

**RNW MEDIA**  
ANNUAL REPORT  
**2022**



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# MESSAGE FROM THE CEO

Dear readers,

2022 marked the second year of our three-year strategy '**Let's Get Digital! Three years of action to unleash young people's potential: co-creating innovative digital media for social change**'. In 2022 we moved closer to our Big Hairy Audacious Goal (BHAG): by 2030, through digital media, globally one billion young people can make informed decisions, advance their rights, and affect society.

This past year was full of growth, learnings and achievements. We understand more than ever, the important role that online spaces play in bringing about change in attitudes, behaviour, social norms and practices. Safe, accessible and inclusive online spaces allow for young people to come together, be exposed to different opinions, and through moderated discussions exchange ideas and mobilise themselves.

We formed new alliances and cherished existing ones. Our Network grew from 13 to 19 members operating 22 digital communities in 17 countries. We trained 426 media professionals and content creators from around the world on how to use (digital) media for social change. Through our partners and members, we reached almost 400 million young people. We co-created multiple tools with our partners, conducted several research projects, and were present in several international spaces to advocate for the rights of young people, online and offline. Our team of 41 experts helped us achieve all this and much more.

2022 brought us closer to our network members, partners, donors and other important stakeholders. It made us more determined in our cause...What a year!

As we set on our journey into 2023, co-creation with changemakers via our Network and through programmes and projects, will remain core of our work. We will better our existing digital media and learning solutions, whilst we remain abreast to the needs of young people and the developments of their environments. We will continue to strive for the international community to recognise the added value and integrate digital media and learning solutions in project designs, policies and funding frameworks.

At the end of 2023, after eight years of leading RNW Media I will handover to a new CEO who will build on what we have achieved, and will enable RNW Media to continue to grow. I would like to thank all our network members, partners, donors, team, Leadership Team and Supervisory Board for their ongoing support. It has been, and still is a great journey towards our BHAG. Your contribution has enabled us to remain sharp and ambitious, and go the extra mile!

Thank you very much for your support. We are looking forward to continuing to work with you.





Chapter 01

# ABOUT US

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# WHO WE ARE



## VISION

We believe in a world in which young people in all their diversity confidently claim their rights, assume their place in society and drive social change.



## MISSION

We accelerate the impact of changemakers by co-creating youth-centred digital media solutions built on data insights and mutual learning experiences.

 **41**  
Employees

|

 **15**  
Nationalities

We are an international digital media organisation, working for social change. We understand digital media and how young people use it. In partnership with changemakers (media makers, networks, human rights experts and gatekeepers amongst others), we co-create digital media and learning solutions that advance the rights of young people online and offline. Over time, we have built a strong network of changemakers in Africa, Asia, the Americas and the Caribbean, and the Middle East.

Online spaces are essential in mobilising young people: moderated online spaces expose young people to multiple viewpoints, thus fighting polarisation. We use the power of

digital media and digital communities to encourage young people to engage in conversations; we invite them to use all forms of media to express themselves and connect with one another.

The right to access information is closely linked to open and inclusive societies. We understand the potential of online platforms as a means to invite diverse voices to participate in crucial conversations. We have mastered moderation techniques and engagement strategies that create a safe space away from stigma and blame, and encourage the less heard to express their opinion.

We offer digital media and learning solutions and rely on the expertise of changemakers to apply these tools to address the most urgent human rights challenges of young people in different settings. These can be anything from fighting disinformation and facing hate speech, to accessing multiple viewpoints on an upcoming election, to climate change activism, press freedom or access to jobs. We accelerate the work of changemakers by strengthening their digital maturity, building, maintaining and/or growing digital and inclusive communities of young people, improving their outreach and engagement, and offering data support for local advocacy.



We are a value-driven organisation. In 2022, we continued our internal growth and development by building an organisational cultural ecosystem comprised of our values, key priority behaviours and Equity, Diversity and Inclusion (EDI). These three components of our cultural ecosystem act as drivers that allow for us to work towards a culture of trust, personal accountability and facilitative leadership.

### **Our values are:**

**Curious:** We thrive when we explore and when we ask questions. Our eagerness to learn leads us to new paths.

**Adaptive:** It's part of our DNA to stay receptive for new insights and adapt our behaviours, habits and approaches to changing circumstances.

**Fresh:** Operating at the intersection of digital media and international development shapes our creative nature. We continuously reinvent, rethink and refine to realise fresh and unique approaches.

**Synergetic:** We believe that together is the only way forward. The whole always has a greater effect than the sum of its parts.

**Inclusive:** We contribute to a world where young people's perspectives and voices in all their diversity matter. Inclusivity is inherent not only in what we do, but also in the way we work. Both with each other and with others.



## Our priority behaviours are:

- We focus on results. We solve issues. We make agreements & stick to them. We hold ourselves and each other accountable.
- We care about the wellbeing of people we work for and with.
- We seek to understand, we listen and ask. We foster two-way constructive dialogue.
- We continue challenging and encouraging ourselves and our peers to improve and innovate.
- We are okay with Good to Go.
- We learn from successes and mistakes. We celebrate both.

Inclusivity is inherent not only in what we do, but also in the way we work with each other and with others. We strive to create a safe and inclusive workplace that increases the visibility of EDI as an organisational priority in all our capacities. Ensuring fair opportunities with a diverse staff that practices the provision of equal access for all is not only important to our staff, but it can also improve our innovation efforts to drive social change.

We have set up an internal EDI working group with the overall objective to build a culture where equity, diversity and inclusion is part of our DNA: a culture in which we feel appreciated, can be ourselves and embrace uniqueness. Through the working group, we create awareness in the organisation and beyond to champion the implementation of equity, diversity and inclusion principles into all elements of our work.

Our ambition is to forge an inspiring work environment by creating a safe and inclusive workplace, while increasing the visibility of and integrity in all our capacities



# OUR IMPACT

We measure our impact on two tiers:

**Direct impact** is the degree to which the changemakers we collaborate with, benefit from the digital media and learning solutions that we offer. To measure this, for example we look at the outcomes of knowledge sharing activities, capacity strengthening efforts and co-created solutions.

In 2022, more than 88% of the changemakers we worked with expressed that they applied their gained digital skills to bring about social change.

“

*I was very impressed with the fine details of the [Media Campaigns for Social Change and Advocacy] course. The Training offered me the opportunity to learn the details about campaigns and advocacy and how they are interrelated.*

- Trainee, Media for Social Change and Advocacy Campaigns course

”

“

*I would say that the most valuable takeaways from our partnership with RNW Media are the tools and strategic thinking. Prior to this, Muntada's digital efforts were somewhat haphazard. However, the partnership promoted the importance of strategy and documentation for all our activities. We now have an editorial guide and other necessary resources to help us build and execute consistent and sustainable strategies.*

- Muntada, partner in Occupied Palestinian Territory (OPT\*)

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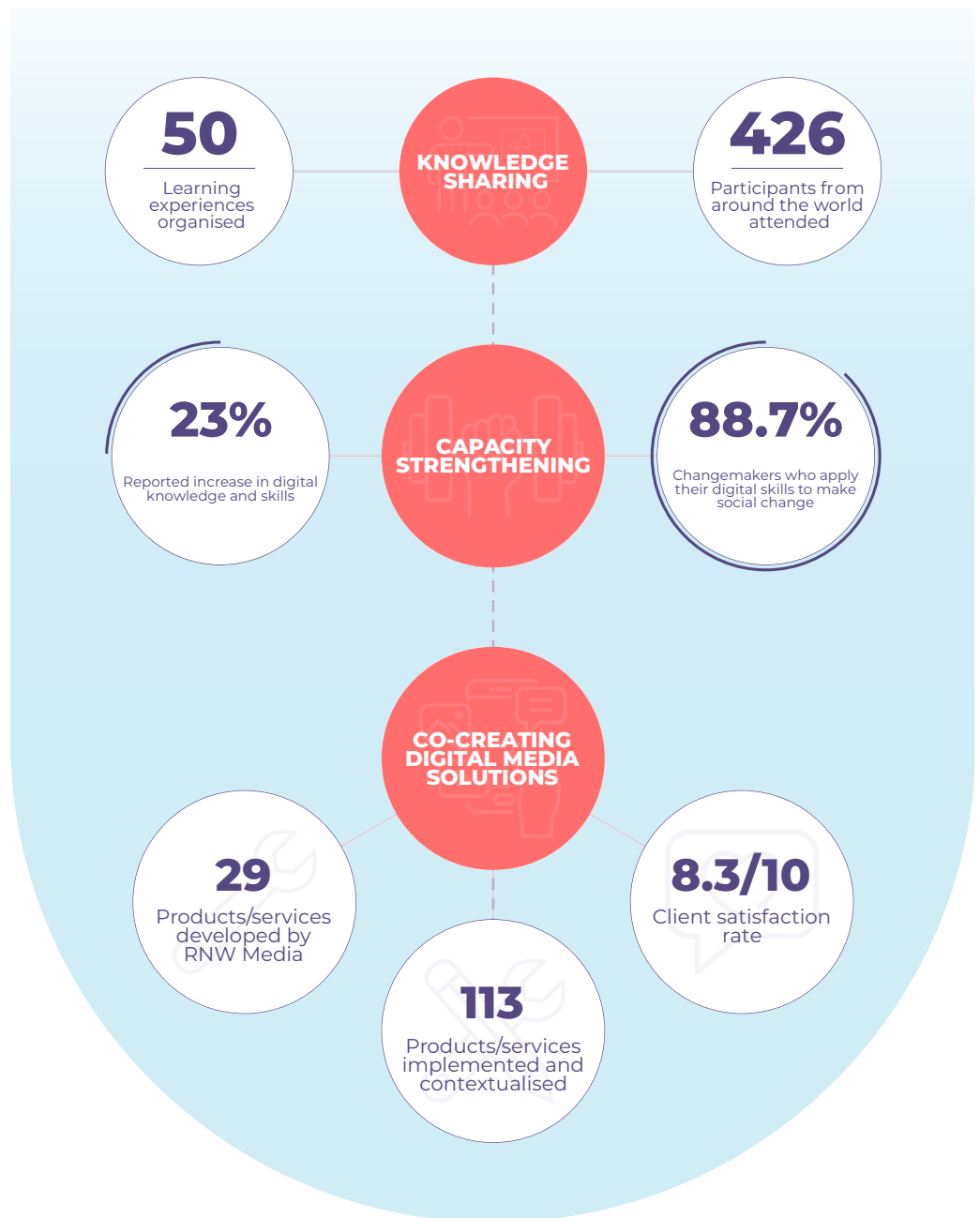


\* Occupied Palestinian Territory is the term used by the Dutch Ministry of Foreign Affairs.



*The digital maturity assessment tool was quite revolutionary because even for us just filling in that document, it was a point of introspection in terms of where we are really, when it comes to our authority and how strong our foundation is when it comes to Digital Media.*

- Love Matters Kenya, Network member in Kenya



**Indirect impact** is the impact of our co-created solutions and interventions on young people's lives.

We ask ourselves 'how is our work with changemakers having an impact on young people's attitudes and behaviours, and thus resulting in social change?'. To answer this, for example we survey young people. Through our partners, we ask young users whether our partners' content has resulted in change in their knowledge, opinions or behaviours. In 2022, we were humbled to find out that 89.6% of the surveyed users, find our partners' content has caused a significant social and behavioural change in them.

“

*I never heard or knew about Yemeni women who contributed to solving family and tribal problems before I see that on [Manasati30](#) platform.*

”

“

*Reading and mixing with other cultures is the permanent way to change my views, including reading articles published on electronic platforms.*

”

“

*I became aware of my rights, and I participated in an initiative to educate women about the types of harassment and how to deal with the situation, as well as domestic violence.*

”

“

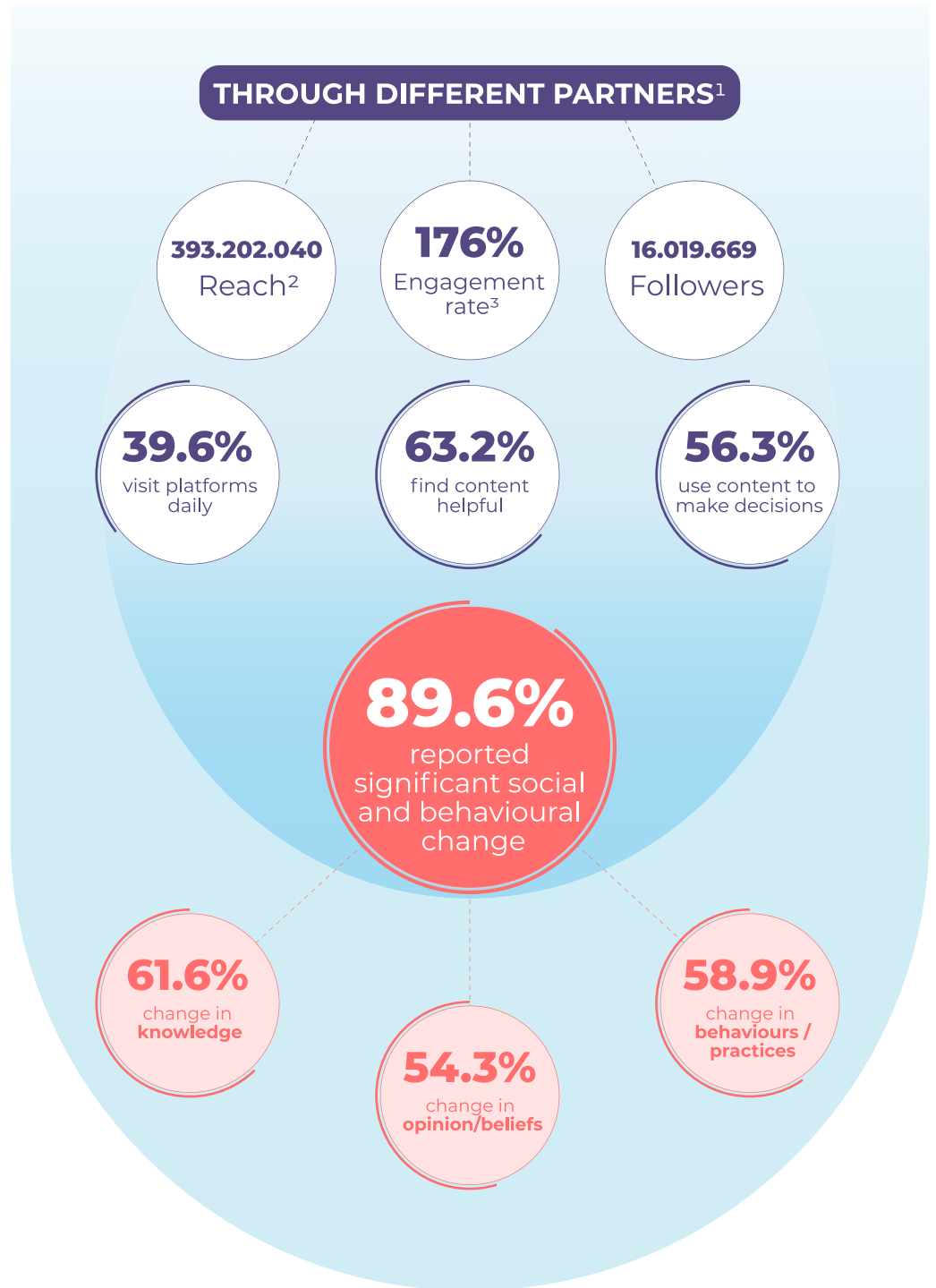
*My view of gender equality has changed dramatically, and I have learned much about them.*

”

“

*Muntada's content helped me burst the bubble of ignorant social norms and misinformation regarding sexuality and made me more open, aware and understanding with my young sons.*

”



<sup>1</sup> Data taken from digital platforms co-created or strengthened by RNW Media

<sup>2</sup> Total number of people who see content

<sup>3</sup> How much the audience actively engages with content



Chapter 02

# **DIGITAL RIGHTS OF YOUNG PEOPLE**

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# DIGITAL RIGHTS OF YOUNG PEOPLE

In the digital age, where young people use online spaces to access information, express their thoughts and connect to one another, it is increasingly important to protect their rights online. Online adversities such as hate-speech, dis- mis and mis-information and censorship can heavily impact young people's participation in constructive dialogues, particularly in settings where access to reliable information and freedom of expression are already restricted in the offline sphere.

We collect evidence of these digital rights violations on young people, and their impact. We focus on two main pillars: online inclusion and freedom of expression. We share this insight with partners, networks, industry and government representatives to advocate for better inclusive online spaces, as well as tech transparency and protective policies.



## LOBBYING FOR ACCESS TO RELIABLE INFORMATION ONLINE

In 2022, in collaboration with our network members – the Love Matters digital communities in the Democratic Republic of Congo (DRC), Egypt, India, Kenya, Mexico, and Nigeria, we conducted research on Facebook censorship on Sexual and Reproductive Health and Rights (SRHR) information. We found that Facebook consistently blocks information and ads on SRHR topics including menstrual health, menopause, pelvic pain, contraception and abortion, misclassifying them as “Adult content”.

The research study showed that one out of three (1/3) ads have been rejected and miscategorised as adult content or escort services by Facebook algorithms. This directly affects young people’s access to reliable SRHR information, particularly in areas where information is not accessible through alternative channels.

In collaboration with the [Center of Intimacy Justice](#) (CIJ), we kicked off a series of activities to influence Meta and reverse the systematic blocking of SRHR related ads on Facebook. Based on evidence collected from 60 health businesses and Non-Governmental Organisations (NGOs), including RNW Media and the Love Matters digital communities, a [White Paper](#) was developed and shared with the United States Senate calling for change in tech policies. RNW Media and Love Matters Kenya were also interviewed for an article in the [New York Times](#) that was read by over a 100 million people around the world.





## Why Did Facebook Reject These Ads?

A new report found that the social network has rejected ads from 60 companies focused on women’s sexual health, citing policies on “adult products and services.”



Subsequently, Meta rewrote its ad policy related to sexual health in October 2022, allowing for “ads that promote sexual health, wellness and reproductive products and services” including around menopause, pain relief during sex, sex education, etc. In response to CIJ’s research, other government agencies also took action.

The work has been shared with other important stakeholders during the International Conference on Family Planning in Thailand to further understand the tech censorship on sexual health and to improve collaboration and global partnerships. At [Bread&Net](#) in Lebanon, we met with Meta’s Oversight Board and other stakeholders to advocate for more inclusive online SRHR content. We shared our concerns on inclusion and access to reliable information that can be hindered by biased content moderation algorithms.



*The work that CIJ and RNW Media has done together under the media grant has been extremely important because it has practically set an example of how to promote the free exchange of ideas, protect freedom of speech and expression, in the context of sexual and reproductive health and rights of young people.*

- Love Matters India



A key question is whether Meta enforces this policy in its algorithms. Following this, CIJ – in collaboration with RNW Media – will survey more than 600 businesses and non-profits to determine if Meta’s algorithmic processes, appeals practices, and moderator training are consistent with the new policy, or if further action is needed.

RNW Media will further work on creating awareness on online censorship on multiple online platforms, like TikTok, Twitter and others.

To further shed light on gender biases built into automated content moderation, we hosted a session at the 11th edition of **RightsCon** for the 4th consecutive year to discuss the findings of our Facebook censorship research and the way forward.

You can access the full research findings [here](#).



## REBOOTING SOCIAL MEDIA: HOLDING BIG TECH ACCOUNTABLE IN OPT

In 2022, we launched our “Innovation Fun-d” which was sought to be a grant mechanism by which RNW Media, with its partners, could come up with innovative project ideas that would support young people in all their diversity, confidently claim their rights, assume their place in society and drive social change.

As part of the Innovation Fun-d, in collaboration with 7amleh, The Arab Centre for the Advancement of Social Media, we enhanced the rights of young Palestinians in online spaces. Additionally, we held tech companies accountable for the transparency offered in their content moderation strategies in the Palestinian context. Rebooting Social Media (RSM), aimed to safeguard the rights of young Palestinian online users, especially women and members of the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and Asexual (LGBTQIA+) communities, by offering digital media solutions and conducting data-driven advocacy. To achieve this, we focused on strengthening 7amleh’s platform, 7or (‘freedom’ in Arabic).

Through 7or, 7amleh offers support to affected users, and collects evidence of digital rights violations. 7or’s latest data shows that women’s privacy is a major issue on social media: 50% of Palestinian women surveyed felt that they are being monitored online and 28% had previously experienced attempts of their accounts being hacked.

In addition, online bullying and harassment stand out as major challenges: 25% of women surveyed claimed that they have been subject to online harassment. Between April and December 2022, 962 digital rights violations were documented. In total, 838 digital rights violations were referred to big tech with 35% of cases receiving a positive reaction from big tech.



*Personally, my account was deleted 3 times, and 7or platform was able to restore it. My account was restricted and banned from posting more than once, and 7or was able to remove some of these restrictions.*

- Palestinian journalist and 7or platform user

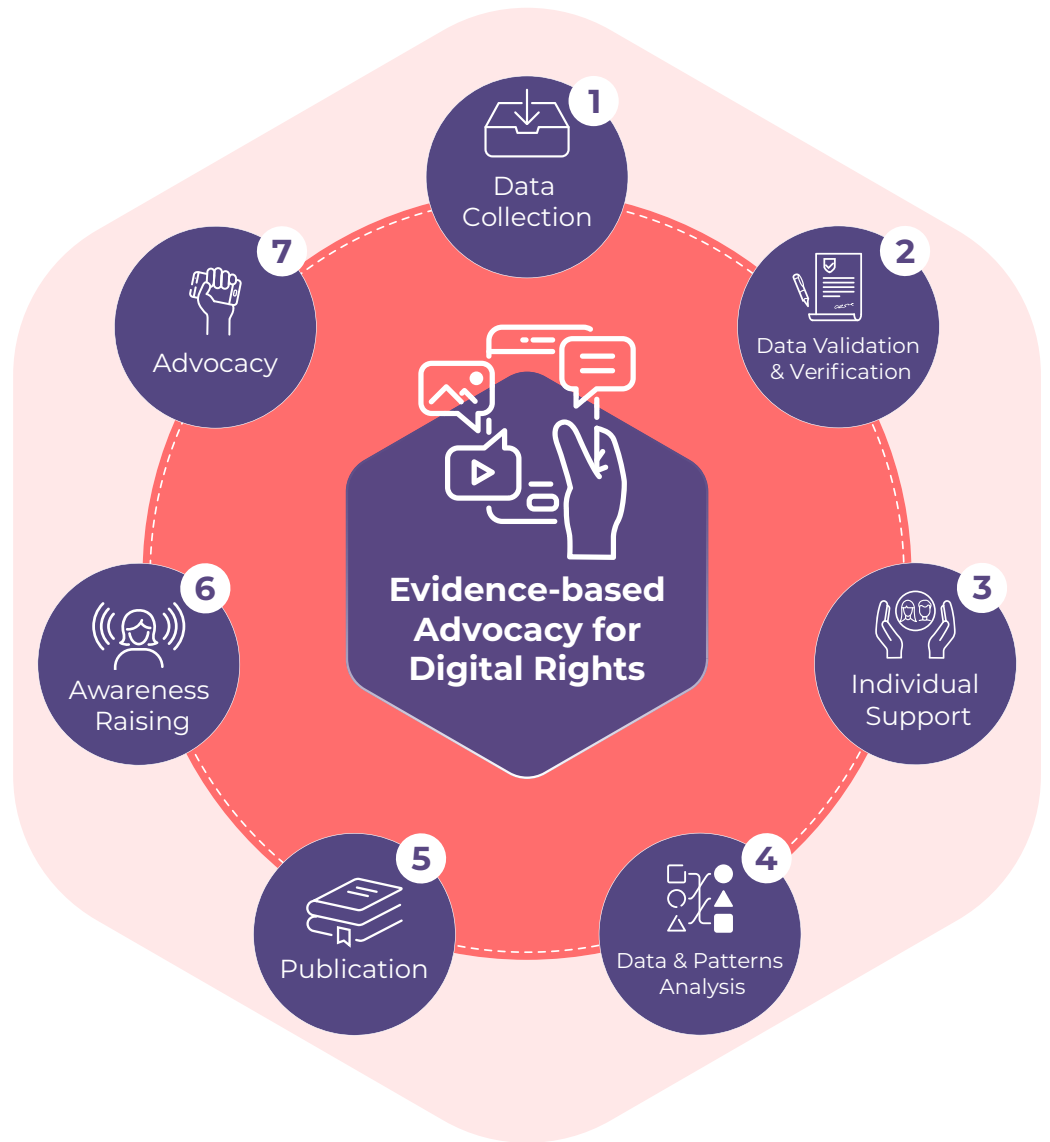


There has been a steady increase in digital rights violations in OPT, particularly against historically excluded groups: 7amleh keeps reporting these violations. The work of RSM has been essential as it protects the rights of young online users.

In July 2022, during an overwhelming rise in online attacks against members of the LGBTQIA+ community, 7amleh's advocacy team organised 18 meetings with representatives of tech companies (e.g. Meta), telecommunications companies (e.g. Paltel Group), governmental agencies and international and national civil society organisations. Tech companies refused to take down hateful content, justifying their position on 'protection of free speech'. 7amleh provided an in-depth report on the use of specific words in Arabic language and referred to cases of harassment to prove that these attacks were in essence a violation of the rights of these young people. As a result, Meta removed more than 86% of the content 7amleh reported.

As part of RSM, we also co-created a toolkit called 'Evidence-based advocacy for digital rights' which can be used in other countries or adopted by other initiatives on tech companies' accountability.

As RNW Media, we will continue to collect data and amplify the voices of young people on the role that big tech and social media channels have in ensuring that young people's digital rights are accounted for.





# A MULTI-STAKEHOLDER APPROACH TOWARDS DIGITALISATION

Africa has the youngest population in the world. 70% of its Sub-Saharan population is under the age of 30. In the digital age, young people turn to online spaces to find reliable information and plurality of narratives, to participate in political discussions and to engage in important conversations. The average daily time spent using the internet by each internet user in the world is six hours and 58 minutes. These numbers provide **valuable context for digital adoption** and growth in the world. Most importantly, they underline the role of digitalisation in maximising the impact of any developmental work across all sectors.

As part of the digitalisation series organised by **Partos**, in June 2022 we organised a discussion on **digitalisation in the African Continent**. We facilitated an online discussion on the role of online spaces in international development, the importance of a multistakeholder approach and the inclusion of women for digitalisation.

Our members in Egypt, Mali and Nigeria shared their experience pertaining digitalisation in the African continent. Egypt with 71.9% of its population in 2021 having access to the internet, faces different challenges. Our Egyptian colleagues highlighted young people’s access to safe online spaces and laid out a roadmap to using these spaces to amplify young voices. Mali has the third youngest population in Africa. The team talked about inclusive technologies in the Sahel region, the influence of colonisation on the internet, and solutions that can work locally.

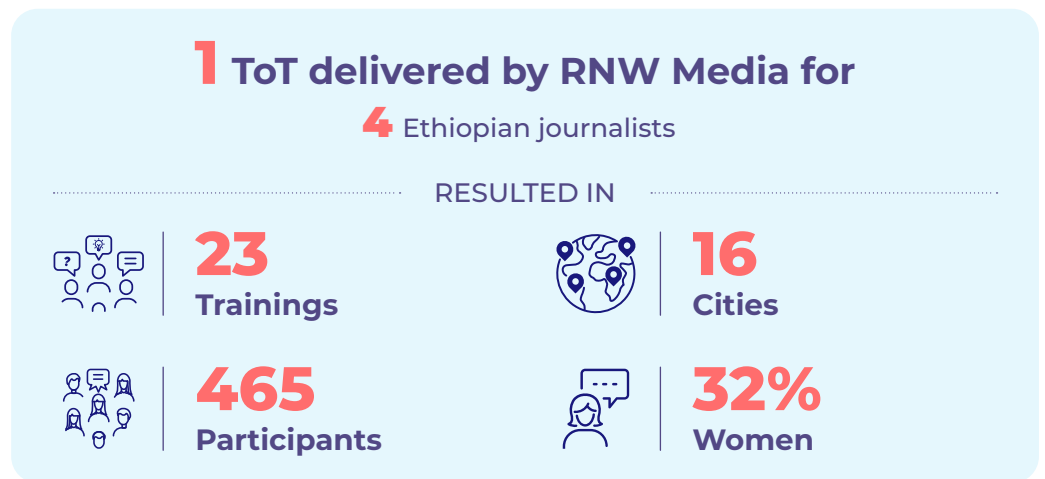
Lastly, our colleagues from Nigeria shared their experience in creating gender-inclusive online communities in which women can engage with topics that are important to them. We joined the conversation and shared our good practices in these countries when it comes to building safe and inclusive online spaces.

The results of this conversation were integrated in a recommendation document prepared by Partos to inform the Dutch Digitalisation Agenda focused on the African Continent.



# INNOVATIVE MEDIA TRAININGS TO COMBAT DIS-INFORMATION

In 2022, we teamed up with the [Center for the Advancement of Rights and Democracy \(CARD\)](#) and the U.S. Embassy in Addis Ababa to support Ethiopian journalists to produce balanced, factual and innovative multimedia content. Together with CARD we developed an updated curriculum addressing online disinformation and trained four [master trainers](#) who thereafter delivered a series of 23 trainings in Addis Ababa and 15 other cities on investigative journalism and fact-checking. 465 young media makers attended these trainings, 32% of whom were women. In Addis Ababa alone, six trainings were delivered for 110 participants, 35% of whom self-identified as female.



Our work on freedom of expression is not limited to Ethiopia. In 2022, in partnership with [Doniblog](#), and funded by the EU Commission, we implemented the project “Faisons Nous Entendre” strengthening the collaboration between non-conventional media producers and local expert Civil Society Organisations (CSOs) in Mali. The aim was to encourage youth



engagement with topics around security, climate and political participation. Across three regions, Doniblog trained 60 young people to increase their digital literacy and provide them with digital tools to tackle challenges such as dis-information.

“

*I now recognise the distinction between mal-information, dis-information, and mis-information, as well as how to verify fake news.*

Participant from Dire Dawa

”

Topics also included using digital media to mobilise young people and advocate for change. In addition, 20 members of three local CSOs were capacitated on digital tools and communication to support information provision to the communities where they work. The Campaign [#NeTuonsPasNosFleuves](#) focused on the lack of river management by Malian authorities, companies and citizens. The campaign reached 1.501.779 online users and created more than 89.000 interactions on Facebook alone.

To highlight the importance of using digital media in creating social change, we **attended** Partos Innovation Festival. We highlighted young people's role as drivers of change, using social media to connect and share. We need to invest in better policy and funding frameworks that allow the creation of safe and inclusive online spaces for them.



Chapter 03

# OUR DIGITAL MEDIA AND LEARNING SOLUTIONS

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# UNDERSTANDING THE DIGITAL CONTEXT

Digital media technologies are constantly evolving. Young people's digital media consumption behaviours and habits are also changing rapidly. Whilst these changes are constant, digital media literacy and maturity levels of the international development community vary. Thanks to the generous support of the [Dutch Postcode Lottery](#) (Nationale Postcode Loterij), we were able to build aspects of our data ecosystem, expand our understanding of tools that allow for engagement with young people (e.g. gamification), and refine our understanding of digital safety and security.

In 2022, we continued to invest in solutions for informed digital media strategy setting. We also built aspects of our comprehensive data ecosystem allowing us to conduct in-depth cross-sectional and longitudinal analysis and invest further in building safe digital communities. All these developments and products and services are crucial for evidence-based and needs-based digital media interventions.

We developed three assessment tools:

## **Digital Media Context Analysis:**

The Digital Media Context Analysis (DMCA) is a research methodology that aims to gain a thorough understanding of a specific environment, including the digital and media landscape, the challenges and opportunities, as well as the interests, needs, and behaviours of young people. Collecting this information helps our partners understand the context they work in better and tailor their content and moderation strategies accordingly. The DMCA was used by at least six country partners as part of their baseline process. We continued to roll it out in 2022 and coordinated multiple DMCA pilots in

Uganda, Benin, Georgia to name a few examples. As a result, we contributed to the set-up of new digital communities in collaboration with partners such as [L'Association des Bloggeurs du Bénin](#) (AB-Bénin) and [Reproductive Health Uganda](#) (RHU).

This journey has allowed us to collect and analyse valuable data, resulting in key insights on how to reach young people through digital media. Amongst our key findings are the following:

- The important role of ICT for development.
- Digital inclusion remains a pre-condition for young people's participation, particularly in countries where internet penetration is low.
- There is also a growing need for digital literacy amongst young users, especially as adversities such as harassment and dis-information continue to threaten safety and inclusion of online spaces.

We have integrated these insights into our 2023 planning.

### **Digital Maturity Assessment**

The Digital Maturity Assessment (DMA) is a tool to assess the digital expertise and skills of country partners. By identifying the existing expertise and gaps, we can subsequently co-create digital learning trajectories. The DMA was carried out with the nine Digitalisation Community of Practice (CoP) members and the results were visualised and presented during the CoP kick-off session. Additionally, it helped inform the content of the CoP sessions based on common pressing topics.

The DMA was used by [Nairobits](#) and [Love Matters Kenya](#), two Kenyan based organisations part of the RHRN2 programme. Nairobits and Love Matters Kenya used the DMA to strengthen the capacity of the RHRN2 Kenyan country coalition on digitalisation.

In 2023, the DMA will be further rolled out with new Digitalisation CoP members.

### **Evidence Informed Strategy Development:**

The Evidence Informed Strategy Development (EISD) serves as a stepping stone to support partners in having a 'strategy-first mindset' before developing workplans and learning trajectories and execution of all activities. The EISD tool enables RNW Media and its partners to co-create digital media strategies based on the evidence and data collected from the DMCA and DMA.

Taking a multidisciplinary approach, RNW Media's experts co-

created strategic suggestions for the five country coalitions. These suggestions were reviewed and validated in a workshop with country partners, allowing for more in-depth conversations on partners' ambitions in their digitalisation strategy. The EISD and its application has been instrumental to co-create digital strategies.

As part of the "Power to Choose" (Pouvoir Choisir) project we work with the Oxfam offices in Bolivia, DRC and Lebanon, and their country partners. Based on initial groundwork in 2021, in 2022 we finalised the DMCA and DMA with the partners in Lebanon and Bolivia. The outputs increased partners understanding of challenges and opportunities in the digital environment around information sharing, awareness raising and advocacy. The analyses also informed the EISD and the design of needs-based capacity strengthening activities.

These tools are extremely helpful in co-creating digital media communities with our partners. In December, we attended the [Social Behaviour Change Communication Summit \(SBCC\)](#) in Morocco where we presented our thinking on building digital communities for social change based on this insight and led several influencing activities with big tech.

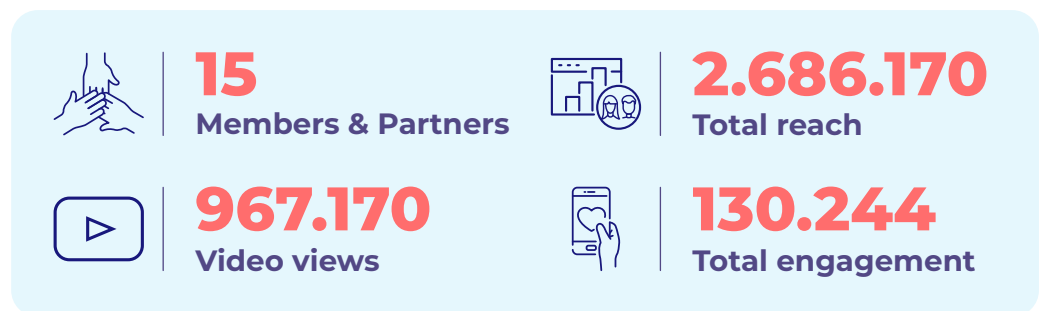


# CAMPAIGNING FOR SOCIAL CHANGE

## 16-Days of Activism

Between 25 November (International Day for the Elimination of Violence Against Women) and 10 December (Human Rights Day), we brought together 15 members and partners around the world and co-created a multi-lingual global campaign on gender-based violence (GBV). #ViolenceCanBeSilent highlighted the invisible aspects of violence against women such as verbal harassment, emotional abuse, coercion, and their impact on women’s and girl’s mental health.

During the 16 days of activism campaign, we created a plethora of material from [animation videos](#) to polls to graphics and cartoons to encourage a conversation with our diverse and young audiences. The campaign material was developed in English and Arabic, as well as some content in French, Amharic and Bahasa Indonesia.

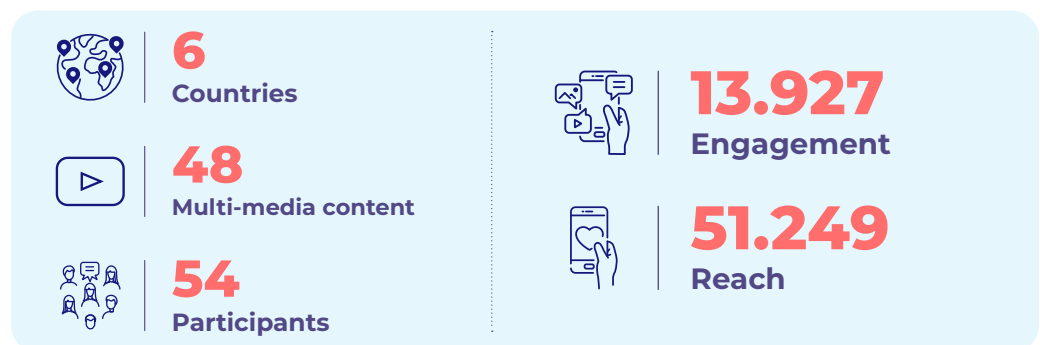


Online discussions took place across social media channels with multiple comments on posts calling for action to address GBV. We also received some comments stressing that men face GBV. These discussions brought to light even further the different issues and opinions from around the world, which can inform our future activities on the topic.

“  
*By collaborating with members from the Network, we recreated and published infographics, cartoons and videos during the 16 Days of Activism of 2022. The content created by other members achieved great impact on social media platforms in our country.*  
 - name of Network Member cannot be disclosed  
 ”

### Arab Youth Green Voices Challenge

In 2022, we partnered with the **Arab Renaissance for Democracy and Development** (ARDD) in a project called the Arab Youth Green Voices Challenge. Funded by the Embassy of the Kingdom of the Netherlands (EKN) in Jordan, the project aimed to engage young people in the Middle East and North Africa (MENA) region in climate change debates in the run-up to the United Nations Climate Change Conference, commonly known as COP27. We connected them with content creators and guide them in developing and disseminating their own media products and amplify their voices on the international level.



In an online campaign, published by one of our Network members in Yemen and echoed by at least eight other outlets, we asked young media- and change-makers with a passion for online activism and climate action to submit their multi-media content. We received a total of 54 applications from Egypt, Jordan, Iraq, Lebanon, OPT and Yemen, of which 14 were shortlisted to participate in a series of activities including moderated online discussions with an engagement rate of almost 14.000. This, in itself, is an achievement given the context of some of these countries. Communication and media professionals indicate that climate change is a complex topic: it is highly scientific and political.

Saed Hanani – one of the winners of the competition from Palestine – was on his way to join the project’s online closing ceremony. His car was stranded near his hometown at a check-point, and he could not reach his destination. Unabated, Saed sat near the check-point and joined the online event to present his outstanding project “**Furange**”. This green enterprise aims to create environmentally-friendly fashion using food waste from orange peels and other waste products.

In the next phase of the project, six out of 14 most talented applicants were selected to receive technical support and mentorship from RNW Media and ARDD experts. They attended three policy labs and a **masterclass** offered by RNW Media to strengthen their knowledge and skills on producing online content, campaigning for social change and connecting with policy makers. We supported these six media-makers to produce their final multi-media product addressing the importance of COP27 for young people in the MENA region.

Finally, in November an online closing ceremony was organised to celebrate the project and announce the winners of the competition. The ceremony was hosted and facilitated in the presence of the Regional Advisor on Water, Energy, and Food (MENA region) of the EKN Jordan. During the event the two winners had the opportunity to pitch their media products and share their experience.

Abdul Malik Al-Nimri from Yemen received the second prize of the competition for his remarkable blog titled “**Hind’s World: a green Imprint in Yemen’s Taiz**”. In this blog, Abdul Malik highlights the role of Yemeni women in adapting to climate change. Abdul Malik is currently in the process of establishing a journalism initiative that will create an open space for discussion on climate and environmental issues among young men and women in Yemen.



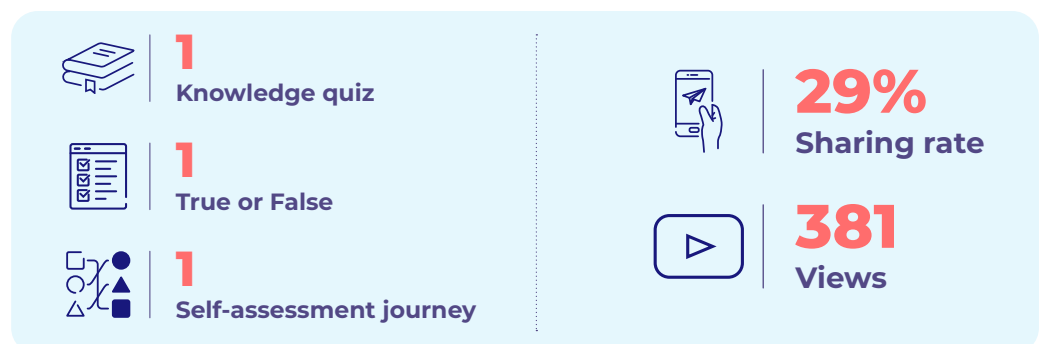


# GAMIFICATION: A UNIQUE APPROACH TO ENGAGE WITH YOUNG PEOPLE

Gamification offers a unique approach to drive social change by increasing engagement, enhancing awareness, fostering collaboration, and ultimately resulting in behaviour change. By tapping into the inherent motivation and enjoyment that games provide, gamification has the potential to mobilise young people, inspire action, and create meaningful impact.

In 2022, we continued to develop the work around “gamification” as it is an innovative tool that allows to connect with young people in an appealing and fun way. Together with [Association Marocaine de Planification Familiale \(AMPF\)](#) and [YPeer Morocco](#), we co-created three games: a knowledge quiz, a self-assessment journey and a True or False test, in French and Arabic. These games allowed for us to examine, question and transform rigid gender and sexual norms, and underlying power imbalances in the Moroccan context.

A first evaluation showed an impressive rate of starting and sharing the game. Within a week after the launch of the game, the first quiz was viewed 381 times, 37,8%, above benchmark of the previous quizzes done with the Love Matters Network members (34,2%) and the sharing rate (number of users who clicked the share buttons from inside the quiz) was 29%, also above the benchmark (3-4%).



Following the successful pilot, we developed a handbook on “Building and applying a gamification strategy for social change” which offers a step-by-step guide to drive reach and engagement with quizzes. This handbook will be used to coach partners on the use of gamification and can be distributed based on request.



## A HOLISTIC APPROACH: CONNECTING ONLINE AND OFFLINE INTERVENTIONS

Young people are (in most cases) digital natives, who are comfortable navigating online platforms; establishing online referral pathways to access to online/offline services can help eliminate some of the barriers that prevent young people to access the services that they need such as physical distance, transportation and time constraints, or even stigma. By improving changemakers' ability to use online spaces (e.g. improve their content and moderation strategies designed to create trust in the users) we help changemakers reach their young audience better. For example, using youth friendly language, taking their priorities into account and offering youth-friendly services, have all proven to be effective techniques for reaching and engaging with young people.

An effective referral service or access to services can have long-term benefits for young people, as equipping them with accurate information and services enables them to develop healthy attitudes, habits, and relationships. Local service delivery organisations and practitioners are often the link between online information and services which are often offered offline.

In 2021, under the Nuffic Orange Knowledge Programme and in collaboration with [Burundi Medical Students Association](#) (ABEM) we kick-started a project to amplify the work of medical students in offering reliable SRHR content in online spaces in Burundi. ABEM is a student-led association that organises online and offline campaigns and health clubs in schools to raise awareness around SRHR topics. Many young people experience gender-based violence and other forms of assault in the Burundian context. Comprehensive Sexuality Education (CSE) and information is often lacking and SRHR topics are deeply taboo and rarely discussed.

We focused on improving the knowledge and skills of ABEM in digital engagement techniques, enabling them to develop a youth centred engagement strategy that is in line with the needs of those young professionals seeking reliable information on SRHR. For this, we teamed up with our member [Yaga Burundi](#), to deliver three trainings for 38 members of ABEM on building digital communities, storytelling and campaigning for change. The three trainings were scored above eight out of ten in their overall satisfaction ratings. The content that participants produced in these trainings reached more than 200.000 users and gained 4.391 reactions. We also aimed at echoing ABEM's work by supporting them in increasing their online reach.

An **online campaign** on "Relationships and how young people experience them" was carried out by ABEM and Yaga Burundi. It reached 505.936 young users and engaged with 67.449 of them who echoed the campaign's message by liking, sharing and commenting.

ABEM increasingly collaborated with Yaga Burundi and [Share-Net](#) over the course of the project. These collaborations helped ABEM to continue contributing towards the main objectives of the project. In addition, to create a link between online information and offline services, we invited young medical students to visit health centres and research the accessibility of SRHR information and services, and the compatibility of available services with young people's needs. They will use the results of their research to advocate for better policies in Burundi.

“

*The collaboration, teamwork in a multi-partner project including RNW Media, Yaga Burundi and ABEM was exciting. Different teams working together towards the same objective though from different places, using different languages to communicate sometimes, brought us the sense of adaptability and flexibility in project management.*

ABEM Member

”



# CREATING ENGAGING CONTENT

We continuously strive to better our engagement strategies so that they speak to the needs of young people, particularly to groups that have been historically excluded.

In 2022, we continued our partnership with [Oxfam-Québec](#) and [Global Affairs Canada](#), to support implementation of the multi-year, multi-country project “Power to Choose” (Pouvoir Choisir). The project aims to contribute to improve the enjoyment of health-related rights for adolescent girls and young women in Bolivia, DRC, Ghana, Honduras, Jordan, Lebanon, and OPT. We focus on knowledge transfer and capacity building of Oxfam local teams and partners (APEE, CIES, and Marsa) in Bolivia, DRC, and Lebanon to engage young women through digital and social media.

To achieve this, we provided trainings on ‘Create Engaging & Persuasive Content’ in all three countries and on ‘Media Campaigns for Social Change & Advocacy’ in DRC led by our member [Yaga Burundi](#). The latter will also be rolled-out in 2023 in Bolivia and Lebanon. At the end of 2022, we started a coaching trajectory on community management of platforms with topics like communication strategy, editorial calendars and moderation. In addition, our partner [SMEX](#) provided an assessment and support on digital safety to Oxfam’s partner in Lebanon.

The 2022 achievements and lessons learned will feed into the final activity in all three countries by developing and publishing a social media campaign planned for roll-out in 2023.



# MODERATING DISCUSSIONS IN ONLINE SPACES

Young people use the internet to ask questions, find information and search for help. Young people also use online spaces to connect with one another and exchange viewpoints on important social and political topics. Online adversities such as bullying and stigma can hinder young people's ability to access information online. Barriers such as hate speech, disinformation and propaganda can disrupt constructive dialogue and discourage young people from participating in these important conversations. We see moderation as a solution to combat these violations.

In partnership with [CARE Nederland](#) (lead partner), [CARE Yemen](#), [Manasati30](#), [SOS Foundation for Development](#) in Yemen and we implement the Women, Peace and Security (WPS) project in Yemen where we aim at improving women's meaningful participation in relief, recovery and peace processes. We work together with our member in Yemen, Manasati30, to campaign and generate discussions among young women and men regarding challenges and opportunities around women's meaningful participation, provide women with a safe online space to discuss the issues they face, and train CSOs on how to campaign in more gender-sensitive ways. Through these efforts, we create movement and open up space for them to influence public discourse.

In 2022, we supported local CSOs in Yemen to better create safe and engaging online spaces: 25 CSOs and 10 online platforms from Aden and Taiz joined trainings on Implementing Online Campaigns, Creation of Gender Sensitive Content, and capacity strengthening for social media administrators on gender inclusion.

“

*I never heard or knew about Yemeni women who contributed to solving family and tribal problems before I see that on Manasati30 platform*

- Respondent, 18-25, Yemen

”

To strengthen digital spaces for dialogue, Manasati30, created a protected separate (online) space for women to encourage greater and safer engagement on taboo and sensitive topics related to discriminatory social norms and Sexual and Gender Based Violence (SGBV) matters. The group has grown to over 1.600 members and content has created more than 21.000 engagements. Manasati30 also provided an online space for sharing of content, including information on referral services to reproductive health and SGBV service centres that was visited by 1.773 women in 2022. Manasati30 produced and published 122 pieces of content, 20 videos, 52 articles, 28 cartoons, two quizzes and 22 reports. To ensure safe and supportive engagement, with particular focus on historically excluded groups, RNW Media and Manasati30 co-developed a conflict-sensitive moderation strategy, with a component of training in order to support partners with their engagement with users.

“

*I realised the woman is able to build an entire country, build a conscious, civilised and educated society, because at the present time she is the most supportive, persistent and struggling figure.*

- Respondent, 26-35, Yemen

”

Our work on amplifying the voices of young people to inform advocacy in 2022 was influenced by a network and cooperation workshop that we organised with partners to discuss priority topics for advocacy campaigns. 30 women activists participated in the networking workshop. We also strengthened influencing through the development of a partnership with the Women National Committee, a government-affiliated body working to

empower women. We shared evidence for advocacy based on various survey results.

In 2022 we organised a workshop to discuss priority topics for advocacy campaigns. 30 women activists participated in the networking workshop, which was strengthened through the development of a partnership with the Women National Committee, a government-affiliated body working to empower women. We shared evidence for advocacy based on various survey results.

“

*Giving my wife an opportunity to complete her university education and encouraging her. Understanding society's need for women in all areas of life.*

- Respondent, 26-35, Yemen

”

Key campaigns were organised on different issues affecting women's rights such as in local mediation, cyber-bullying, mental health, climate change, and promoting positive masculinity through the hashtag “society champions”. The campaign against cyber-bullying went viral with more than 20 regional and local media outlets referencing the campaign. Reach on the [Manasati30 Facebook](#) and [Instagram](#) pages attained 600.000 viewers and 21.000 engagements. The campaign on women's participation in local mediation was another success story. Under the #Support\_Women\_Mediation, community members in Taiz were informed about the importance of women's participation. Offline a public debate attracted 200 people, as well as an article and cartoon contest organised. The campaign reached 1.3 million people online with 70.000 engagements and more than 460.000 video views. Under the “SocietyChampions” we posted 35 times on social media, reaching an average of 1.2 million viewers with 29.000 engagements.



“

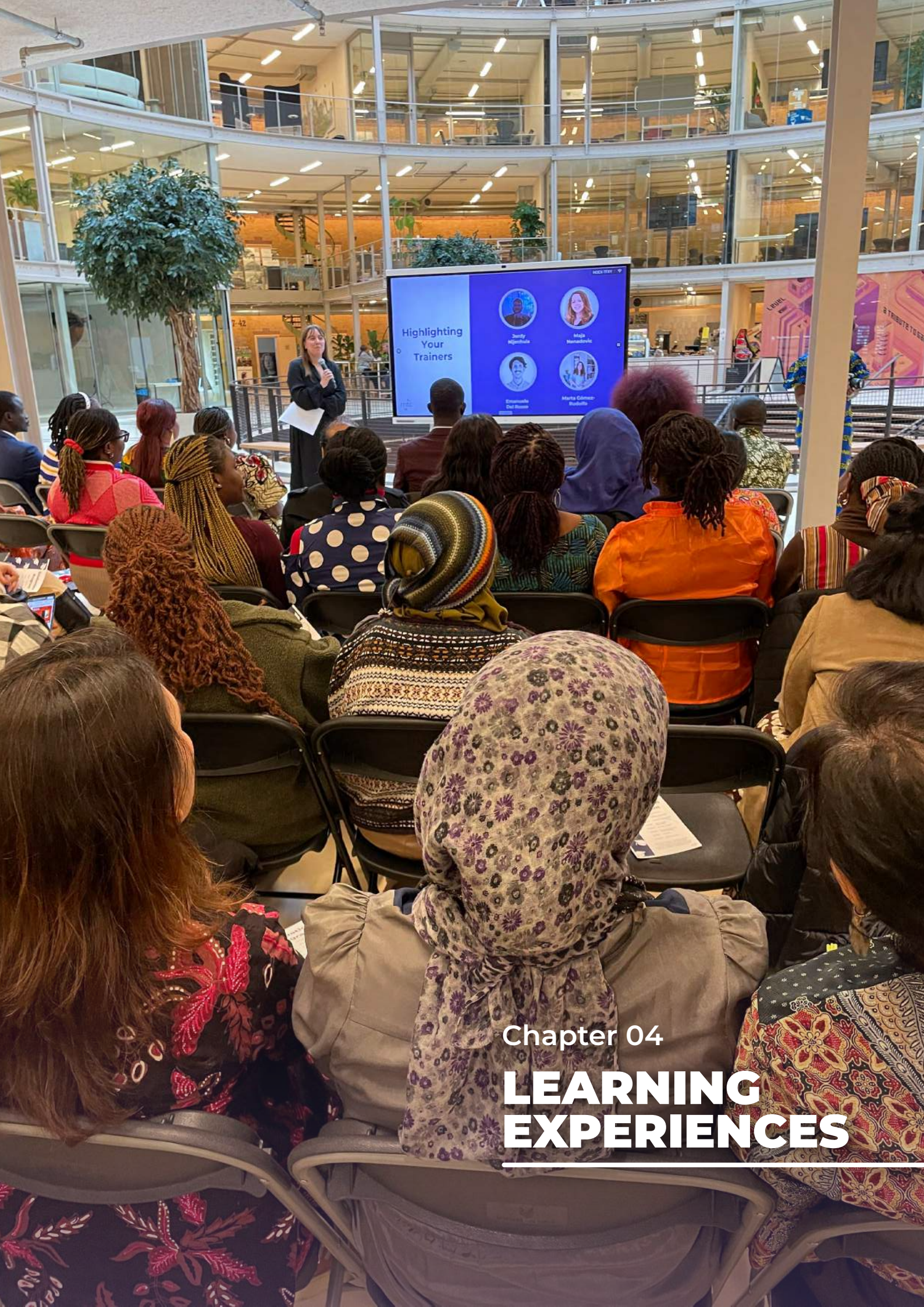
*Regarding mental health, I accepted the issue and changed my position regarding embarrassment from saying that I have depression and advising anyone who has a psychological problem to see a psychiatrist and that mental illness is not a defect, it is like any organic disease*

- Anonymous User from Yemen

”

Our work on moderation and engagement strategies to tackle human rights challenges is not limited to this example. In China, our network member Love Matters China has experienced their community expressing more anxiety, feelings of loneliness and frustration since the pandemic. Search terms including phrases like “dating with me”, “talk with me” and “life without motivation” had increased. [Love Matters China](#) took several steps to meet this challenge. Its moderators started to address mental health topics in language well received by young people and away from any social pressure. Later they attempted to construct a realistic picture of mental health and challenges that all youth are exposed to around the world. Then they invited their audience to share their experience and enter peer to peer conversations if they wish to. The campaign was well received amongst the Love Matters audience. Users expressed relief in finding a safe space to share their thoughts away from stigma.





Chapter 04

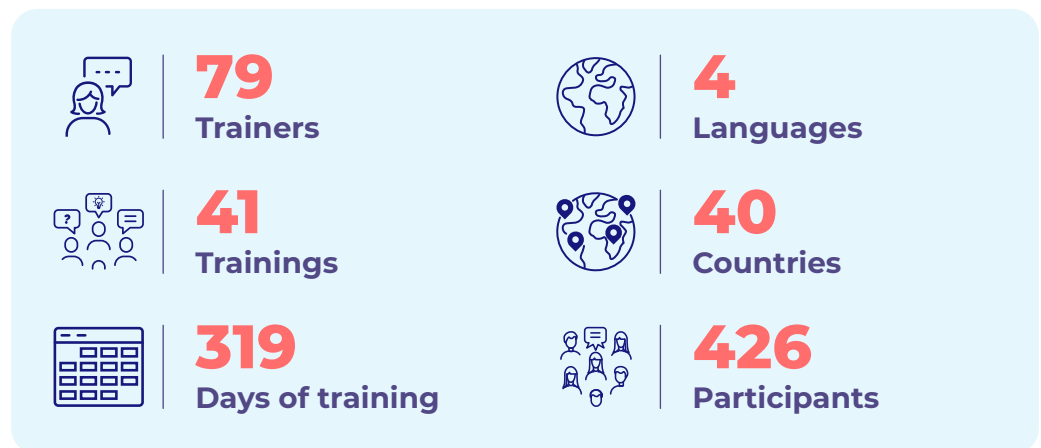
# LEARNING EXPERIENCES



# LEARNING EXPERIENCES

We use digital media to advance the rights of young people, and we train young media makers so they can accelerate change in their societies. We have 55 years of experience in digital media trainings for media professionals which gives us deep knowledge of the field and an invaluable network of more than 5.285 alumni members. In 2022 alone, we conducted 50 learning experiences, in which we trained 428 media professionals from 40 different countries. The volume of our learning experiences (e.g. number of course days) increased by 14%.

All the trainings that we offered were supported with our Online Learning Academy (OLA) which provides an online space for learning content, assignments, instructional videos, and quizzes, with modules available in English, French, Spanish and Arabic. OLA enables pre-and post-engagement with participants allowing for better preparation and follow-up. We also continued to build and professionally develop our network of trainers. In 2022, we worked with 79 selected trainers based in Africa, the Americas and the Caribbean, Asia, Europe and the Middle East.



Our learning solutions are tackling today's pressing media issues, including Media Campaigns for Social Change and Advocacy, Digital Media to Counter Disinformation and Create Engaging and Persuasive SRHR Content. Our approach goes beyond traditional journalism, media and campaigning. Trainings are designed around the core of persuasive storytelling and combine research and theory with rigorous professional practice and creative digital media innovation. Working in this way makes our learning solutions more relevant to media work with a lasting impact in the countries where we work.

We invested in coaching as a structured learning experience through internal trainings and setting up a coaching and trainer skills lab, developing coaching guidelines (e.g. what is coaching, how to identify coaching needs, how to connect to the existing offer of learning solutions; how to prep and conduct coaching), and subsequently provide coaching externally in conjunction with our other learning solutions.

In 2022 our learning experiences focused on two main thematic areas:

- 1. Building safe digital spaces:** from combatting disinformation to moderation to digital security.
- 2. Content creation:** whether it is improving skills like video making and podcasting or using new formats such as games, we introduced new and updated ways of thinking about content and platforms.

To gain further insights into the relevance of our learning solutions we rely on extensive participant feedback post-learning experience, including through conducting an impact assessment around six months after completion. We have found that participants value greatly the learning experiences. The impact assessment over 2021 and the first half of 2022 found that 88.7% of participants say that they apply knowledge, skills and insights acquired during the training in their work. Moreover, according to the training evaluation results, participants report they have increased their competencies by 23% on average across all 2022 learning experiences. Participants also value the diversity of our training pool whom themselves are digital media practitioners with different specialisations and diverse backgrounds. This allows for mutual learning and knowledge exchange, not only between participants, but also between the participants and the trainer. We use the feedback, outcomes and testimonials to identify good practices and points of improvement to be integrated into future design of the learning solutions.



# CUSTOMISED LEARNING SOLUTIONS

Besides our scheduled courses, we also offered customised learning solutions to media professionals, partners and organisations. In 2022, this included some of our partners in the Masarouna and Right Here Right Now 2 (RHRN2) programmes, but also providing training to [The Hague Academy for Local Governance](#) on online learning and masterclasses to the [KIT Royal Tropical Institute](#) on creating digital communities.

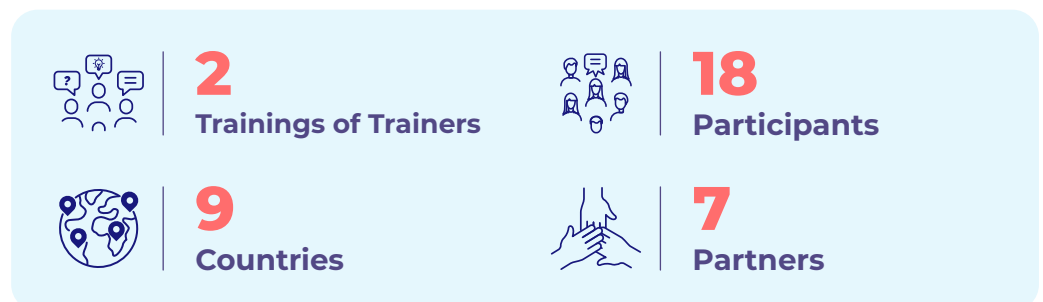
In late June we were invited by The Hague Academy of Local Governance to deliver a half-day workshop on 'Digital Media Solutions for Citizen Participation and Inclusive Governance'. The learning objective of the workshop was to equip participants from national, regional and local governments, NGOs and donor and development organisations with knowledge and skills for successful media engagement to unleash the power of media as agents of meaningful citizen participation and inclusive governance. 23 people from global local governments, International Non-Governmental Organisations (INGOs), NGOs and Civil Society Organisations (CSOs) participated in the workshop, including civil servants and young professionals from Colombia, Egypt, Ghana, Jordan, Pakistan, Uganda, Zimbabwe and more.

In 2022, we reached the final year of the three year programme "Networks for Change" funded by the Ministry of Foreign Affairs of the Netherlands' Communications Hub, in collaboration with [Spark](#). The project focused on prevention and countering violent extremism of young people in the Kurdish part of Northern Iraq (KR-I), with a focus on contributing to the

resilience of young people and paving the way for youth participation. 60 young campaigners were trained and two social media campaigns were co-organised with a total of 1.92 million video views. We hosted a session in our office in Haarlem with a delegation of KR-I of high level authorities that further delved into the challenges that young people in KR-I face and the importance of a combined on-and offline strategy to tackle drivers of violent extremism amongst young people.

Specific training and attention was given to moderation to ensure freedom of expression and safety for everyone involved. The moderation techniques were assessed by Kamil Yilmaz and Joe Witthaker, two researchers from the Swansea University. The experts praised the moderation strategies used as participants were encouraged to express their views and were engaged in further discussion when prompted.

As part of our ambition to establish a learning trajectory and to build learning experiences into our partnerships and activities, we conducted two Trainings of Trainers (ToT) in which we trained 18 partners.



We invested strongly in capacity strengthening with our network members. 11 new local trainers from Burundi, DRC, India, Kenya and Nigeria participated in our first ToT which was designed to enable them to provide capacity strengthening to further partners in the upcoming years. We also rolled out five additional trainings (online and in-person) and one online masterclass for our country coalitions with a total of 101 participants on ‘Creating Accessible Digital Content’ (in partnership with [YUWA Nepal](#)) and ‘Create Engaging and Persuasive SRHR content’. We also developed further learning products such as ‘Create & Moderate Safe Digital Spaces’, ‘Podcasting Essentials: Audio Production for Social Change’, and ‘Vlogging Essentials: Audio-Visual Production for Social Change’.

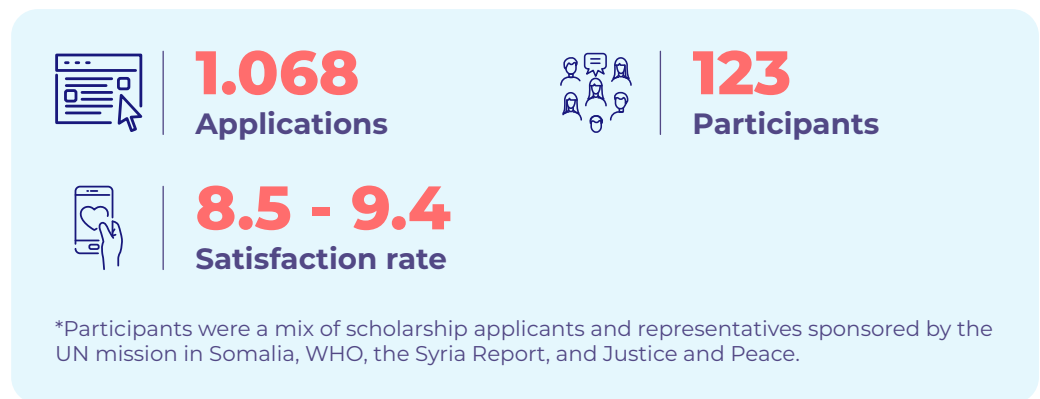
With our second ToT, we designed and implemented an online five-day training with 10 participants from the MENA region. We also organised three trainer lab sessions to further strengthen

the training capacity related to online learning and persuasive storytelling and using the online (e)-learning environment. We are planning to continue this trajectory by organising a second round of multi-day trainings in 2023 for RNW Media's country partners. For the design of our ToTs in the Arab speaking region, we closely collaborate with the [Center for Development Services](#) in Egypt.



# SCHEDULED COURSES

Our branded 'RNTC Media Training Centre' continued to provide scheduled courses through the MENA Scholarship Programme (MSP) and Orange Knowledge Programme (OKP) through scholarships financed by the Dutch Ministry of Foreign Affairs and managed by Nuffic. For the first time since the Pandemic broke out, we were able to convene in-person to provide interactive, practice-oriented offline trainings.



“  
*I sincerely commend the entire RNTC team for giving me the opportunity to benefit from this scholarship, it was eye opening for me and I know this will help me improve on my career through positive impact to my immediate community.*  
”

Ruth, Federal Radio Corporation, Nigeria



“

*The Producing Media for Disinformation Course has equipped me with the knowledge of how to analyse and classify information and formulate a counter/alternative narrative.*

Luther, National Adult Education Association, Liberia

”

“

*I think the practicing gave me the confidence to get the skills and the equipment during the course.*

Dina, Anonymous Organization, Egypt

”

We joined the celebration of 10 years of the Shiraka programme in The Hague by hosting a session “Meet the real change-makers of MENA”. Our guest of honour was Mariam El Marakeshy, RNTC Digital Media Creation alumna who continued to be a part of social change after receiving a MENA scholarship, finishing the course, and returning to Egypt. The event was also a great opportunity to meet various stakeholders, embassies and organisations that are working in the MENA region.



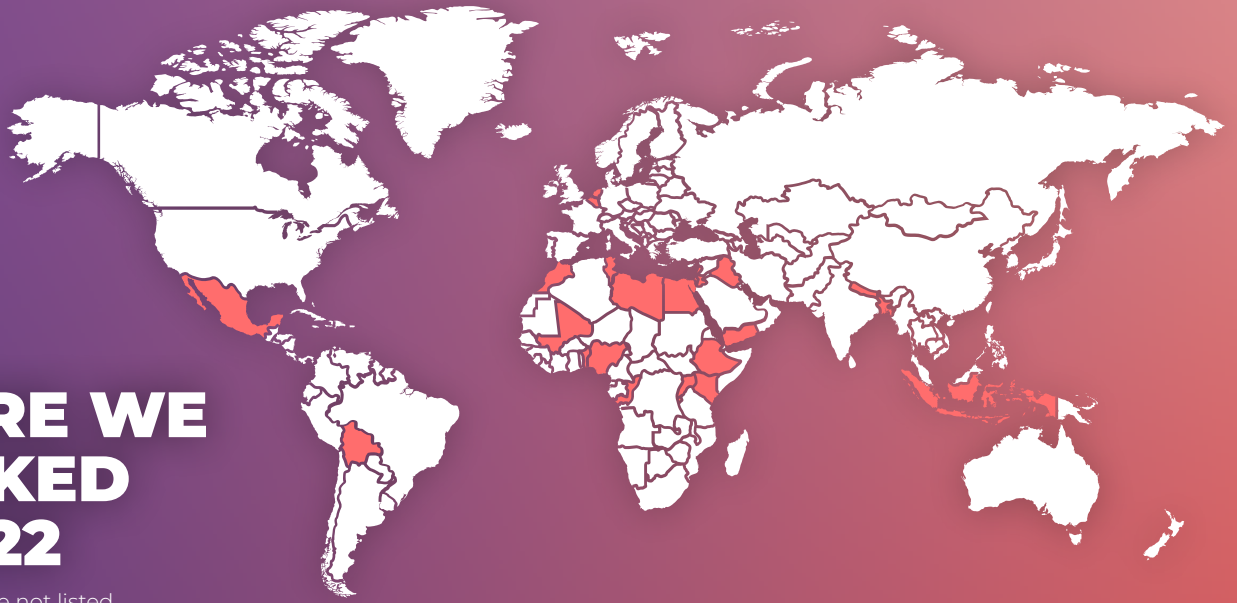
Chapter 05

# **FORGING PARTNERSHIPS AND CONVENING CHANGEMAKERS**

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## WHERE WE WORKED IN 2022

some countries are not listed due to security reasons.



By forging partnerships with changemakers we can unleash young people's potential to drive social change. We co-create digital media and learning solutions with them and accelerate their impact. Collaboration and co-creation with changemakers are essential to make our projects a success and work towards the impact we strive for.

Working in partnership with other organisations allows us to be more effective in accelerating the impact of changemakers, by creating synergies and focusing on our ability to co-create based on our complementarity. In 2022 we:

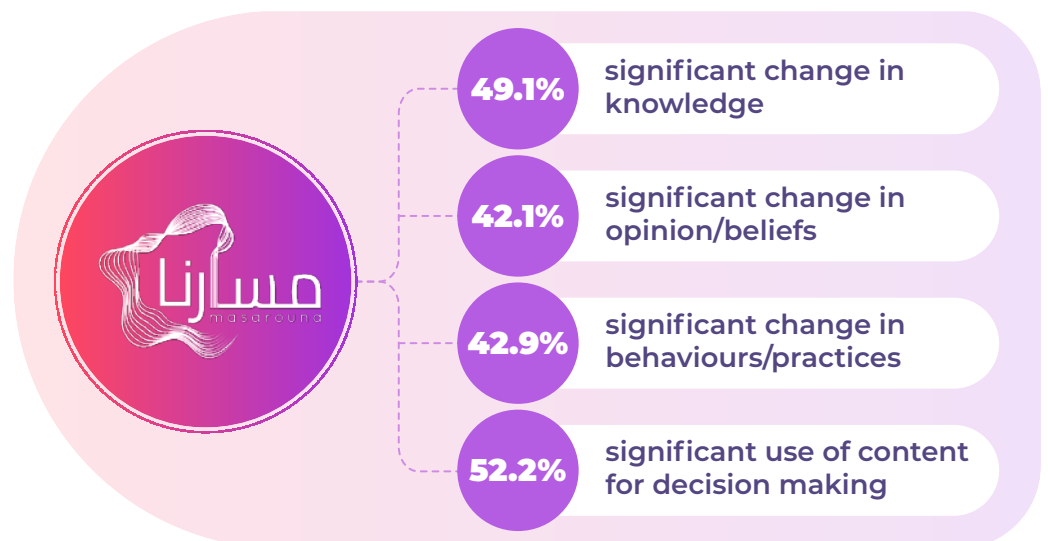
1. Built on mutual learning and fostered the exchange of data insights between changemakers within our network, and jointly developed skills and capacities needed to amplify the impact of our work. Our network collaboration enabled us to bring localised insights to every project and adapt and evolve accordingly.
2. Young people actively engage and interact with digital content. Together with young people and changemakers we co-created effective digital media solutions, thereby engaging young people at scale so they could make informed decisions, advance their rights, and affect society.

- Gathered insights of young people’s interests and concerns via youth-centred platforms. This data enabled us to co-create effective youth-centred digital media solutions resulting in social change.

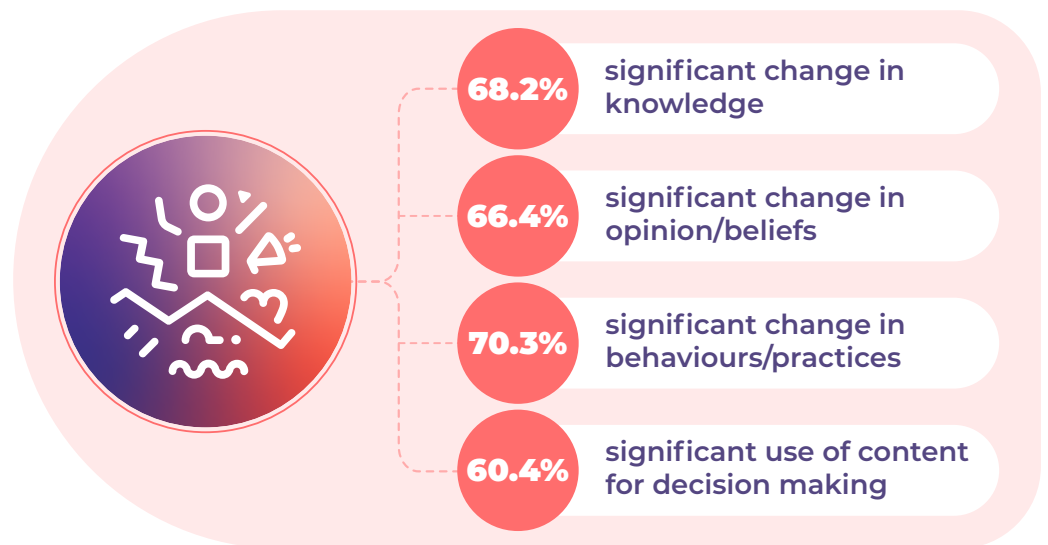
In 2022 we partnered with different organisations with the ambition to meet young people where they are; which is more and more in digital spaces. We continued our partnerships with renown organisations such as Aflatoun, Amnesty International, Free Press Unlimited, Oxfam Quebec and Oxfam Novib, Plan International Nederland, Rutgers, Terre des Hommes, UNESCO, War Child, and many more.

Next to partnering a great number of organisations and ambitious local changemakers, we continued to be a part of three consortia. Masarouna, programme led by **Oxfam Novib**, and co-implemented with **Fe-Male** and **SMEX**, mobilises the power of young people in MENA so they can enjoy their SRHR.

The MENA region remains a challenging environment due to online censorship and a lack of (online) reliable information, but also generally as a result of cultural sensitivities and political restrictions around health and rights of women and historically excluded groups such as the LGBTQI+ community. In 2022, we collected data from **Love Matters Arabic**, **Masaraat** and **Muntada** to show the impact of our digital media and learning solutions delivered within the scope of the Masarouna programme.



RHRN2 is our strategic partnership with [Association Marocaine de Planification Familiale](#), [ARROW](#), [CHOICE for Youth and Sexuality](#), [RHU](#), and [Rutgers](#) (lead partner). We work in 10 countries to ensure young people aged 10-30, including commonly excluded groups of young people (especially young girls and LGBTQI+ youth), can claim their SRHR in gender just societies. The data we collected from two partners of the RHRN2 programme – [Love Matters Kenya](#) and [Yaga Burundi](#) shows that they managed to create social change, accelerated by the work done with RNW Media.



In partnership with [CARE Nederland](#) (lead partner), [CARE Yemen](#), [Manasati30](#), and [SOS Foundation for Development](#), we implement the WPS Yemen programme. Through this programme we aim to improve women’s meaningful participation in relief, recovery and peace processes. Women Peace Security Yemen works towards improving women’s ability to participate and influence relief, recovery and peace processes. The programme is geared towards women from 18-50 years and including those are commonly excluded (Muhamasheen, Internally Displaced Persons and women with disabilities) both nationally and in the governorates of Aden and Taiz.



**19**  
Members



**22**  
Digital communities



**17**  
Countries

In 2020, we established the RNW Media Network. The Network provides an opportunity to share knowledge and expertise, thus strengthening the members' impact. The RNW Media Network is a network of media-makers and media collectives who build and grow digital spaces for young people around a range of human rights issues. The RNW Media Network shares knowledge and expertise, strengthening each other and providing a linking and learning opportunity for its members and helps them adapt to the most recent global developments. Today, our Network consists of 19 members operating 22 digital communities in 17 countries.

Members of the RNW Media Network is comprised of a mix of local organisations we collaborated with since 2011, and new partner organisations that decided to join the network. Members co-create products and services, share findings and discuss global trends and solutions. They can also join our trainer pool to offer their expertise on using online media for social change to a wider audience.

In 2022, we played a convening role through the organisation of a [Digital Space Jam](#) bringing together members and partners from the RHRN2 and Masarouna programmes to reflect on the opportunities and challenges of the digital space. Through a

hybrid multi-day event, 45 participants discussed timely topics such as Decolonising Data and the Feminist Internet.

Using the expertise of our Network member, [YUWA Nepal](#), we developed a masterclass on digital inclusion that can now be offered to our clients worldwide. Another example is tapping into the expertise of [NairoBits](#) in digital literacy. NairoBits has immensely contributed to sharpening our Digital Rights Agenda and our thinking on user literacy and its different dimensions.

[Love Matters Arabic](#), based in Egypt is our long-standing partner and member of the RNW Media Network. They produce shame-free and pleasure-positive content on sexuality education in Arabic and reach beyond the Egyptian population to connect with 53.778.328 young Arabic-speaking users. Love Matters Arabic was founded in 2014 and is one of the founding members of the Network and ever since they have been sharing their expertise and best practices in offering online sexuality education and moderation strategies as well as advocacy.

In 2022, Love Matters Arabic delivered three trainings to 56 policy makers to improve their understanding of women's challenges in the context of Egypt. Following the trainings, two female parliamentarians used the knowledge of gender-sensitive tools offered by Love Matters Arabic and referred to online testimonies from Love Matters Arabic platforms to address women's rights in the parliament. In Egypt, young single women are often denied the permission to stay in hotels alone. Many women spoke out about this online. In reaction, an Egyptian parliamentarian, who participated in one of the trainings, issued a briefing note for the Parliament highlighting the contradictions of these norms with the Egyptian constitution. Similarly, another parliamentarian challenged the decision of Egyptian authorities regarding reducing street lighting for the purposes of energy saving. In her plea, she pointed out the implications of this decision on women's safety and asked for a reconsideration. Both examples showcase significant change to influence policymakers through online work.

In 2022, the Network members rated their satisfaction with the Network at 77%. In 2023, we have the ambition to expand the network with 10 new members.



*"As one of the newest members of the RNW Media Network, we are yet to participate in all the varieties of activities but there were a lot of learning points from the last and only monthly meeting I attended. It was an opportunity to know what other network members are doing in their areas. Understanding that RNW Media is available for technical support required during the drafting of the proposal was very helpful."*

- YUWA Nepal

*"Learning events and trainings directly affected the performance, especially with regard to digital platforms, how to go viral, and how to deal with hate speech. During the Digital Space Jam, the cooperation was very fruitful in bringing main ideas to the 16 Days of Activism campaign..."*



- Masaraat, Center for Development Services (CDS) (Egypt)



*"The meetings have exposed us to the amazing work of other network members, from whom we have learned a lot. The data studio and Hootsuite workshops also exposed those members of our teams that were previously not trained in these amazing analytics programs."*

- HIVSA Choma (South Africa)

*"We worked on social listening projects together with RNW Media staff, and that has added hugely to my skillset that now I can conduct social listening projects myself."*



- Manasati30 (Yemen)



*"Update on the new trends, knowledge opportunities, being a member of the digital sex-ed hub all made me better as an individual and our organisation is better placed with a better built capacity."*

- Media Health and Rights (MHR) Initiative of Nigeria



A photograph of three individuals—two women and one man—standing against a textured orange wall. They are all holding professional cameras, suggesting they are photographers or content creators. The woman on the left has a serious expression, the man in the center is neutral, and the woman on the right is smiling.

# CONVENING CHANGEMAKERS IN ONLINE COMMUNITIES

**The Digitalisation Community of Practice** – In March 2022, we officially launched the Digitalisation CoP together with the digitally savvy organisations, also called “Digital Champions”, as they are expected to champion digital media strategies within their country coalitions. Co-led by RNW Media and Love Matters Kenya, the CoP aims to enhance mutual learning, improve knowledge and foster innovation between the different country coalitions. In 2022, the CoP consisted of 9 members from Benin, Burundi, Ethiopia, Indonesia, Kenya, Morocco, Nepal and Uganda. The Digitalisation CoP has been an essential mechanism to accelerate the impact of country partners to drive social change through the exchange of expertise on digital media and data. In total, we held six sessions, including the [Digital Space Jam](#) online, and offline events. Each session delved deeper into two subjects related to digital media for social change, with an emphasis on interaction between the presenter and audience. In 2023, the Digitalisation CoP will grow with additional members from Bangladesh, Indonesia, Morocco and Tunisia.

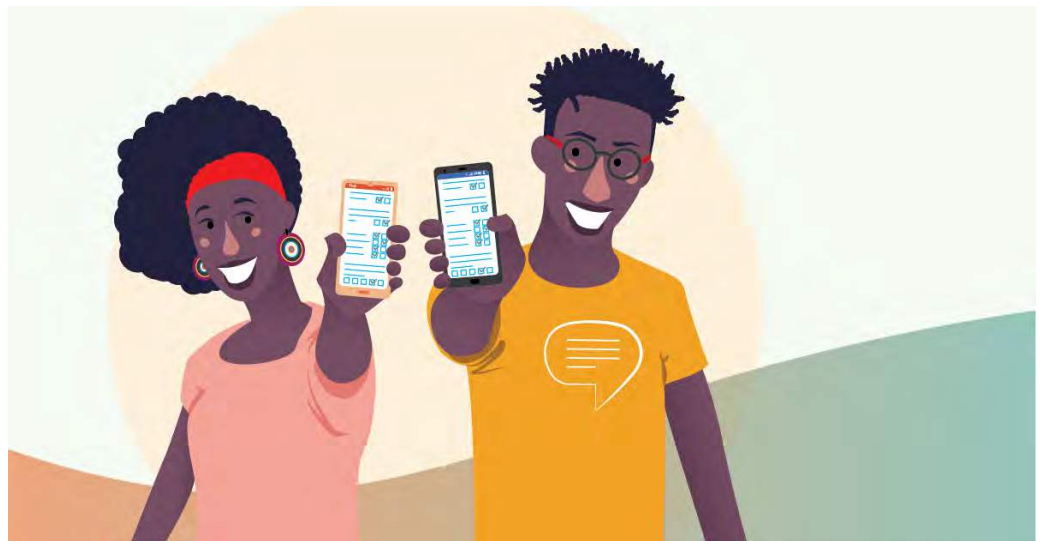
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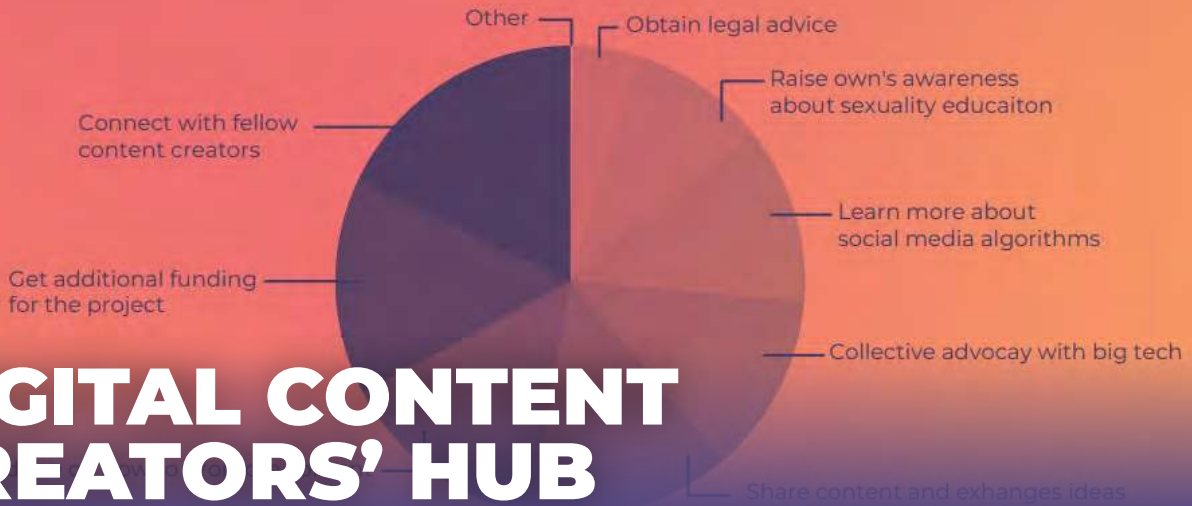
*We have learned so much from other members of the CoP. For example, the presentation for YUWA Nepal on working with young people with disabilities (YPWD) has really changed the way we produce content on YPWD. Before, we did consult someone from the community, but now we co-create content with YPWD. This has helped to create stronger content which is much more relevant to the community.*

- Love Matters Kenya

”

**The Love Matters Homebase** – In 2022, together with the RNW Media Network, we finalised “**The Love Matters Homebase**”: a collective content bank and collaborative space to facilitate the creation and exchange of digital content in a wide variety of formats between users and content creators. This is another example of our co-creation with our partners. All members and partners can use the Homebase and its resources in 2023 and elements of the Homebase will be integrated in our learning products. It encourages partners to share their content assets such as infographics, videos and social media images and allows them to download content assets for their own inspiration and adaptation. Love Matters Homebase facilitates mutual capacity strengthening and learning exchange. We are following an iterative design process, so will regularly solicit input from users to ensure the tool is useful, user friendly and relevant. All information is available to download in French and Arabic. Next year our partners will review the current repository so that it aligns with contextual differences in the region and uses the right language for optimal use.





# DIGITAL CONTENT CREATORS' HUB

Funded by [UNESCO](#), the Digital Content Creators Hub is yet another example of our efforts to convene young changemakers and accelerate their impact. The vision of the hub is to co-create an actively safe, accessible, and joyful global (online) space, that is collectively owned and led by the content creators. An environment that enables equitable, inclusive, and collaborative ideation, sharing and learning, practices transformative solidarity, and advances collective action. By joining the Hub, content creators can invest in their professional development through upskilling, networking, and potential funding opportunities.

In April-May 2022, we conducted a global online survey with the digital content creators on the hub. They develop and share information online about sex, sexuality, pleasure, reproductive health, puberty, love and relationships. Over 200 digital content creators from around the world participated in the survey, sharing not just the challenges they face in their work, but also potential solutions that can help them in their efforts to engage with young people on diverse topics pertaining to comprehensive sexuality education and SRHR.

More than 50% of survey respondents cited developing and sustaining partnerships and collaborations as a key challenge to their work, while nearly 70% of those who participated in the survey shared that connecting with their peers and fellow content creators could help address many of these challenges. In fact, nearly 90% of survey respondents supported the idea of having a collective space, such as the creators' hub, to build a support system and solidarity among digital content creators globally. We used the findings of the survey to inform interventions and strategies. Below we share some of its main results. You can see the full results of this survey [here](#).



We also launched the Innovation Award that supported hub members with implementing innovative solutions to advance digital sexuality education for young people. Three innovative projects were selected from Argentina, India and Turkey and will receive seed grants for the successful implementation of their initiatives.





Chapter 06

# FINANCIAL OVERVIEW

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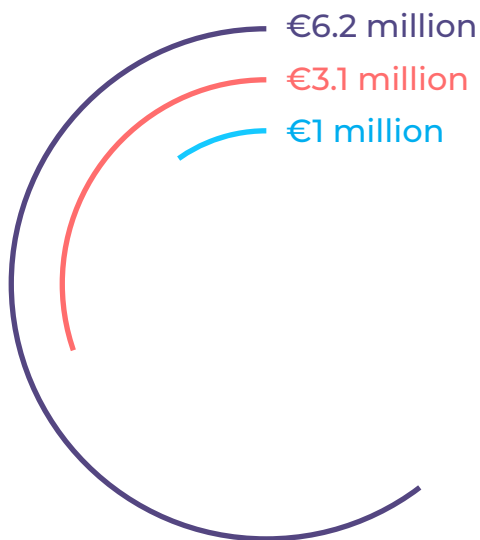


# FINANCIAL OVERVIEW

## INCOME

Total income  
**€10.3 million**

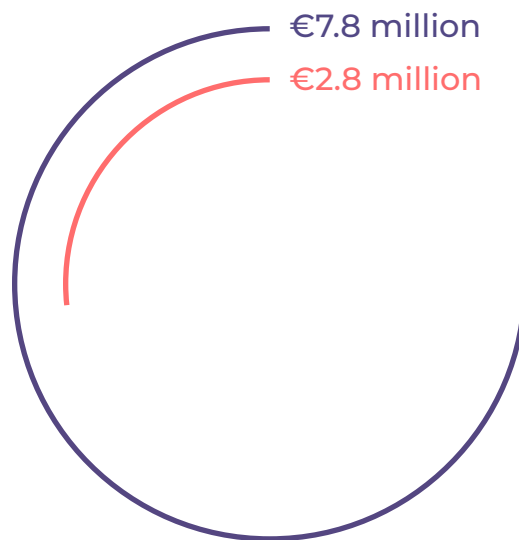
- Strategic partnerships
- Other project income
- Other



## EXPENDITURE

Total expenditure  
**€10.6 million**

- Externally funded project expenses
- Other expenses



For more information, please see our [management report](#) on the website.