the discourse on social media around the elections.

A highlight of the year was the [Global Entrepreneurship Week](#), organised by Yaga in collaboration with the Embassy of the Netherlands in Burundi and the [Burundi Business Incubator](#) (BBIN). The week offered a range of both online and offline activities bringing together young people and organisations working in the entrepreneurship sector. Strategic partners in 2020 included the media organisation Radio La Benovelencija and INGOs RESCUE, CARE, Impunity Watch and War Child.

Yaga also established itself as an important source of information about the COVID-19 pandemic. The virus claimed its first victims in March but the government continued to deny its existence for some time after that. In order to avoid possible retaliation by the authorities, Yaga avoided a direct fact-checking approach and focused on increasing users' digital literacy so they would be able to identify reliable sources for themselves and be aware of disinformation. Content around COVID-19 proved to be extremely popular with website sessions showing a significant increase. A motion design [video](#) exploring attitudes towards the pandemic,

which was created as part of an awareness campaign, attracted a record **300.000 views** on Yaga's Facebook page. The team also received international attention for their work when broadcaster France 24 reported on Yaga's coverage of COVID-19.



**TOTAL CONTENT VIEWS**

**6.619.007**



**TOTAL REACH**

**53.825.578**



**TOTAL CONTENT IMPRESSIONS**

**133.800.120**



Justice4Her is a cross-sector, multi-stakeholder project that seeks to strengthen the rule of law and reduce gender-based violence (GBV) towards women migrant workers in China. Despite the restrictions imposed due to the Coronavirus outbreak, 2020 was a productive year for the team as they successfully completed all the activities set out in the Justice4Her2 programme funded by EU Aid. With the grant coming to an end, an [external evaluation report](#) carried out at the end of 2020 concluded that the programme had achieved all the targets and goals set in the grant contract, even significantly over-achieving some targets including policy change beyond the project scope.

Highlights in 2020 included trainings for both media and NGO professionals. The media training focused on gender sensitive reporting while the NGO training built the participants capacity on online campaigning around GBV and gender issues. Well over **80%** of participants reported they were satisfied with the trainings and **96%** of the NGO professionals described their training as **inspiring**. **Advocacy** has always been an important part of Justice4Her's work and the team succeeded in influencing policy at both provincial and national level. Anti-domestic violence regulations taken into effect in both Inner Mongolia and Guizhou Province in 2020 included legislative suggestions from Justice4Her's partner Qianqian Law Firm.

Two GBV cases taken to court by Justice4Her and lawyers from Qianqian also resulted in policy change. The first concerned a university professor accused of sexually harassing a student. The

case prompted an official response from China's Ministry of Education, urging the relevant university to act in accordance with laws and regulations, strictly and promptly and to cooperate with judicial authorities to carry out an in-depth investigation. The Ministry also urged Chinese schools to establish anti-sexual harassment mechanisms.

The second case involved a senior executive suspected of sexually assaulting his adopted underage daughter. The case attracted widespread public attention and prompted a joint investigation by the Supreme People's Procuratorate and the Ministry of Public Security. This then contributed to an amendment of the Criminal Code in 2020 with the addition of the specific crime of sexual assault of a minor by persons with special responsibilities.



**TOTAL CONTENT VIEWS**

**536.060.404**



**TOTAL REACH**

**266.733.309**



**TOTAL CONTENT IMPRESSIONS**

**536.129.480**



Launched in mid-2018, the Benbere platform aims to reflect the voices of a highly fragmented country. A broad network of bloggers from across Mali represent the viewpoints of the country's different communities and increase understanding between social groups who have little or no knowledge of each other. 2020 was a year of consolidation for Benbere. Meetings with senior figures such as the French Ambassador, the UN's Special Representative to Mali and the Governor of the Kayes region reflected its growing influence. Benbere's reputation as a credible media source was also reinforced by a representative of the Malian Association for Human Rights who reported that the organisation uses Benbere as a source of information.

This recognition reflected in Benbere's success in winning funding from a number of sources. In February, the World Bank funded a public awareness and information campaign on the fight against obsolete pesticides and related waste. Both the Danish Embassy and the Netherlands Institute for Multiparty Democracy (NIMD) supported Benbere's work related to the elections in March and April. The Youth Association for Active Citizenship and Democracy (AJCAD) supported a project on ancestral slavery in the Kayes region and the French Embassy financed the **Benbere Verif** project - a fact-checking initiative aimed at detecting false information, particularly around the Coronavirus.

The second half of 2020 saw a major political upheaval when a military coup in August ousted President Ibrahim Boubacar Keita. Benbere was quick to respond to the situation, cooperating with

NIMD to launch a campaign under **#MaTransition** to enable young Malians to express their views on the future of the country's democratic framework. The campaign proved highly successful with many thousands of people posting their vision of the new Mali using the hashtag. Offline events were also organised in remote areas to enable those without internet access to join the #MaTransition dialogue. The campaign was widely covered in national and international media such as **Jeune Afrique, Il manifesto, The North Africa Journal, Radio France Inter** along with international press bureau Associated Press. The high-profile success of **#MaTransition** has enabled Benbere to position itself as Mali's most significant digital source of young people's opinions.

	<b>TOTAL CONTENT VIEWS</b>	<b>14.408.477</b>
	<b>TOTAL REACH</b>	<b>64.273.987</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>107.498.491</b>



The award-winning Habari RDC platform has established itself as DRC's only national blogging movement. Launched in 2016, it succeeds in bringing together young people from different backgrounds and from across the political spectrum. A focus for the Habari team in 2020 was building their network of strategic partners and attracting local funding. A project designed to tackle the ways in which the effects of the Coronavirus have led to an increase in tribalism related tensions in Katanga was awarded a grant of \$100,000 by the OSISA Foundation. Another project to raise awareness about land conflicts in the North Kivu region was funded by the NGO Mercy Corps. The French Institute of Lubumbashi provided financial support for Habari's Café Blogs – offline events that bring together a diverse range of young Congolese bloggers to discuss issues affecting them and learn from each other's experiences.

Habari also continued organising its regular Face aux Jeunes **debates** and an early highlight in 2020 was a debate in February where young people discussed whether or not there was a need to regulate the digital space and create a Congolese agency for the security of digital information systems in the country. The President's advisor on digital issues attended the debate and MP Tony Mwaba was one of the speakers.

Another highlight in 2020 was the large scale #VraiMobali (Real Man) campaign which focused on ideas of positive masculinity. Implemented in association with four local women's rights organisations, the campaign reached a total of almost 1.3 million

people. Multi-media online content and offline activities encouraged users to question gender-restrictive cultural norms and aimed to sensitise men on the effects of toxic masculinity on themselves and those around them. Campaign content was shared on social media by many influential figures including the Group of Francophone Ambassadors in DRC, the Ambassadors of the EU and Canada, senior representatives of local (I)NGOs and Congolese politicians. #VraiMobali also attracted local and international media attention including a report on [France 24's Journal de l'Afrique](#) and [Afrique Hebdo](#), as well as coverage on the national television channel RTNC and the Educ TV channel of DRC's Ministry of Education. In light of the campaign's success, the Congolese Women's Fund agreed to financially support its continuation and wider dissemination.

	<b>TOTAL CONTENT VIEWS</b>	<b>1.213.004</b>
	<b>TOTAL REACH</b>	<b>35.761.553</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>60.635.563</b>





The Huna Libya platform brings together young Libyans on issues that unite them and encourages them to think critically about traditional norms and perspectives in order to bring about positive change in their lives. The content strives to be as inclusive as possible addressing key issues such as youth migration, economic opportunities in a fragile state, cultural and ethnic diversity, women's rights and freedoms, and freedom of speech. The team faced a challenging year with the first half of 2020 marked by ongoing fighting around Tripoli and the rebel Libyan National Army. The conflict came to an end in June but was followed by a national energy crisis which, along with the continuing Coronavirus pandemic restricted activities. Despite the challenges the team continued to generate widely viewed and shared content for its online channels and even managed to branch out into new content forms such as a very well-received podcast series and a hip-hop musical video. Recognition came from, among others, Democracy Reporting International who described Huna Libya as an exemplary organisation in creating dialogue and combatting misinformation as well as a role model for social media campaigns in Libya.

A major focus in 2020 was the launch of an [SRHR sub-section](#) on the site and the associated collaboration with UNFPA Libya. The sub-section, known as [Damma wa Shadda](#) covers four main themes: love and relationships, GBV, pregnancy & childbirth and youth health & adolescence. Despite highly conservative attitudes to SRHR in Libya, the Damma wa Shadda content attracted high levels of reach and engagement in the second half of the year. July

saw the implementation in partnership with UNFPA Libya of the first of four GBV awareness campaigns. Each campaign had different themes including forced marriage, domestic violence, Internally Displaced Persons and gender equality. The response to the campaigns exceeded expectations – each one reaching a minimum of **1 million users**, twice the original target of 500.000 and a significant proportion of Libya’s population which is estimated at around 6.8 million. The UNFPA Libya was highly impressed with the creativity and dedication of the Huna Libya team and have agreed to continuing cooperation with the platform throughout 2021.

Along with the partnership with UNFPA Libya, Huna Libya also attracted other strategic partners in 2020 including HEXA CONNECTION, a Digital and Technological Rights and Literacy organisation, women’s rights and gender equality advocacy and research organisation Together We Build it, the Psychosocial Support team which operates a helpline for mental health and GBV issues and the Tamazight Women’s movement.

	<b>TOTAL CONTENT VIEWS</b>	<b>2.047.470</b>
	<b>TOTAL REACH</b>	<b>47.580.168</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>68.341.854</b>



Yemen has been a country in conflict since 2015 but amid the conflict there are young people committed to building a better future for themselves and their country. Manasati30 provides a space for young Yemenis to come together, voice their opinions, share their aspirations and bring about positive change. Since its launch in late 2013 under the name Yemen Youth Panel, Manasati30 has grown to become what an award-winning Yemeni journalist recently described as ‘the most successful online platform in Yemen’. And in 2020, the Social Baker website ranked its Facebook page as fifth within Yemen’s top ten community pages and the third fastest growing community page in the country.

2020 saw a continuation of Manasati30’s **collaboration** with UNESCO on an EU-funded project aimed at creating economic opportunities for young Yemenis through the preservation and restoration of cultural heritage. One of the activities was the production of a series of 5 videos highlighting important heritage sites in Yemen. Hosted by popular Yemeni blogger **Somaya Jamal**, the videos were viewed more than **1.2 million times** within six months and attracted tens of thousands of comments, shares and likes from viewers. They have also been rebroadcast by local media outlets.

The heritage project reached out to a new community with an awareness **video** on COVID-19, targeting the residents of Socotra

Island. The video was produced in the local Socatri language and also used visuals to make it accessible to the illiterate. The National Emergency Coordinator on the island praised the video saying it's what they needed to educate those who don't understand Arabic, especially illiterate mothers, he added that he is proud of the product that will help them deliver the message. The largest video production of the culture project was "This is our day". The culmination of six months' work, it brought together **100 young Yemenis** in a musical celebration of the country's cultural diversity. Aimed at encouraging social cohesion, the video went viral on social media and was broadcast by 13 TV channels and 20 radio stations. UNESCO was very proud of the production and has circulated the video widely in their network. The video premiered at UNESCO's Yemeni Youth Culture Forum in December.

Manasati30 also launched a new project in partnership with UNESCO in mid-2020. The 'Empowering Yemeni youth towards peace: Ensuring access to information and participation' project, which is funded by the **UN Peacebuilding Fund**. A major campaign in September **#EnoughWar** calling on the warring parties in Yemen to agree to a ceasefire, through amplifying and raising voices of young people to the decision-makers. Thousands of young people participated, sharing their stories, sending content (videos, cartoons), publishing content in their profiles, changing their pictures with the campaign frame and taking selfies with the campaign hashtag. Videos created for the campaign have so far been viewed more than **650.000 times**. Messages collected during the campaign including survey results have been shared with the office of the UN Special Envoy to Yemen and with the Yemeni Government in order to bring young people's views to the parties in the conflict. Implementation of further peacebuilding project activities is continuing in 2021.

	<b>TOTAL CONTENT VIEWS</b>	<b>8.102.932</b>
	<b>TOTAL REACH</b>	<b>48.026.462</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>70.565.156</b>



We wound up our Syria-based activities in late 2019 in response to a request from the Dutch Ministry of Foreign Affairs. We then went on to explore possible alternatives to serve young Syrians while respecting the Dutch government's foreign policy. In 2020 we were successful in establishing a project focusing on young Syrian refugees in Jordan, and their social inclusion in Jordanian society. The 'Gathering the Voices of Youth' project is being implemented in partnership with the Arab Renaissance for Democracy and Development (ARDD), a Jordanian CSO that supports individuals and communities — including refugees and migrants — in acquiring and enjoying their human rights. ARDD believes strongly in the importance of a free press and also works with young people at grassroots community level to teach journalism skills and communicate the need for pluralism, diversity and inclusivity in public discourse.

'Gathering the Voices of Youth' builds on lessons learnt from past projects targeting Syrian refugees and repurposes our existing Arabic digital platform "Huna Sotak" to support the project's overall objective of increasing social cohesion and amplifying the voices of young Syrians and Jordanians.

The project launched in the second half of 2020 with a strong initial focus on capacity strengthening, particularly in digital activities. This is an essential element in order to ensure the platform can eventually be transferred completely to ARRD, thus ensuring the sustainability of the project. A training was also held for a group of just over 40 young people with an interest in journalism and

creative media. The training focused on issues such as conflict management, social cohesion and civic engagement and was designed to offer the participants a safe space to express themselves and their concerns. In a post-training assessment, women participants reported a knowledge increase of 70% and men 65%.

A contest for aspiring journalists was also organised – the **#AlNahdaYouth** Social Journalism contest. The winner was a 22-year-old Jordanian woman who is now working with the Al Nahda Thought Centre for Research. She has produced a short video which will be shared on the Huna Sotak website along with the winning article she wrote for the contest.

	<b>TOTAL CONTENT VIEWS</b>	<b>1.626.202</b>
	<b>TOTAL REACH</b>	<b>320.913</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>1.980.539</b>

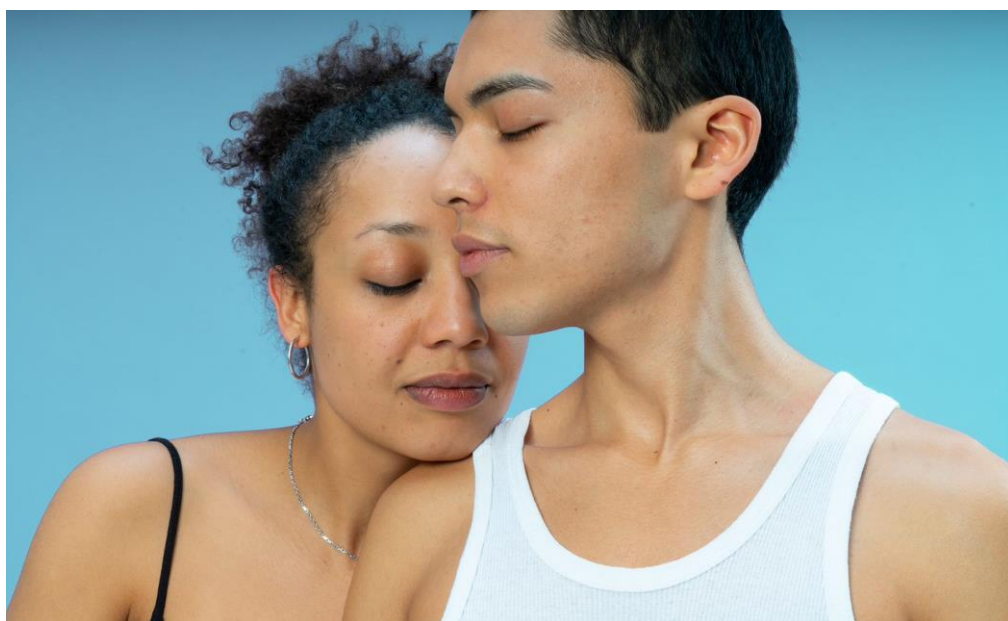


Sex and relationships have a huge impact on young people's lives, but many live in societies where information about sexual and reproductive health and rights is censored or taboo. To address the problem, we create and maintain digital media platforms that provide evidence and rights- based SRHR information tailored to the local context. These platforms are the basis of digital communities where we engage with young people on their issues and concerns around sex and relationships.

Our Love Matters programme was launched in India in 2011 and its pleasure-positive approach has flourished to become a collaborative global network with platforms in seven countries. In 2019 we developed a new strategy to expand our reach, which we went on to implement fully in 2020. This strategy meant incorporating SRHR on dedicated channels within our existing Citizens' Voice platforms in Burundi, Mali, Libya and Yemen. This linking of the SRHR programme with the Citizens' Voice programme is a strong way to address young people's needs in a holistic way and promote their human rights more comprehensively.

In Burundi, the **Urukundo** sub-site (love) was the first to launch under this new strategy (in late 2019) as part of our existing Yaga platform. In 2020 the team worked hard to build a strong interaction with our followers and also produced relevant content relating to the COVID-19 pandemic. A highlight was working with (I)NGO Rutgers to create and distribute a series of motion design videos aiming to raise youth awareness of SRHR issues. Lessons learnt from Urukundo informed the launch of **Ladamour** (About Love) as a sub-section of the Benbere platform in Mali. In 2020, we designed and implemented a number of successful campaigns focusing on issues ranging from the need for better care during pregnancy, gender-based violence and sexuality awareness. We were proud to be recognised with an Award from the **Hera Foundation** as Mali's most effective media defender of respect for women's rights.

In Libya, 2020 saw the launch of **Damma wa Shadda** as a sub-section of our Huna Libya platform. The name is difficult to translate directly - Damma is the word for hugging or embracing while Shadda refers to violence. This name reflects the way the content focuses on both positive aspects of SRHR and the damaging effects of sexual and gender-based violence. In collaboration with UNFPA Libya, a series of campaigns were implemented focusing on GBV and other gender issues. See the Huna Libya section for more details.





In the second half of 2020, our Manasati30 platform in Yemen launched the **Hobb wa Tebb** (Love and Medicine) sub-site. A highlight of our activities was a campaign focusing on services for GBV survivors. This was implemented in partnership with local development NGO **SOUL**. Reflecting the highly conservative nature of Yemeni society, the campaign attracted some negative feedback from men claiming the problem did not exist and that we were encouraging women to defy Yemeni values. At the same time, we received many, many responses from women and girls who were experiencing GBV and seeking information and advice. The campaign generated **712.000 impressions** on our social media channels and another **650.000 views** on our partner SOUL's channels. Videos created for the campaign were viewed **172.000 times**.





Amour Afrique was launched in 2019, targeting young Congolese with easy-to-access information and news on love, sex and relationships created by a local team. The Democratic Republic of Congo is a country where open discussions on sexuality are largely taboo, and the Amour Afrique team have worked hard to create an online space where young people feel safe seeking information and asking for advice. With AmplifyChange funding, we are implementing the Rights, evidence, action – amplifying youth voices programme (REA) which promotes acceptance of SRHR for young people including LGBTQ+ persons. It has been a challenge reaching out to the LGBTQ+ community in a restrictive setting like the DRC with related content attracting negative reactions on our social media channels. In 2020 we began approaching this community through various WhatsApp groups. Initially there was some suspicion of our presence but after engaging in open discussions with group members we have now built a trusting relationship which enables us to directly target the LGBTQ+ community with relevant content meeting their needs and interests.

2020 has also seen us producing content in response to COVID-19 and its effects on young people’s SRHR. We are currently part of a **partnership** with MSI Reproductive Choices and the International Planned Parenthood Federation implementing a programme funded by Global Affairs Canada which is working to ensure the SRHR of women and girls during the ongoing pandemic. In support of the partnership’s work, we are advising young people who visit our platform with questions about their sexual health and referring them to services and service providers via the MSI and IPPF networks. We will also use our online data to build a picture of how young women currently access SRHR services, including abortion care.

One of the highlights of 2020 has been taking part in the **#VraiMobali** (Real Man) campaign which works to promote positive masculinity. The campaign involved a range of online and offline activities implemented in partnership with RNW Media’s Habari RDC platform **Si Jeunesse Savait**, **Afia Mama** and **Sofepadi**. We organised two “Face aux Jeunes” debates addressing deeply rooted sexist attitudes in the DRC. The events provided a space where young women could safely share their experiences with each other as well as with human rights defenders. Another high point was presenting Amour Afrique to the media and relevant stakeholders at specially organised events in Goma and Kinshasa. The events were well attended with very positive responses from the attendees and were well covered in local media outlets.

	<b>TOTAL CONTENT VIEWS</b>	<b>1.971.021</b>
	<b>TOTAL REACH</b>	<b>34.856.637</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>51.516.342</b>



Love Matters Arabic is unique in offering credible, comprehensive and youth-friendly Arabic-language content on sexual health and wellbeing. Since its launch in 2014 the platform has established itself as a reputable project genuinely committed to improving the sexual and reproductive health and rights (SRHR) of young people in Egypt and beyond. These included articles in medical journal, [The Lancet](#), as well as the Netherlands SRHR network, Share-Net. Two case studies were also produced focusing on the project's approach and impact, one by UNESCO and another by WHO and UNFPA.

The impact of the platform on its users was confirmed with the introduction in 2020 of a "Did you learn something new?" button on website articles. Of the around 1.6 million users who answered the question, 82% clicked on 'Yes'.

The reach and visibility of the platform was reinforced in 2020 by a number of successful campaigns. **#RewriteHerStory**, marking International Women's Day, was implemented together with Plan International Egypt and the Ministry of Social Solidarity. The success of the campaign helped us establish an important strategic track record and led to invitations to cooperate with organisations such as UNAIDS, youth empowerment consultancy Etijah, the Egyptian Family Planning Association and Jansaneya. Another campaign on menstrual hygiene reached **12 million** people on our Facebook page and led to a **985 increase in page views** on the website, as well as **increases in followers** of **162%** on Facebook and **185%** on Instagram.

The second half of 2020 saw a groundswell of public concern in Egypt around sexual and gender-based violence with survivors taking to social media to share their stories. In response to this popular movement, we partnered with the Tadwein Gender Studies Centre to design a **national campaign** sharing evidence and testimonials of hundreds of victims of GBV. A survey on the Love Matters Arabic channels asking young women and girls to share their experiences of sexual harassment and violence received more than **5.000 responses**.

Many of these responses highlighted the lack of any kind of support for survivors of GBV and together with Tadwein we created and implemented a campaign to raise awareness of the importance of providing psychological, societal and legal support to women who have been sexually assaulted. The 10-day campaign began with the launch of a specially created **video** in which Egyptian women discuss the issues around GBV and the importance of listening to and supporting women who have been targeted.

The campaign's design was also informed by Tadwein's work collecting and analysing **658 testimonials** published on social media by survivors of sexual harassment and assault. A comprehensive report based on that research and the findings of our survey has been compiled and will be used for evidence-based advocacy towards the Egyptian authorities urging more support for the targets of sexual harassment and violence and for perpetrators to be held accountable.

	<b>TOTAL CONTENT VIEWS</b>	<b>129.414.597</b>
	<b>TOTAL REACH</b>	<b>291.290.455</b>
	<b>TOTAL CONTENT IMPRESSIONS</b>	<b>500.819.350</b>



Love Matters China is one of the country's most popular online spaces for people to talk about SRHR issues in Mandarin. The sexual health resource we have developed is China's most comprehensive online database on SRHR. Since launching in 2014 we have established strategic partnerships with more than 100 organisations, including (I)NGOs, grassroots CSOs, media organisations and universities and research institutions. A 2020 campaign **#LoveMattersQ&A** encouraging users to share their impressions of the platform reached over **13.25 million views** and attracted many positive comments about the value of the SRHR information we provide.

Inspired by the UNDP report "Being LGBTI in China" which showed that 74.9% of LGBTQ+ people chose to hide their sexual orientation in the workplace, we launched a social media campaign '撑一道彩虹' (tr **#SupportRainbow**) on the International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT) in May. The campaign featured a specially created video in which members of China's LGBTQ+ community discussed their experience as sexual minorities in the workplace. We also shared advice from the **Beijing LGBT Center** on how to deal with workplace discrimination.

A number of sexual assault cases attracted widespread media attention in China in April and May, igniting fierce discussions among Chinese citizens. We seized this opportunity to release our 'Big Data Report on Chinese Sexual Assault Cases'. The report was the result of extensive research carried out in 2018 and 2019 by Love Matters China together with the China Family Planning Association and Tsinghua University. The report rapidly received

**6 million views** and **10.000 re-posts on Weibo**. The findings were also shared with media organisations who produced content based on its findings. We continued our established research activities later in 2020, working in partnership with Harbin Medical University to investigate Youth Friendly SRHR Services from the perspective of medical service providers. The research focuses on understanding the needs and expectations of medical service providers on online platforms or APPs providing users with SRHR information and services.



**TOTAL CONTENT VIEWS**

**1.060.815.685**



**TOTAL REACH**

**399.648.619**



**TOTAL CONTENT IMPRESSIONS**

**1.060.815.685**



Since launching in 2012 Love Matters Kenya has become an established presence in Kenya's SRHR landscape. As well as offering comprehensive evidence- and rights-based information on SRHR topics, local (s)experts moderate discussions on social media platforms and discussion boards. We engage with young Kenyans to answer their questions, provide advice and refer them to local health service providers – and in 2020 we built our Facebook community to more than **1.5 million followers**. We also work to engage marginalised groups with content and campaigns on issues such as sex and disability, sex work, LGBTQ+ issues and asexuality.

In 2020 we joined a **partnership** with MSI Reproductive Choices and the International Planned Parenthood Federation implementing a programme funded by Global Affairs Canada which is working to ensure the SRHR of women and girls during the ongoing COVID-19 pandemic. Love Matters Kenya joined the 5-year Right Here Right Now 2 (RHRN2) programme as an implementing partner. Funded by the Netherlands Ministry of Foreign Affairs, RHRN2 is a global partnership active in ten countries, working to ensure that young people in all their diversity can enjoy their SRHR in gender-just societies.

We worked in 2020 to further raise our profile in Kenya's SRHR landscape, establishing and strengthening relationships with the Ministry of Health as well as NGOs such as the SRHR Alliance, BLAST (Building Lives Around Sound Transformation), AidsFonds, Kenya Buzz, WGNRR, Zamara Foundation, MSI Reproductive Choices and Your Aunty Jane. We also stepped up our advocacy work and



contributed to the submission of a formal statement to the Kenyan Government on the Universal Periodic Review recommendations from the 2019 UN Human Rights Council. This statement was shared at the 45th session of the **United Nations Human Rights Council** in September 2020 and marks a significant step in maintaining advocacy pressure on the Kenyan government on key SRHR issues affecting young people.



**TOTAL CONTENT VIEWS**

**802.254**



**TOTAL REACH**

**43.502.880**



**TOTAL CONTENT IMPRESSIONS**

**95.654.236**



Love Matters Naija began life as a Facebook page in June 2018 and in just two years has built a following of more than **1 million young Nigerians**. 2020 saw the launch of a full website which now has 40 regular contributors. In order to reach those young Nigerians who may not have internet access, the team expanded into radio in 2020, collaborating with Kiss FM, Kapital FM and Cool FM to broadcast programmes in both Hausa and English. Another creative highlight was the production of two video documentaries. **State of Emergency** highlights the work of front-line activists fighting GBV in Nigeria. **Defiance: Voices of a New Generation** – was created in collaboration with local LGBTQ+ organisation The Rustin Times and focuses on the lived realities of Nigeria's young gay communities.

With AmplifyChange funding, Love Matters Naija is implementing the Rights, evidence, action – amplifying youth voices programme (REA) which promotes acceptance of SRHR for young people including LGBTQ+ persons. In 2020, we led the REA consortium in Nigeria in drafting and presenting a Statement against the rising cases of sexual and gender-based violence in Nigeria at the **45th General Assembly** of the UN Human Rights Council held in Geneva. We also took part in the EU-UN Spotlight Initiative, a concerted push by civil society organisations to advocate for an end to the country's GBV crisis which included a rally and meetings with the honourable ministers for Women Affairs and for Justice.

2020 also saw Love Matters Naija enter into a **partnership** with MSI Reproductive Choices and the International Planned Parenthood Federation to implement a programme funded by Global Affairs Canada which is working to ensure the SRHR of women and girls during the ongoing COVID-19 pandemic.



**TOTAL CONTENT VIEWS**

**129.333**



**TOTAL REACH**

**40.825.081**



**TOTAL CONTENT IMPRESSIONS**

**62.109.424**

A photograph of a diverse group of young people, including men and women of various ethnicities, smiling and taking a selfie together outdoors. A man in a yellow polo shirt is in the foreground, holding a smartphone up to take the picture. The background shows a building with arched windows and trees.

## ECONOMIC INCLUSION IN THE WORKS

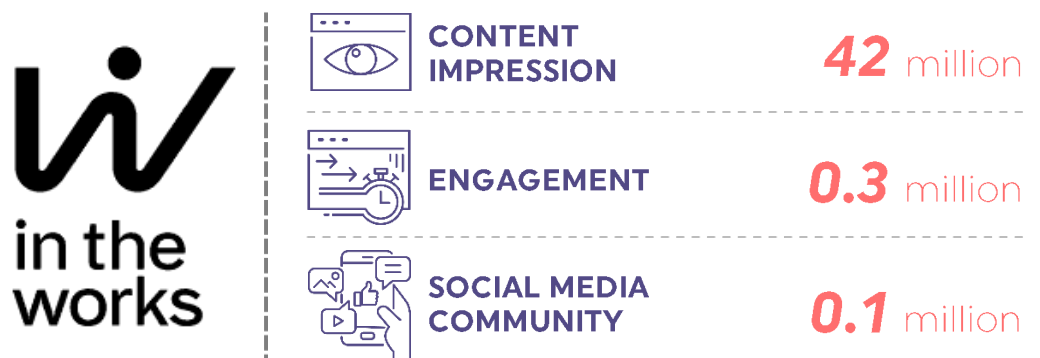
Decent jobs and income are essential if young people are to participate fully in their societies and realise their potential. Our In the Works programme, launched in 2020, aims to ensure young people, especially young women, have equal opportunities to participate in the economic life of their country as employers, employees, entrepreneurs, consumers and citizens, as well as having the necessary skills to flourish economically. The programme takes a holistic, comprehensive approach, looking at the whole person and their potential and the different approaches needed to realise this potential.

Some 1.8 billion young people are using social media platforms and these platforms are a powerful tool for providing access to information and employment and financial opportunities. They also enable young people to maintain social connections and networks that support entrepreneurship. RNW Media's expertise in building online communities and harnessing the power of digital media enable our In the Works Programme to address the key barriers to youth employment and youth inclusion. Those barriers include poor education, lack of skills, a mismatch of supply and

demand in the labour market and a lack of support for young entrepreneurs. In the Works focuses on:

connecting talent with opportunity; skills development; youth entrepreneurship; and advocating for changes to relevant labour market policies and practices.

Our Citizens' Voice platforms have been addressing youth economic inclusion for a number of years. Yaga Burundi, for instance, implemented the **#BdiEmploi** campaign inviting young people to think about the structural problems that lead to high unemployment and whether Burundi's universities are adequately preparing students to enter the job market. As part of the campaign, Yaga Burundi also successfully advocated for the launch of the government's promised Youth Investment Bank. In Yemen, our **Manasati30** platform is collaborating with UNESCO on an EU-funded project aimed at creating economic opportunities for young Yemenis, through the preservation and restoration of cultural heritage. Our first platform to focus solely on economic inclusion was **Masaraat**, launched in Egypt in 2019.





Despite the challenges presented by the COVID-19 pandemic and its effects on Egypt's economic life, **Masaraat** succeeded in scaling up significantly in 2020. A discussion board, 'Masaraat Coach' was launched to deal directly with users' questions and the content on the website expanded to include more than 228 articles and videos tackling youth needs regarding employment and study and challenging the restrictive norms and stereotypes.

The team had been planning an offline employability skills programme – but in the light of the pandemic this evolved into an online project, the name "Masaraat Youth Employment Habilitation programme". Implemented in partnership with local organisation **EYouth**, the programme was designed to coach young Egyptians and guide them step by step into paid employment. More than 3.500 applications were received and more than 350 young people from across Egypt have now graduated. Feedback from participants was very positive with a post-training evaluation showing that **54%** rated it as **outstanding** and **38%** as **very good**.

The particular barriers to economic inclusion faced by young women are a focus for Masaraat and in 2020 we implemented a campaign around GBV and women's rights in the informal sector. The campaign aimed to raise awareness of women's informal sector challenges and advocate for their rights to decent job opportunities. We created a diverse range of content including

videos, infographics, cartoons and articles which achieved a total of 1.64 million impressions via our various channels.

Another focus in 2020 was the exploration of new partnerships and we were successful in establishing relationships with Microsoft, Pioneers, CDS as well as EYouth. We have also built partnerships with more than 27 commercial companies across diverse sectors who will take part in a virtual job fair.



**TOTAL CONTENT VIEWS**

**744.587**



**TOTAL REACH**

**35.822.081**



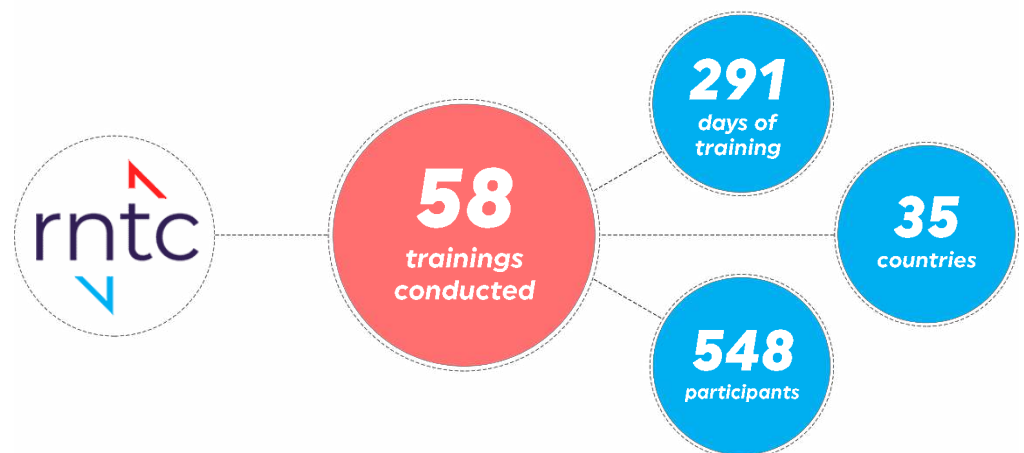
**TOTAL CONTENT IMPRESSIONS**

**42.522.511**



## RNW MEDIA TRAINING CENTRE

**RNTC** is RNW Media's internationally renowned training centre, providing open and tailor-made courses in media and capacity strengthening for social change. With more than 50 years of experience and a vibrant alumni network of over 6.000 media professionals, RNTC is an expert in delivering accredited courses to media-makers around the world.





In 2020, RNTC conducted 58 trainings, in English, French, Spanish, Arabic; 291 days of training, with 548 participants from 35 countries. We also launched a new online learning academy (OLA) to use in conjunction with our trainings both in-person and online. OLA includes training materials, assignments, MOOCs and other interactive state of the art learning tools.

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## Developing Communities around online learning

The continued spread of COVID-19 prompted international training providers to either cancel all courses or move them online. This was particularly challenging for us at RNTC because we have a very practical approach. We value face to face interactions, learning by doing and the community mindset. Therefore, we had to find a way to emulate these standards in our online learning experience.

Our solution was simple. We created online communities to welcome digital participants from around the globe. Media professionals from Nepal, Bangladesh, Suriname, Colombia, Egypt, Kenya, Nigeria, Sierra Leone, Yemen and elsewhere came together in these communities where we offered them comfortable tools to connect with one another, study buddies to engage with the course content, and several activities such as storytelling to improve their social experience. We recreated real world training tools on virtual platforms, facilitated online social events such as "coffee chats" and "open office hours", and even organised regular plenary sessions full of interactive games and quizzes.

The results were outstanding and rewarding. We consistently recorded a 90% and above satisfaction rate across all 12 trainings delivered between March and September 2020. This is more than RNTC's average **satisfaction rate of 86%** for face-to-face courses.

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## Roadmaps for Digital Community Building

In 2020, RNTC led the development of a master roadmap for 'building digital communities for social change', to enable RNW Media to share the key lessons to building and sustaining digital communities of young people. This framework enables the organisation to transfer its expertise to other (I)NGOs and CSOs, to more effectively engage young people through online communities. The roadmaps have been developed from the experiences of the Citizen's Voice and Love Matters platforms and consist of 12 building blocks to increase reach and improve engagement.

## Media for Development

RNTC develops and conducts trainings to strengthen civil society organisations, by conducting the following trainings: Media Campaigns for Social Change, Drama for Social Change, Media Campaigns for Advocacy, Producing Media to Counter Radicalisation, and Producing Media to Counter Hate Speech and Polarisation. In 2020, RNTC conducted trainings for CARE, Spark, United States Agency for Global Media (USAGM), Swedish Postcode Foundation (SPF), Nuffic through Hanze University, Green Livelihoods Alliance (GLA), ICCO, and TechSoup.

*Anand Kumar Patel (India)  
participated in Producing Media to Counter Radicalisation*

**"I will apply what I learnt at RNTC to stories about restless and radicalised youths. They will show that radicalisation is not the way forward, and persuade them to believe in the process of democracy. During the RNTC course, I learnt how to effectively discredit radicalisation and provide alternative narratives."**

## Countering Extremism and Radicalisation

In partnership with TechSoup and funded by the EU, RNTC conducted a [research project](#) looking at the current state of thinking on radicalisation, extremism, countering violent extremism (CVE), extremist narratives and counter/alternative narratives, to distil relevant knowledge useful for training development and campaigning. This report has been used by CSOs and campaigners to train young people to build social media campaigns with a local impact.



## RNW MEDIA'S FUNDERS & PARTNERS



Ministry of Foreign Affairs



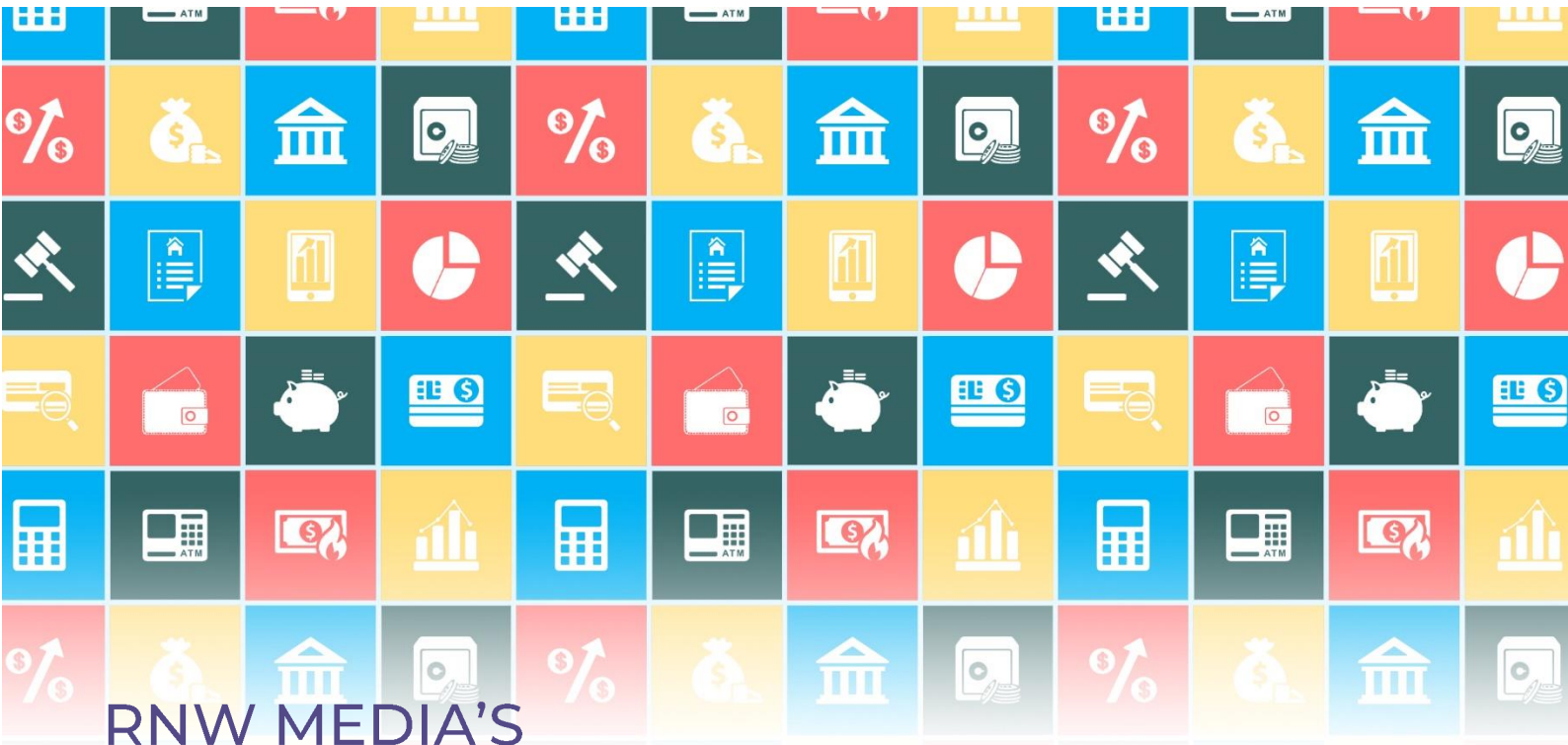
AMPLIFYCHANGE



Global Affairs  
Canada



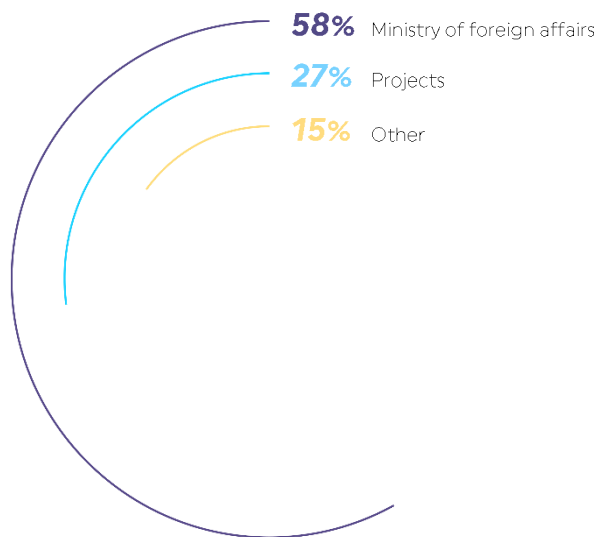
- CARE Netherlands (via Ministry of Foreign Affairs, Netherlands)
- The Embassy of the Netherlands, Burundi
- MSI Reproductive Choices (via Global Affairs Canada)
- Swedish Postcode Foundation
- TechSoup Global (via U.S. Department of State)
- UNESCO
- The Embassy of Belgium, Burundi
- The Embassy of the United Kingdom, China
- ICCO
- International Youth Foundation
- SPARK
- Fundacja TechSoup (via European Union)
- Vereniging Milieu Defensie
- USAGM
- Climate Action Summit
- The David & Lucile Packard Foundation
- The European Union
- Friedrich Naumann Foundation
- Hanze University
- Huawei
- OSCE Uzbekistan
- Rijksdienst voor Ondernemend Nederland
- Share-Net
- TechCamp (via U.S. Department of State)
- The UN Peace Building Fund (via UNESCO)
- University of Amsterdam



# RNW MEDIA'S FINANCES

## Income 2020

€13.671 million



## Expenditure 2020

€19.265 million



\* For the complete financial report, please go to the [Management Report and Financial Statements 2020](#).