



# OPEN SOCIETIES POWERED BY DIGITAL MEDIA



## STRATEGY 2025-2027

## WHO WE ARE

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

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

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

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

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

## WHO WE SERVE

We exist to serve independent and public interest media, especially youth-, women-, and migrant-focused digital media operating in restrictive setting. Their audiences, often underserved, are our ultimate beneficiaries because they can make informed decisions in a pluralistic media landscape.

## WHAT WE DO

- Develop integrated digital media solutions with and for media makers
- Facilitate media coalition, partnership and movement building
- Research and advocacy for sustainable media funding and tech accountability

**500** Million  
people reached  
every year

**89.6%**  
audience reported knowl-  
edge and attitudes change

**8.3/10**  
partners  
satisfaction rate

**94%**  
of alumni reported a  
positive career impact

**95** Million  
social media interactions  
in recent 5 years

**58.3%**  
audience reported  
significant behavior change

**10.000**  
journalists and media  
makers trained

**2**  
major tech policy wins

### VISION

Open Societies Powered by Digital Media!

### MISSION

We support independent digital media to champion human rights and advance the public good.

### SLOGAN

Our slogan marks our role as a pioneer:  
We ReNeW media!

### VALUES

Curious. Adaptive. Fresh. Synergetic. Inclusive

## AREAS OF EXPERTISE

We work towards two focus areas: Media Viability and Information Integrity. Our work on media viability aims to foster pluralistic, quality and resilient media. Our work on information integrity aims to foster an inclusive, safe and reliable digital space.

Together, they form the foundation of a diverse, resilient and trustworthy digital media and information ecosystem that upholds democratic values and fosters open societies.

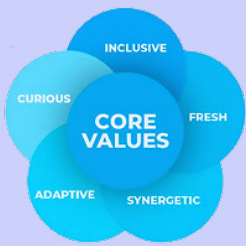
Three cross-cutting themes we work toward are ethical technology and AI deployment, and democratic discourse on gender and migration.

### GUIDING PRINCIPLE


- Put audience first
- Promote sustainability
- Advance human rights

### APPROACH


- Co-creation
- Data-driven



### APPROACH



**Co-Creation**




**Data-Driven**


### GUIDING PRINCIPLES



**Audience First**



**Human Rights**



**Sustainability**

### AREAS OF EXPERTISE



**Media Viability**  
Foster pluralistic and resilient media that sustains impact



**Information Integrity**  
For inclusive, safe, and reliable digital media spaces

### CROSS CUTTING THEMES

**AI**



**Gender**



**Migration**



## WHAT WE DO

### SUPPORT INDEPENDENT DIGITAL MEDIA TO CHAMPION HUMAN RIGHTS AND ADVANCE PUBLIC GOOD

#### Develop integrated digital media solutions with and for media makers

We co-create innovative and locally relevant digital media and learning solutions that drive reach and engagement, sustainability, and impact. Our training center, RNTC, provides professional capacity building to journalists and media makers.

#### Facilitate media coalition, partnership and movement building

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

#### Research and advocacy for sustainable media funding and tech accountability

We conduct evidence-based advocacy on increased funding for public interest media, and tech platforms accountability, as well as reducing the gap between EU digital media and tech policies with global challenges.

## Resilient And Trustworthy Digital Media

### Short term outcomes

- Strengthened media professionalism and capacity for authentic, persuasive and rights-based digital reporting
- Enhanced solidarity and knowledge-sharing through collaboration and advocacy networks
- Integrated data and research to advance the right to access to information, freedom of expression, safety and well-being

### Medium term outcomes

- Public interest media consistently implement ethical and impactful media practices, leading to sustained authentic, persuasive and rights-based reporting
- Collaborative advocacy efforts influence media sustainability, tech platform accountability, and digital media and tech policies

### Long term outcomes

- A resilient public interest media ecosystem strengthened to uphold media pluralism and democratic values
- Increased public trust in media as a credible and reliable source of authentic information

## Digital Media As A Cornerstone For Open Societies

### Short term outcomes

- Increased engagement, awareness, and attitudinal shifts toward authentic, persuasive and rights-based digital narrative and discourse

### Medium term outcomes

- Narrative and discourse shifts toward pluralism, inclusivity, and rights-based narratives in digital media spaces
- Strengthened coalition-based advocacy, amplifying media sustainability and tech platform accountability efforts

### Long term outcomes

- Sustained social norms change reinforcing democratic values, public interest media & information integrity
- Policy changes and systemic reforms supporting media freedom, viability & the right to access to information and freedom of expression.

## IMPACT

**A world where independent and public interest media empower informed, open and democratic societies**



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