



RNW MEDIA ANNUAL REPORT

2021



—
digital communities
for social change

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RNW MEDIA IN 2021



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.





Values

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

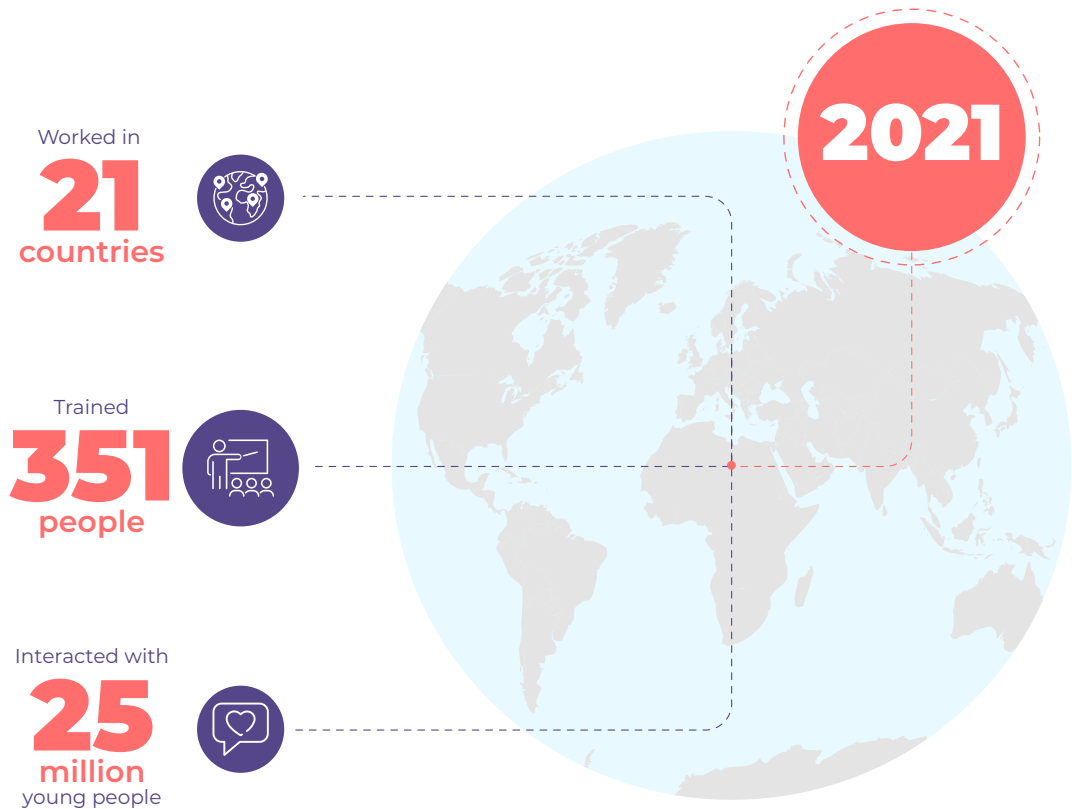
Operating at the intersection of digital media and international development shapes our creative nature: we continuously reinvent, rethink and refine to get to fresh and unique approaches.

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.



RNW Media is located in the Netherlands and, since January 2022, has its office in Haarlem. In 2021, we worked with strategic implementing partners in Africa, Asia, Latin America and the Middle East. Our reach extends beyond borders, with young people accessing our digital media solutions in high numbers from many other countries. And through our RNTC - branded Media Training Programme in 2021, we conducted 38 trainings in which we trained 351 media and communications professionals from over 40 countries.

ONLINE ENGAGEMENT

	TOTAL SOCIAL MEDIA REACH *	788.4 million
	TOTAL NUMBER OF WEBSITE USERS	22.7 million
	TOTAL INTERACTIONS	25 million
	SOCIAL MEDIA COMMUNITY	13.6 million



* This is the first time that we provide this indicator, as it is only since 2021 that this indicator is more reliably measured in Meta insights.

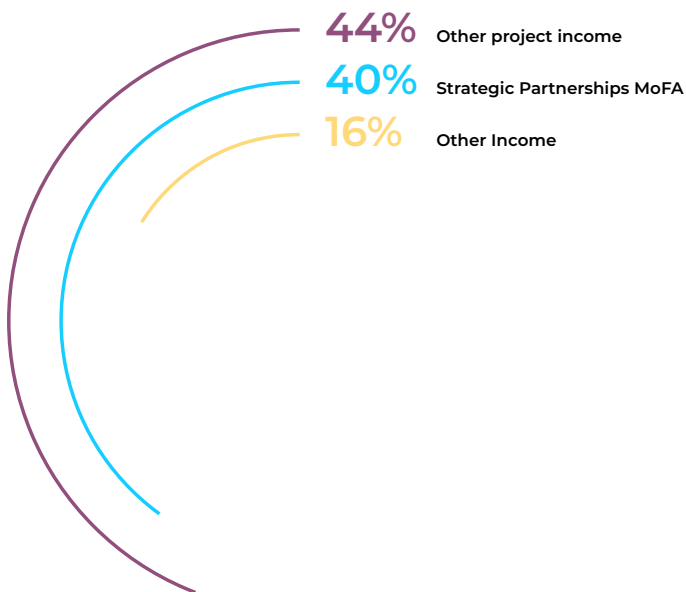
54
employees



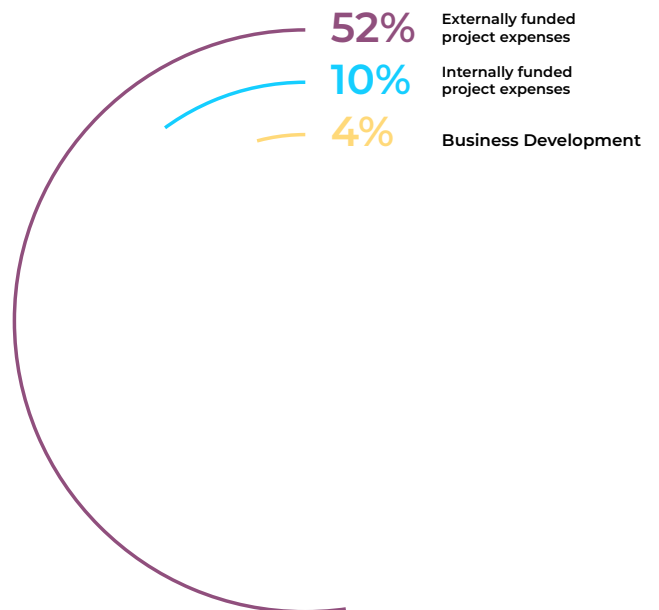
19
nationalities

INCOME AND EXPENDITURE

Income



Expenditure





A MESSAGE FROM OUR CEO

Dear friends,

We already expected 2021 would be a difficult year for young people around the world. The pandemic, even more than in the first year, laid bare and intensified the inequalities and injustices that young people face online.

With over 70% of young people worldwide being online and using the internet, we see huge opportunities to address these inequalities and injustices. The active engagement of young people in international development is central to achieving sustainable, inclusive, and stable societies. It is also the number one reason for us as an organisation to emphasise that the rights of young people in the digital environment must be respected, protected and fulfilled.

Over the past few years, we interacted with around 20 million young people a year through our own platforms based in 13 countries. We now work worldwide with experts on Sustainable Development Goals relevant for young people and have been able to accelerate their impact. Regardless of the challenges young people have been facing, I am proud to see that in 2021 together with our partners we have engaged with over **25 million** young people.

We remain ambitious. We want to ultimately achieve impact at scale. In our strategy, we have outlined that by 2030, through digital media, globally, one billion young people can make informed decisions, advance their rights and positively affect

their societies. In order to reach this goal, RNW Media will work to catalyse the impact of the changemakers we work with. While digital media is often seen through the lens of risks, we have proof that if you manage the risks, digital media has enormous opportunities to instigate lasting social change. Data has even shown us in real time that we can multiply the impact of the changemakers we work with and as such social media can have a huge accelerating effect.

For RNW Media, 2021 was a very dynamic year, despite the limitations in our physical movements due to the pandemic. These dynamics are the results from the many steps we have taken. Our new strategy *“Let’s get digital!”*, has come to life, built on the foundations of the Citizens’ Voice, Love Matters and In the Works digital communities, that have now been handed over to local entities. In 2021, we focused on our added value to the sector: we outlined our role of accelerating the impact of youth-centred changemakers and worked with those who, like us, want to unleash the potential of young people and together with them, create digital media solutions.

2021 for RNW Media has also been dynamic physically though, as we prepared for our move in January 2022 to our brand-new office space at ‘the Koepel’ in Haarlem. While it is exciting to see how this place is opening possibilities for new partnerships, I feel truly fortunate with the partners we already work with. Together we have grown into new relationships while staying close to each other. The positivity, resilience and drive of these partners have inspired us.

I am also very proud of all colleagues at RNW Media, a team of young talented professionals: from passionate thought leaders and human rights experts to tech savvies, digital media innovators and experienced trainers. Last but not least, I am also grateful to our Supervisory Board members, who represent similar areas of expertise. We have all remained connected in a time when connection was quite a challenge, because of our shared commitment to a world in which young people get the information they need to make informed decisions.



▶
RNW Media's
Supervisory Board



2022 will be the second year in which RNW Media will be working on building evidence for the acceleration role we have taken on. It will also be the year in which implementation of the Strategic Partnership Programmes, for which we received funding from the Dutch Ministry of Foreign Affairs in 2021 and which are now fully set up, will take place.

We will also gratefully use the grant of the Dutch Postcode Lottery which enables us to further develop our digital expertise. Last but not least, we will be celebrating 75 years legacy of innovative media in 2022, as this year it is exactly 75 years ago that RNW Media was set up! I hope that you will join us for some festivities, and I am really looking forward to further co-create on what we learnt together with you, our partners and colleagues to unleash the potential of young people, as they are the ones with the power to drive change in the most effective and sustainable ways.

Young people's challenges

We are living in an increasingly digital era. The boundaries between online and offline spaces are often blurred and for many young people these boundaries are hardly existent. Young people look for online channels to find reliable information, engage with one another and explore a world beyond their reach. In total, over 70% of young people worldwide are online and using the internet, compared with 48% of the total population, making young people the most digitally connected age group.

Connecting with young people through digital media is thus instrumental in our approach to achieving sustainable, inclusive, and stable societies by 2030, but young people experience different challenges:

- Limitations in universal digital access and connectivity and a general lack of quality standards and accountability for digital products and services which exposes young people's online safety and security;
- Safe digital spaces with moderation and both youth-centred and fact-based content that stimulate constructive dialogue around sensitive topics are scarce; there is an abundance of mis- and dis-information and online censorship;
- Young people's voices and human rights are not always taken seriously, and they are often excluded from policy creation and decision-making processes.



OUR STRATEGY: "LET'S GET DIGITAL!"

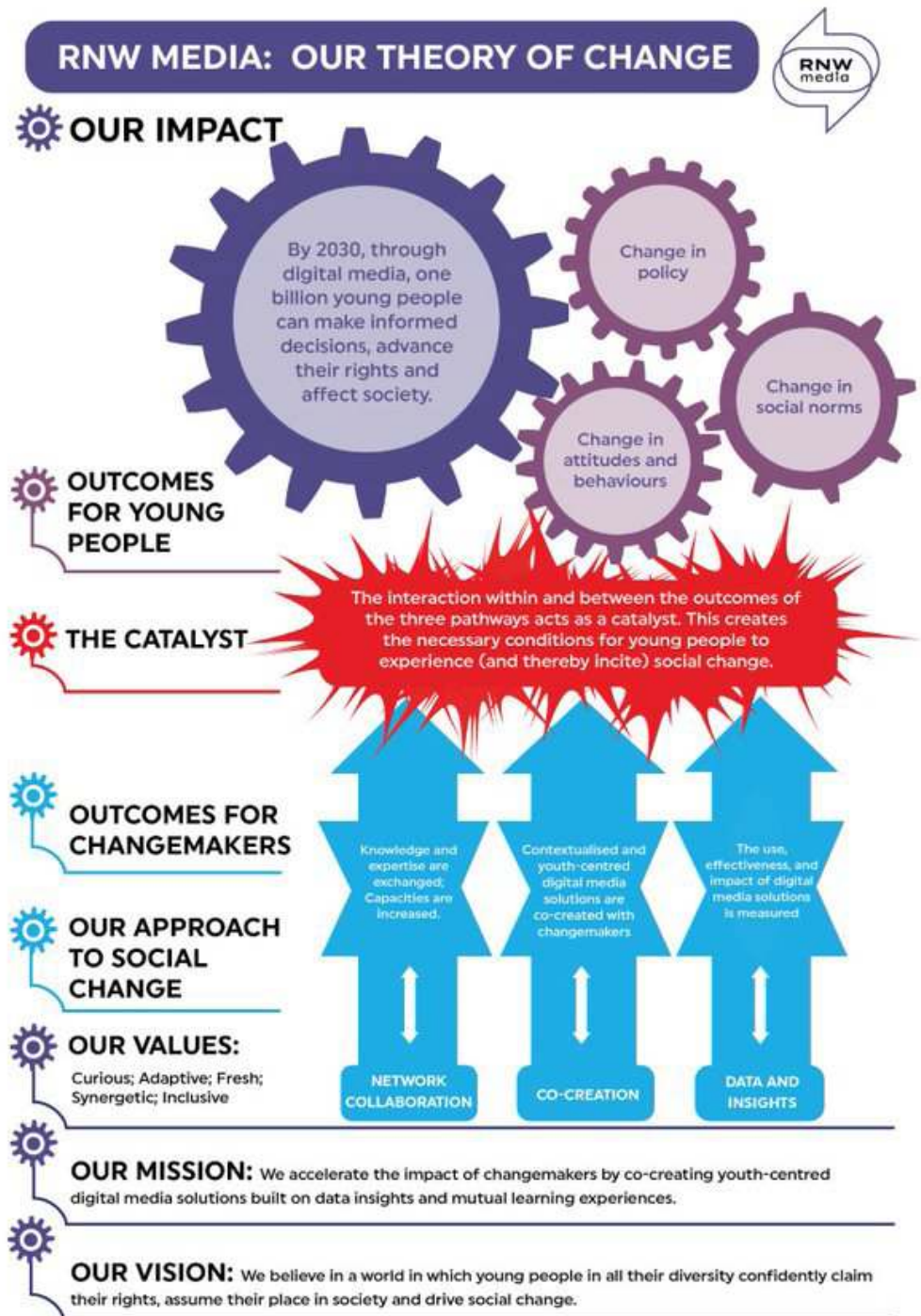
In our 2021-2023 strategy *"Let's get digital! Three years of action to unleash young people's potential: co-creating innovative digital media for social change"*, we outline the change we strive to achieve: by 2030, through digital media, globally one billion young people can make informed decisions, advance their rights, and affect society. Our 2022 organisational plan and priorities are guided by 5 strategic objectives. These strategic objectives have been developed in 2021 to ensure we work in a planned way to reach our 2030 impact objective:

1. **Financial sustainability:** by 2023 RNW Media will be a financially sustainable organisation, which means that we will have a variety of funding sources and we will be breaking-even. In order to achieve this goal, we have calculated what funding we need to have secured for 2022 and 2023, using 5 different income models.
2. **Growing network:** by 2023, RNW Media will facilitate a vibrant network of changemakers that focuses on learning and sharing knowledge, innovation and expertise to produce high quality (digital) interventions to achieve social impact. In 2022 this means that, amongst others, we will develop a network governance structure, a network fundraising strategy and prioritise the funding for network structures and systems and for collaboration within the network.

3. **Inspiring work environment:** by 2023 RNW Media offers an inspiring environment to work in which includes a motivated and well-functioning workforce. All colleagues have access to a working space at the Koepel in combination with working from home; everyone can access systems and tools in an autonomous, efficient and easy way; processes are clear and aligned with the work; we have a solid project driven way of working and structure. In 2022 the focus is on our collective culture journey, with aligned core values and priority behaviours, processes and systems. Also this year, a perspective on Diversity, Equity and Inclusion (DEI) will be included in the existing projects and organisational priorities (e.g. partnerships, products & services, HR).
4. **Quality interventions:** by 2023 we are the expert on innovation-driven and high-quality digital media, data-driven and youth engagement products and services-provision with a competitive edge. We will continue to build on our multi-year track record and invest in creating quality interventions by co-creating various products and services. In 2022, as a first step, we will focus on operationalising our organisational M&E framework (based on our new Theory of Change) and aligning our KPIs with the externally funded projects. We will also further develop, refine and implement our product development cycle, and integrate innovation as a cross-cutting priority within this cycle. We will also focus on the betterment of existing products and services and the development of new ones.
5. **Co-creative iterative approach:** by 2023 our co-creation is an iterative approach, which is based on sensing, visioning, prototyping, and scaling. The purpose of this strategic objective is to guide and structure 'how' we collaborate and manage innovation in new product and service development. In 2022 we want to pilot a facilitated co-creation process, which will support determining the different steps on the job. We are currently looking into the different projects for a pilot.

The launch of our strategy led to the revision of our vision, mission and values and organisational Theory of Change. In 2021, we changed to a project-driven organisational structure and way of working. The 'Enabling the Next Generation' programme (2015-2020) funded through an institutional grant from the Dutch Ministry of Foreign Affairs, laid the foundations for RNW Media to build a successful partnership process. With the aim to strengthen civil society in contexts where the human rights and basic freedoms of young people are under threat, RNW Media in 2019 invested in an in-depth analysis of the situation and capacities of

each team and based on this assessment in the years following, tailored sustainability roadmaps were designed. A series of capacity strengthening activities were then facilitated in different areas related to organisational and financial management. Partners were provided with a sustainability budget and support to attain an independent legal status, set up their systems and strengthen their capacity. Given the unique country contexts, some partners have joined forces with other local or regional organisations and others have become local legal entities.



We continue to work in countries where the human rights of specifically young people are under threat. Many of these countries have large young populations which we believe hold the power to drive change. We focus on the ambition of young people to shape the societies they live in and live fulfilling lives and we meet them where they are, which is more and more in digital spaces. Our mission is to accelerate the impact of changemakers by co-creating youth-centred digital media solutions built on data insights and mutual learning experiences. We work with those who, like us, want to unleash the potential of young people aged 15 to 30.

Finally, in 2021, we have invested in growing a culture of trust, accountability and facilitative leadership. The Sustainable Development Goals relevant to young people are our compass, with change in behaviour, attitudes, social norms and policies our ultimate goal.

How we accelerate impact

We partner with diverse changemakers such as civil society organisations operating internationally and locally, formal and informal media makers, human rights activists, academia, digital networks, the private sector and others, to accelerate their work and achieve bigger impact. We co-create digital solutions which are contextualised and youth-centred. Our moderation guidelines and human rights-based approach allow for different viewpoints to be shared, creating a safe environment for young people in all their diversity to express themselves, make informed decisions based on fact-checked information and engage in moderated conversations.

By collecting and analysing data on young people's needs, concerns, and aspirations, we gather insights together with our partners, to understand the key topics impacting young people that we need to address. We work to ensure that young people's voices are amplified by bringing online discussions to offline events involving policy makers and vice versa. With our capacity strengthening efforts we provide unique and contextualised learning experiences on the use of media for social change to both individuals and organisations. Through our international network members and engagement with diverse participants in our courses, we are able to learn from each other and adapt to the most relevant developments across the globe.

Through three pathways we co-create digital media solutions with changemakers and accelerate their impact:

1. Building on mutual learning and the exchange of data insights between changemakers within our network, we jointly develop skills and capacities needed to amplify the impact of our work. Our **network collaboration** enables 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 other changemakers we **co-create** effective digital media solutions, with the purpose of accelerating the joint impact through engagement of young people at scale so they can confidently claim their rights in all their diversity, assume their place in society and drive social change.
3. By capturing and analysing user-generated **data** on youth-centred platforms, we build **insights** into young people's interests and concerns. These insights enable us to co-create effective youth-centred digital media solutions resulting in social change.



DIGITAL RIGHTS AGENDA

As an international digital media organisation working for social change - we understand digital media, how young people use it and how imperative it is to promote, protect and defend the rights of young people in that digital space. Digital rights are defined as human rights in the internet era that allow people to access, use, create and publish digital media, as well as access and use technological devices and communications networks. For young people this means, amongst others, that they should be able to meaningfully connect to the internet and have access to age-appropriate and youth centred digital content, and information from a wide diversity of trusted sources.

In 2021, RNW Media elaborated a Digital Rights Agenda focusing on two pillars of change to guide, influence and inform our work in digital rights:

Digital inclusion

The Covid pandemic has exacerbated the pre-existing digital gender and geographic divides, and in many cases, technologies contribute to reinforcing existing discrimination and exclusion. In order to maximise the impact of digital transformation, it is important to ensure no one is left behind, especially often marginalised groups such as women and girls as well as LGBTQI+ people. The significant global gender gap in the access, use and ownership of digital technologies limits the equitable realisation of their benefits.

Through our partnerships with changemakers we increase digital inclusion for all young people to ensure that technology enriches their lives and that of their communities. We do this, for instance through applying digital inclusive approaches such as designing inclusive tech, inclusive content and inclusive, gender transformative teams. With our Media Training Programme, in 2021, we worked on improving digital skills through capacity strengthening (CS) and training of local CSOs working or aspiring to work in the digital space including digital safety and security, content creation, moderation and producing media to counter disinformation.

Digital inclusive approach

In our digital inclusive approach we use inclusive technology (adapted to low bandwidth, mobile first, with innovative features like text-to-read) and inclusive content by working with a diversity of writers from various genders to write about a diversity of topics. RNW Media has the knowledge and expertise to advise partners on how to adapt sites in such a way that download time is decreased, which reduces data costs enabling more young people to be able to access the platforms. If designed with inclusive approaches in mind, digital platforms can play a key role in reaching those, who either have limited access to other forms of information and education, such as out-of-school youth, or those whose needs are not met by the information and education on offer, which is still often the case for LGBTQI+ youth, especially in relation to their health.

Freedom of expression

Freedom of expression, an important fundamental right in itself, is also critical for defending and upholding other freedoms and rights. We exercise this right in our day-to-day lives, through the exchanging of ideas, opinions and information, simultaneously in the offline and online spaces. To defend and promote the right to freedom of opinion and expression and access to information in the digital civic space, we co-create safe spaces online for young people to communicate and express themselves and use SMART targeting and moderation to ensure inclusivity and accessibility for all young people mitigating online hate speech and harassment.

We also enable the right to access evidence-based information from diverse sources by offering capacity strengthening to CSOs and young people on how to recognise, monitor and combat dis- & mis-information, online hate speech, and how to create counter-polarising narratives.



SMART targeting

The definition of SMART targeting in the tech industry is the use of artificial intelligence (AI) technology to predict the interests of website visitors and target them with relevant content and offers at optimal times in order to reach commercial objectives and goals. In the online and inclusive spaces for young people that RNW Media co-creates, we use a SMART targeting approach by making clear decisions about what we want the audience to be doing and then we encourage positive traits and stimulate constructive dialogue. In this context, we defined SMART targeting as: using a coherent integration of marketing tactics, digital channels, content, and moderation to establish the desired conversation among the desired target group.



REPORTED DATA

Because the majority of RNW Media’s work takes place in an online environment, many of our measurement methods are focused on capturing online data that illustrate a change in behaviour, attitudes, social norms and policies. We use a mix of indicators and methods to capture the various aspects of our performance through websites and social media channels, each with their own opportunities and limitations. The data reported are from RNW Media and the digital media solutions that we co-created with our partners and network members in order to measure the accelerated impact. As 2021 was a transition year, we worked on an indicator framework early 2022 and as such we will be able to show more indicators we are working on in next year’s report.

Website

Our primary indicator for measuring reach are website users and sessions. Website users counts how many users visit our joint websites and website sessions counts how many times users visit our joint websites. In addition to users and sessions, we also measure website page-views. This measures how many times our pages and members’ pages were opened and loaded by users. In 2021 all the websites were influenced by several issues: 1) the websites of existing members approached the ceiling of its potential users as the increase of internet penetration is slowing down; 2) both existing members and new partners are focusing on social media platforms that young people heavily use; 3) website operation of one partner was suspended in 2021.

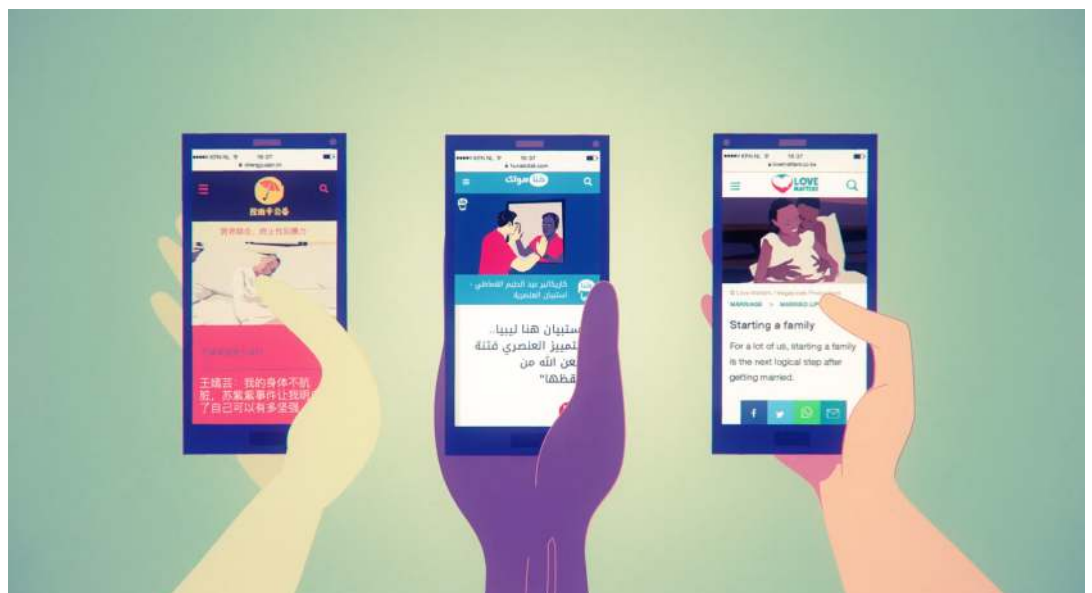









Social media

Our primary reach indicator on social media is “reach”, which counts the number of people who saw any content from our joint pages, including posts, stories and ads. Reach is different from impressions, which may include multiple views of your posts by the same people. In 2021, Facebook changed its company name to Meta, and accordingly its data analytics tools were also adjusted and revised. In the newly launched Meta data analytics, Facebook reach is defined as “people reached”. For this reason we include this key indicator in this 2021 report.

We measure social media followers, which counts every individual that likes, follows, or subscribes to a social media page or account. Because all mentioned actions are linked to unique accounts, this is a reliable number to use when communicating how many people we engage with on social media. However, different followers on different channels are not necessarily different people. Therefore, when wanting to add up across social media, we can speak of the size of social media communities across social media. In 2021, the total size of all social media communities increased by 1 million.

We collect engagement data: how many times users react, comment and share the posts from the pages of our partners and network members. This data indicates how active social media users interact with the content and moderation on the pages. 2021 saw a tremendous boost in social media interactions as the number was more than doubled from 2020. In 2021 many projects turned to focus on moderation and follower maintenance since interactions are becoming more valuable since new follower acquisition and engagement is getting pricier and more limited.



	Indicator	Results 2021
	Total number of website users	22.7m
	Total number of website sessions	27.5m
	Total number of website pageviews	43.6m
	Total Social Media Reach*	788.4m
	Total size of all social media communities	13.6m
	Total social media interactions (likes/reactions, comments, shares)	25m
	Total number of video views	154.7m

**This is the first time that we provide this indicator, as it is only since 2021 that this indicator is more reliably measured in Meta insights.*

Data Lake

The Data Lake (which includes data from websites, Facebook and Instagram) was maintained and improved in 2021 and we have taken into account different scenarios for its sustainability by, for example, mapping all technical aspects for future maintenance and improvement. The data is refreshed every night, and it can be monitored and analysed via the PowerBI dashboard or Metabase across countries, projects and programmes providing us with real time data. We have also started taking into consideration our new model of working with partners and network members concerning the application of the Data Lake.



SAFETY AND SECURITY

Given the nature of our work and the work of our partners, physical safety and security are high on our agendas and we have several plans, policies, protocols and procedures in place to maintain these. In 2021 we reviewed and adjusted to the growing quality requirements, our RNW Media Crisis Management Protocol, our ISO and Partos 9001 certification for 2021-2024, and an updated Integrity System.

In order to minimise data risks we invested in GDPR-compliance with the European privacy regulations (GDPR). We have in place a system of GDPR Heroes/Heroines who are responsible for specific data-handling process(es) and can provide information on how to be compliant on those processes. We are using a Responsible Data Framework which incorporates and goes further than GDPR. It outlines how we deal with all the data we collect through our websites and social media platforms, and how we can ensure we are complying with the legal and ethical responsibilities of collecting this data.

In November 2021, we were involved in a data breach of one of our suppliers, Homerun. The data breach was dealt with according to the regulations of the Dutch Privacy Authority. Based on what we learned with, for example the Homerun data breach, we've invested in creating and maintaining awareness and in incorporating the lessons into our policies and procedures. This is done continuously in plenary sessions and specific trainings. These policies, protocols and procedures are also part of the onboarding process of new colleagues, freelancers, teams and partners, and

will be reviewed in 2022. All strategies, plans, policies, protocols and procedures are shared in our online database and accessible for all involved. We work with dedicated expert teams where needed, such as the GDPR Heroes/Heroines to safeguard implementation and the internal ISO/Partos auditors.

In 2021, RNW Media also developed a training on digital safety and security to provide CSOs with the tools to stay safe. In this training RNW Media's experienced digital security experts cover a broad range of current and emerging threats to privacy and security and assist participants in the development of threat models and master core techniques and principles for protecting data. The aim of the training is to instil confidence in working safely online with the help of a risk mitigation strategy and to provide the essential tools and knowledge to ensure secure communications, protected devices and safe spaces. The training which is available in both English and French, elucidates key components of digital security, such as: threat awareness, cybercrime & cyber security tools, physical security risks and threat modelling, device security & privacy.





PRODUCTS AND SERVICES

In 2021, we looked back at the interventions and activities in our past projects and redefined our innovative digital media products and services for partners to accelerate their work:

- **Assessment tools:** we have developed tools to assess the 'digital maturity' of our partners and understand the digital media landscapes they operate in to develop fitting solutions.
- **Tech for good:** we use smart software to 'read' online discourses about sensitive topics and gather digital data to inform our strategies and measure our impact.
- **Learning solutions:** we train media and communications professionals on using media for social change such as how to develop strong digital media campaigns to inspire change, how to counter dis- and misinformation which spreads rapidly in the digital space and can even undermine democracies, how to engage with your audience with strong moderation guidelines, and many more.
- **Youth-centred approaches:** we work with and for young people when developing content and engagement approaches that speak to them. When we co-create with our partners to discuss sensitive topics like SRHR and GBV we take for instance a pleasure-positive approach talking about sex, love, and relationships in an inviting and inclusive tone of voice. When we discuss conflicts and peacebuilding efforts we take an

aspirational approach. Research has shown that these youth-centred approaches attract at least 1,5 times more young people.

- **Data-driven services:** our approaches, both strategic and operational, are based on data comprised from partner platforms (websites and social media). Analysis of this data gives us insight into what matters to young people, what topics they find useful and how we think we can facilitate their aspirations.



RNW MEDIA'S TOP DONORS AND PARTNERS

TOP DONORS

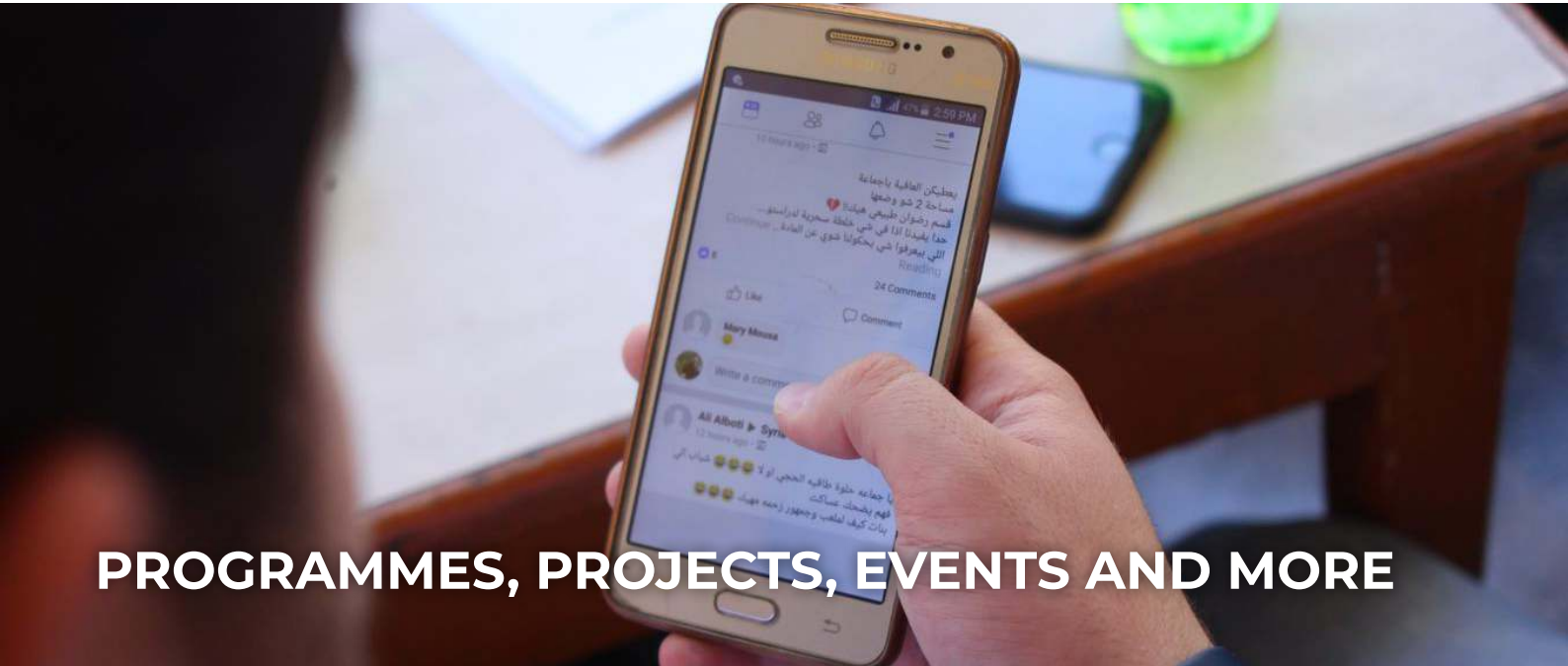


AMPLIFYCHANGE

- Netherlands Ministry of Foreign Affairs
- Nuffic
- Dutch Postcode Lottery
- Swedish Postcode Foundation
- Global Affairs Canada
- US State Department DRL
- UNESCO
- UN Peace Building Fund
- UNFPA
- European Commission
- Open Society Foundations
- Netherlands Embassy in Burundi
- Netherlands Embassy in Jordan
- Netherlands Embassy in Yemen
- US Embassy in Ethiopia
- UK Embassy China
- Amplify Change

Partners

- Oxfam Novib
- Center for Development Services (MENA)
- Rutgers
- Choice for Youth
- Dance4Life
- Care Netherlands
- Oxfam Quebec
- Free Press Unlimited
- SPARK
- KIT – Royal Institute for the Tropics
- ARDD - Arab Renaissance for Democracy and Development (ARDD)
- Population Services International
- NIMD
- Solidaridad
- MSI
- IPPF
- TechSoup
- University of Amsterdam



PROGRAMMES, PROJECTS, EVENTS AND MORE

STRATEGIC PARTNERSHIP PROGRAMMES

After having received the tremendous good news that we were granted funding by the Ministry of Foreign Affairs for three of our proposals in 2020, we worked on the set up and a good number of initial activities of these programmes together with strategic and implementing partners across the globe in 2021.



A) Right Here, Right Now 2

(project budget: € 4.8 million)

In partnership with Rutgers (lead partner), AMPF, ARROW, Bandhu, CHOICE, and RHU, RNW Media in 2021 started implementing its work in 10 countries (Bangladesh, Benin, Burundi, Ethiopia, Kenya, Indonesia, Morocco, Nepal, Tunisia, Uganda) to ensure young people aged 10-30, including marginalised youth (especially young girls and LGBTI youth), can claim their sexual and reproductive health and rights (SRHR) in gender just societies. In each country, a coalition of several Civil Society Organisations (CSOs) work together, as well as with other partners globally in the programme.

Over the past year we have been able to successfully meet and co-create with programme partners around the world, assess their needs, implement trainings, develop other products and services to answer their needs, and (co-) organise online learning events. And even though the Covid-19 pandemic made connecting with one another more challenging we managed to change ways of working as a global consortium and played an important role in showcasing ways to implement activities online and connect on a different level.

In 2021, together with the Love Matters Global Network, we organised Brave Digital Spaces!, an online event focusing on building digital communities to address SRHR, looking at everything from digital accessibility to innovative SRHR content to censorship by big tech. Over the course of three days, 30 RHRN2 country partners from Burundi, Benin, Kenya, Nepal, Bangladesh and Morocco as well as the Dutch Ministry of Foreign Affairs and our network members from India, Nigeria, DRC, Libya and China participated in this online event.

We also ran a social listening pilot with [Love Matters Kenya](#) during the 16 days of Activism Against Gender Based Violence. Love Matters Kenya prepared a campaign called *"It starts with me. Call it out when you see it"* and RNW Media piloted the effectiveness of our technical social listening support. We developed a dashboard for Love Matters Kenya to track the success of the campaign and monitor performance. The social listening helped us detect an anomaly in the roll-out of the campaign: as the campaign hashtag had decreased to zero in media exposure. It became clear that the team had stopped using #ItStartsWithMe and some other keywords previously planned which was partly the reason for the campaign not achieving the intended level of impact.

We used our "Inclusive tech-approach" to digitalise the RHRN2 Capacity Strengthening (CS) Menu. The CS Menu provides all partners in the RHRN2 programme an overview of the CS support and technical expertise that is on offer and so far has been accessed over 200 times. We developed a light-weight website that is accessible and applies a user-centric approach and adaptive design thinking. It also provides an entry point to the different online information and toolkits.

Social listening

Social Listening is one of the digital tools RNW Media uses to analyse the content shared on social media. It provides a real-time approach to detect social developments that are discussed online. We are able to analyse what topics are discussed and we can research the broader online landscape, to map out which groups of people are discussing specific topics online. Additionally, it helps us to track the success of any activities on the ground, such as media campaigns.

2021 marked the 10th anniversary of Love Matters – a global network reaching young people online with pleasure-positive information on love, sex and relationships where such information is often censored or taboo. To celebrate this important milestone, RNW Media created a **documentary** to chronicle some of Love Matters most inspiring achievements and impact on young people around the world – delving into topics ranging from body positivity to online censorship to supporting young people. The documentary was screened online to over 100 delegates from an array of NGOs, donors and CSOs and reached more than 40,000 followers globally on Facebook, Instagram, LinkedIn, Twitter and YouTube. The full documentary can be watched here.

As part of the baseline, we supported the coalitions in all countries that conducted a digital context analysis intended to inform their digital SRHR information and education interventions and help them build stronger strategies for reaching target groups with online SRHR information and education. In addition, we have offered some countries to be involved in a “light digital context analysis package” with information on how to carry out a digital context analysis in 2022 in order to get valuable insights to plan and improve their digital work.

REFLECT CELEBRATE
As we come to the end of our first exciting year as part of the RHRN2 programme, we reflect and celebrate on our key achievements and learnings from 2021!

GLOBAL EVENT: BRAVE DIGITAL SPACES!
Together with the Love Matters Global Network, we organised Brave Digital Spaces. The event focused on building digital communities to address SRHR, looking at everything from digital accessibility to innovative SRHR content to censorship by big tech.

CAPACITY STRENGTHENING (CS) MENU
The CS Menu provides all partners in the RHRN2 program an overview of some of the CS support and technical expertise that is on offer.

ONLINE LEARNING ACADEMY (OLA)
This year, we launched OLA and through RHRN2 we built the Digital SRHR Roadmap.

KEY HIGHLIGHTS

- GLOBAL EVENT: BRAVE DIGITAL SPACES!
- CAPACITY STRENGTHENING (CS) MENU
- ONLINE LEARNING ACADEMY (OLA)
- PMEL ACTIVITIES
- GOING INTO 2022

GOING INTO 2022
Looking ahead to 2022, we have many key activities planned including:

- Setting up a digitalisation CoP
- Working with Media for Social Change
- Global Advocacy Group (GAG)



B) Masarouna “our pathway”

(project budget: € 13.6 million)

Masarouna is a youth-centred consortium comprised of Oxfam Novib (lead partner), the Arab Foundation for Freedoms and Equality and RNW Media. Within this programme we work together with local partners and young people in the Middle East and North Africa to mobilise the power of young people to claim their SRHR.

In 2021, RNW Media was able to make a kick-start and successfully initiated the beginning of the Masarouna journey. Existing partners who already implemented digital media interventions in Egypt and OPT, increased their engagement and reach significantly. For example, as a result of our partnership with Muntada in OPT, their Facebook reach increased from 1.2 million in 2020 to 7 million in 2021. And Muntada’s followers on Instagram increased from 2,041 to 4,672.

In five of the six Masarouna countries, RNW Media, together with partners, developed in-country strategies on the basis of the outcomes of the baseline studies. In the third quarter of the year, partner scoping assignments have been executed which resulted in a selection of new implementing partners in five countries.

In 2021, we co-developed several digital solutions with input from existing partners like CDS and Muntada. This input enriched and strengthened our digital products and services. For example, we developed a Digital Maturity Assessment that helps organisations build a capacity strengthening trajectory in becoming more digitally mature. Also, the social listening pilot has been tested and will be further piloted with other partners in 2022. Lastly, several capacity strengthening activities were provided to Oxfam’s local offices and their partners in the MENA region. For example, we hosted a training on “Building your digital communities” and a crash course on “Digital safety and security” in OPT.

Setting up a Southern led consortium, with meaningful involvement in the decision-making process of all international, national and local partners doesn’t happen overnight and comes with challenges. In 2021, we have set-up a clear governance structure for the partners to be able to contribute to the

programme as from their own expertise. At the national level, the Masarouna programme will further seek into effective and meaningfully inclusive solutions to build collaboration with implementing partners and consortium partners in the six countries.

In all, despite the Covid-19 pandemic influencing the ability to further build partnerships, execute activities around advocacy and face to face trainings, RNW Media and the consortium managed to build a strong foundation and building blocks to further implement online activities in 2021.

C) Women, Peace & Security Yemen

(project budget: € 1.5 million)

In partnership with Care Nederland (lead partner), Care Yemen, SOS Centre for Development in Yemen and Manasati30, RNW Media is implementing the Women, Peace and Security (WPS) project in Yemen to improve women's meaningful influence in relief, recovery and peace processes. In Yemen, several barriers exist for women to participate in all facets of public life, including, but not limited to, decision makers not accepting their presence and opinions, a risk of harassment when being alone in public spaces, and persistent expectations of women's exclusive dedication to family life. RNW Media works together with Yemeni media partner Manasati30, to campaign and generate discussions among young women and men in Yemen regarding exactly these issues, provide women with a safe online space to discuss the issues they face, and train partner organisations on how to campaign in more gender-sensitive ways. Through these efforts, we create movement in the social norms that surround the place of women in public life, opening up a space for them to influence public discourse.



In 2021, staff and contributors from Manasati30 participated in a Training of Trainers on generating gender-sensitive content for the platform. The training focused on how gender-sensitive topics are currently discussed in the Yemeni media landscape, and what opportunities the Arabic language provides to use female-centred instead of male-centred terminology. As a concrete follow-up, in 2022, participants will train other Yemeni media organisations as well as other partners in the WPS consortium in order to continue spreading more content that is inclusive and respectful of all genders.

RNW Media and Manasati30 also launched their first big influencing campaign in 2021. During the 16 days of activism against gender-based violence (GBV), we organised a campaign against crimes of honour under the hashtag #فرش شرم, #Not_honor. The campaign is an example of how we work with SMART targeting. [A video](#) addressing the subject was promoted to a very specific target group based on several metrics such as gender, geographic location, and age, to ensure the content is reaching the desired target group. When the discussion started the moderators played an important role in keeping the discussion constructive and on topic, so audiences feel it is a safe space to give opinions and engage in constructive dialogue.

The campaign achieved a lot of engagement with 500K organic reach, 552K video views, 42K likes, 9K comments and 886 shares. 20K users visited our website at the time of the campaign. In addition, the offline closing event attended by 250 people, showed the results of an art contest in which 60 Yemeni artists participated, 70% of them women. The campaign was picked up by 18 local and regional media outlets, including television channels.



PROJECTS

Dutch Postcode Lottery

(project budget € 1.5 million)

In March 2021, the Dutch Postcode Lottery (Nationale Postcode Loterij) awarded RNW Media € 1.5 million, to continue its crucial work in co-creating digital media solutions to connect and engage with young people in countries and contexts where their human rights are under threat. The funding provided by the Dutch Postcode Lottery was instrumental in enabling RNW Media to further develop and hone its digital media interventions. This grant builds upon the existing partnership between RNW Media and the Dutch Postcode Lottery that was secured in 2018.

The funding from the Postcode Lottery made it possible to improve our Data Lake (see more in the earlier chapter on 'Reported Data') which provides us with real time data of the programmes and projects we work on. Analysis of the data gives us ample insights to base our approaches and work as a data-driven organisation.

We also improved our digital media by working on accessibility through our digital inclusive approach which uses inclusive technology (adapted to low bandwidth, mobile first, with innovative features like text-to-read) and inclusive content by

working with a diversity of writers from various genders to write about a diversity of topics. In Yemen for instance, we improved the online accessibility for young women through a Training of Trainers on generating gender-sensitive content. The training focused on how gender-sensitive topics are currently discussed in the Yemeni media landscape, and what opportunities the Arabic language provides to use female-centred instead of male-centred terminology.

Audience segmentation was implemented through our SMART targeting approach which we use to make clear decisions about the audience: who they are and what we want them to be doing and then we encourage positive traits and stimulate constructive dialogue. Another example from Yemen on this particular piece of work, is how the team has promoted [their video campaign](#) addressing gender-based violence (GBV) against women. GBV in Yemen is one of the biggest problems society is facing and most of the cases are based on the local norms where women in the same family are treated less than males. The video that addressed the subject has been promoted to a very specific target group based on several metrics such as gender, geographic location, and age to ensure the content is reaching the desired target group. When the discussion started the moderators played an important role in keeping the discussion constructive and on topic so audiences feel it is a safe space to give opinions and engage in constructive dialogue.

To enhance the digital safety of our partners, in 2021, we developed a training on digital safety and security to provide CSOs with the tools to stay safe (see more in the earlier chapter on ‘Safety and Security’). Working in the civic space means potentially being exposed to a wide variety of risks. These can range from network security risks to privacy risks to behavioural cyber-risks. And while CSOs may be aware of some of them, they might not be prepared to tackle them – especially considering that cyber threats continually evolve. In the training RNW Media’s experienced digital security experts covers a broad range of current and emerging threats to privacy and security and assist participants in the development of threat models and master core techniques and principles for protecting data. The training has been made available in English and French.

Securing Access to SRHR during COVID-19

(project budget € 641,250)

With restrictions and long and repeated lockdowns as a result of the COVID-19 pandemic, we have seen increased rates of sexual and gender-based violence (SGBV). One of the biggest problems in tackling the pandemic has been people's inability to identify trusted sources of information in the digital space, or access evidence and rights-based information in language or formats which are easy for them to understand and apply to their own context. In the digital space, misinformation and disinformation spread just like the virus, fueling the pandemic.

In response to these challenges, Global Affairs Canada provided funding to MSI Reproductive Choices, International Planned Parenthood Federation (IPPF) and RNW Media to fortify women's access to sexual and reproductive health and rights (SRHR). RNW Media was tasked with harnessing the power of the Love Matters and SRHR digital platforms and expanding digital access to fact-based SRHR information to vulnerable women and young people, together with its partners Love Matters platforms in DRC, Kenya, Nigeria and Manasati30 in Yemen, reaching around 3.2 million people, many of whom are young women. The inclusive, youth-friendly, fact-based content on SRHR topics was viewed almost 67.5 million times on the different platforms.



One of the most important outcomes was building the bridge between a community of young people on digital platforms and ensuring they are informed on where to find in-person SRH services. In Nigeria, Kenya and Yemen, referral strategies were developed and referral webpages were launched. This resulted in over 21,000 unique visitors and 45,000 views of the referral webpages, showing an interactive location-based referral service

map using GPS, informing on specific content details of services. In Nigeria, MSI reported that 1,046 young people were referred to their services by Love Matters Naija in less than six months. The partnership with MSI in Nigeria, Kenya and DRC was essential to create the link with SRH services. While Manasati30 in Yemen, mapped over 450 SRH services and centres, from psychological, to legal – the only local website in Yemen that provides access to user-friendly, comprehensive provider information. In just a few months, the site saw over 6,000 visits from 4,000 people.

Empowering Yemini's: Ensuring access to information and participation

(project budget: € 450,588)

In December 2018, parties to the conflict in Yemen agreed on a series of confidence-building measures known as the “Stockholm Agreement”, under the coordination of the Special Envoy for Yemen. One of the most striking aspects of these talks was the lack of participation of young Yemeni women and men, under the age of 30, representing almost 20 million people, in a country with a total population of 29 million.

Young Yemeni people struggle to find reliable sources of information on the peace building process, including the ongoing negotiations, in a context where independent media is under attack. They also lack spaces to freely share their perspectives on the kind of society they aspire to live in. Opportunities for exchanges, participation, and dialogues on peace among youth, but also between youth and decision-makers are very limited. Through an inclusive and participatory approach, this project aimed to empower young Yemenis with the skills, knowledge, and tools to create information, content and dialogue in support of the peace-building process.

To improve access to information for Yemeni youth to better understand the peace-building process and their role within this framework, Manasati30 developed the road to peace web page which gathered more than 170 pieces of content about, amongst others, the peace-building process. To produce such quality content RNW Media provided 5 trainings for 58 journalists on peace journalism. Participating journalists reported an increase in their capacities and skills to create content on peacebuilding process taking into account conflict sensitivity.



Part of the published content on the 'Road to peace' page

Someone said: *“I gained new skills on how to cover conflict stories in a way to promote peace.”* Another person stated: *“I will be more aware of selecting terms and topics to contribute to peace and not fueling the conflict.”* The content was consumed by huge numbers of people; the written content had 85K pageviews, while the visual content had 3.9 million views. The content was also republished by 20 online partners and most significantly by Alayyam newspaper, the most visited national website in Yemen.



To create safe places of dialogue to ensure young Yemeni's priorities for the peace-building process are shared with decision makers and duty bearers, RNW Media conducted 6 surveys which gave the young people a space to voice their opinions on urgent issues related to peacebuilding process. Surveys witnessed significant interaction with 1,370 participants on average per survey. Twelve survey results reports were published on Manasati30 platforms and republished 114 times by 55 news sites and media outlets, UNESCO used the results for its monthly newsletter on the project page.

Reports also were shared with decision makers like the Yemen ministry of foreign affairs, UN envoy office, STC office, businessmen committee and high committee for relief. As Manasati30 has become known for amplifying the voices of young people, lately, the Office of the Special Envoy of the Secretary General for Yemen (OESGY) has approached us asking us to conduct the first interview with the new UN envoy, where questions are provided by our audience.

Manasati30 also developed a debating toolkit which inspired to establish a Manasati30 debate programme called “Manasa talk”. Within the programme, a series of four trainings were conducted in three cities benefiting more than 48 young activists, influencers, and students on the art of debate. Participants were empowered with the necessary skills and knowledge to take part in professional debates, the training was introduced based on the debating toolkit.

“Thanks to Manasati30 for giving me this outstanding opportunity which I think contributes to build leading figures who can accept other people’s opinions and argue using logic, reasoning and the valid argument. I have gained new skills, styles and concepts which enabled me to speak up and bravely engage in a debate”, said one participant. 24 participants took part in four debates. Two of the implemented debates were offline, and were attended by 400 people, among which were decision makers who emphasised the importance of such events.



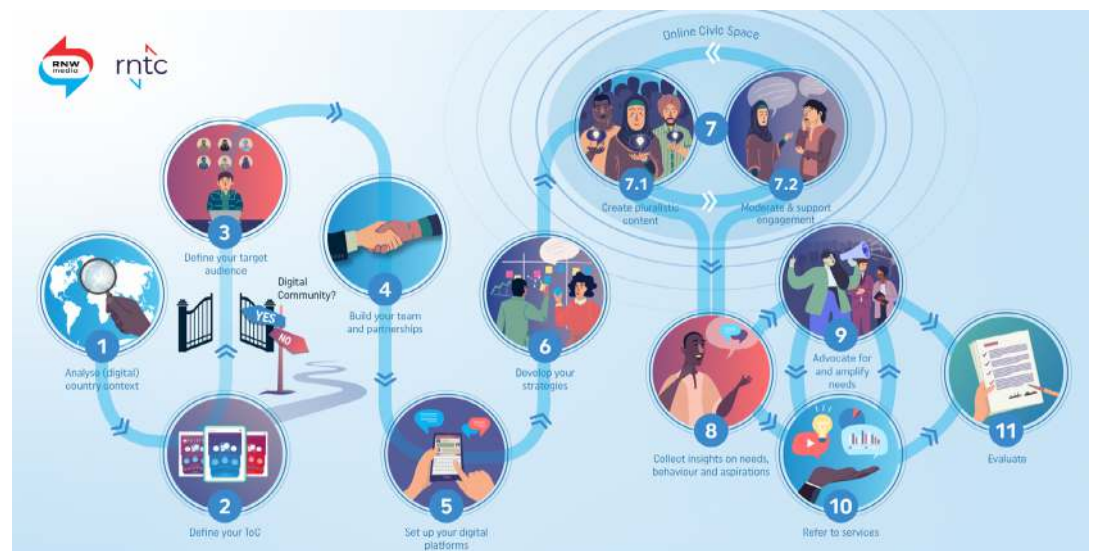
“I am very happy for attending today’s event and I can’t describe the work you do Manasati30 - wonderful organisation and diverse attendance for such a type of event. You’re on an upward positive trajectory. Enhancing the skills of young people will definitely lead to future outcomes. I highly interacted with the event, got excited, got angry, got sad and got biased. Actually, there were a lot of feelings I had throughout this event, and that’s really a proof that it was a successful event.” – Abdulkhaliq Saif, Director of culture office in Taiz.

“At UNESCO we are very proud of the achievements of this project. We navigated together across many challenges and obstacles, but I believe we were successful thanks to the open and frank coordination and partnership with you and Manasati30. We really enjoyed working with your teams.” From an email to RNW Media by Cedric Neri, program officer, Communication and Information sector, UNESCO GCC and Yemen Office.

Amplifying Citizens’ Voice - Swedish Postcode Foundation

(project budget: € 273,862)

RNW Media and our RNTC - branded Media Training Programme partnered with the Swedish Postcode Foundation to strengthen the capacity of young changemakers to build inclusive digital communities for young people in the Middle East, Africa, and China. The project started on August 1st, 2019, and ended on July 31st, 2021, and was funded by the Swedish Postcode Lottery Foundation. Together with young changemakers, a toolkit in the format of a ‘roadmap’ was created which functions as a clear and visual manual, covering how to build inclusive digital communities and engage with young people in restrictive settings. This roadmap includes various topics based on the needs of young changemakers such as how to stimulate online engagement, how to moderate discussions to stimulate social cohesion and how to collect data for advocacy in an ethical way.



We also implemented a Training of Trainers (ToT) approach as part of this project to ensure the sustainability of the project. Our RNTC - branded Media Training Programme developed a ToT curriculum, based on the same roadmap, which was also translated into Arabic and French and made available in all 3 languages.

A total of 120 young changemakers from 7 different countries: Libya, Yemen, Egypt, Burundi, DRC, Mali, and China were trained on the roadmap. Also, learnings on monitoring & evaluation (M&E), communications, human resources and business development were shared with the young changemakers. Furthermore, the lessons learned and summary of the roadmap were made available to various CSOs who are working on human rights, including freedom of expression of young people - such as ForumCiv which is a network organisation for Swedish CSOs - so that they also can benefit from our expertise and outcomes of this project.

Nuffic – Burundi Training Programme

(project budget: € 206,176)

In 2021 RNW Media was awarded with funding from the Nuffic Orange Knowledge Programme (OKP) for a tailor-made training requested by the Association Burundaise des Etudiants en Médecine (ABEM). ABEM is a student led association from Burundi, that organises online and offline awareness raising campaigns and health clubs in schools around topics like SRHR.



Many young people in Burundi experience instances of gender-based violence and rape, leading to teenage pregnancies and health issues. There is a lack of Comprehensive Sexuality Education (CSE) and even at home talking about GBV and SRHR is taboo. Information that is shared about SRHR is often not phrased in a way that resonates with young people. Due to the moralisation campaign under former President Pierre Nkurunziza, SRHR remains a highly sensitive topic in Burundi for the authorities. While SRHR is strongly politicised, it has been difficult for SRHR professionals to express themselves freely on the needs of the populations, to advise them clearly and comprehensively especially for the young people.

To be able to inform youth better and to feed CSE with messaging that resonates with youth, ABEM wants to develop its capacities and skills in online youth engagement techniques, outreach and campaigning skills, needs assessment among youth and fundraising and advocacy.

In 2021 we started with selection of participants (38 motivated people) for the first training by RNW Media's partner Yaga Burundi which took place in November 2021. The report of the training shows that the average overall mark that participants gave the training is 8.7/10. Half of the respondents mentioned that the training exceeded their expectations, and they mark the amount of new information gained after the training with a 4.17 out of 5.0.

PSI - Ignite

(project budget € 161,000)

In the frame of the collaboration with PSI Europe through their Ignite Program, following its Roadmap for Digital Communities, RNW Media trained 15 in-country PSI staff and partners in Benin, Burkina Faso, Ivory Coast and Mali so that they better appreciate the different techniques and strategies needed to be successful online on SRHR.

RNW Media has also proposed different approaches and strategies to PSI to help developing sustainable and locally rooted digital communities. Furthermore, RNW Media through its country partner, Benbere, also facilitated the coordination of a regional collaboration between 42 content producers from Ivory Coast, Benin, Burkina Faso and Mali. Working with the Association of Bloggers and Influencers, more than 122 posts were written, including 93 in Mali and 29 for the three other countries combined. Next to this, 97 videos instead of the 70 for which was budgeted were developed and 263 Facebook items were posted on their

different social media, Facebook, Twitter, TikTok to reach a total amount of 13 million social media users in West Africa. Also, through masterclasses following the roadmap, PSI staff in the region have benefitted from new insights to increase their digital maturity.



Game Changer - Radical Awareness Game Engagement

(project budget: € 149,129)

This project, funded by the European Union, aims to promote tolerance and understanding among Europe's young people and is spearheaded by TechSoup Europe, a leader in delivering technology and solutions to support civil society organisations. The project draws on best international practices to develop new educational resources and tools that can be used to support vulnerable young people and prevent radicalisation. Workshops and training with interdisciplinary teams help NGOs to identify the key issues of concern among the target audience and develop effective counter-narratives. RNW Media's RNTC – branded Media Training Programme was responsible for research, designing the training materials in creating Alternative Narrative Campaigns, delivering training in three countries and providing support through follow up coaching.

As part of the project, RNW Media carried out research into effective ways of countering extremism and radicalisation. We identified over 100 different campaigns which aimed to address the issues around extremism and offer alternative narratives as well as training resources and articles. During the project, RNW Media organised three round table discussions in Brussels, London and The Hague, with experts in the field of counter radicalisation. Among the best practices identified were the vital need to train journalists and editors on reporting terrorist attacks to ensure media takes a victim-centred approach rather than focusing on the perpetrator. The experts also stressed the importance of working together with local communities and partnering with organisations already active in the field rather than starting new initiatives from scratch.

Gender-Based violence in Libya

(project budget: € 96,373)

2021 saw a continuation of the collaboration between Huna Libya (Here is Libya), the United Nations Population Fund (UNFPA) and RNW Media to address gender-based violence in Libya. Over the course of the year, Huna Libya produced weekly content on the nexus between gender-based violence and reproductive health. Strongly rooted in the Libyan context, the team has been able to address harmful norms that affect the lives of Libyan women in the reproductive age, youth issues and relationship challenges.

The Huna Libya team is expert on using innovative ways to address such norms, making use of for example quizzes on myths around pregnancy and menstruation, how to deal with newborn babies, and what men know about breastfeeding. The team also produced a video series on Libyan family traditions, following a female influencer who addressed positive Libyan traditions while discussing social challenges related to them, for example about the relationship between a woman and her husband's mother. Another video series paid attention to the mental health of young



Libyans and a podcast series about reproductive health was developed as well. In 2021 Huna Libya started adapting content for people with disabilities for example through the use of sign language in the mental health videos and subtitles on all videos.

Music unites

In December Huna Libya produced their first music album! It was a result of their offline workshop with young people and teenagers from Tripoli's camps for Internally Displaced People (IDPs). During that workshop, the young people learned about gender-based violence storytelling and revealed some great talent! The team encouraged the young participants to develop and write their own songs and supported them with technical equipment and experts. And so they did: the songs the young people wrote reflect the lives of these young people and discuss displacement, conflict and the effects of loss in their lives. At the same time, their songs were also aspirational, talking about love and relationships. In total seven hip-hop songs and some mashups and covers were shared in a collective album in which six young men and one woman all between 17 and 20 years old cooperated.

As announced on social media: *"In the language of hip-hop art, young Libyans express their thoughts, traumas, strengths and weaknesses through periods of conflict and displacement, in the "Sotory" (My Lines) album. Seven songs tell the tales of young people aged 17-20 years, who chose to tell their stories in their own words, which resulted in this tape: songs of a short life, but full of suffering."*

We invite you to listen to the album on [SoundCloud](#).



Amaze

(project budget € 75,000)

In 2021, three members of the Love Matters Global Network were awarded the Amaze Global Impact Award to support the dissemination of Amaze.org animated sexuality education videos. Love Matters Kenya, Love Matters Naija and Amour Afrique Congo dubbed more than 50 videos into local and national languages. These were disseminated via various social media channels, and also shown during offline screenings. In total, across the three Love Matters platforms the Amaze video posts on social media were viewed more than 2.5 million times!

Pidgin video

One of the Amaze animated videos that was dubbed into Nigerian Pidgin by Love Matters Naija, focused on sexual orientation and gender identity, was very well received by the Love Matters Facebook audience. Usually, any content focusing on Sexual Orientation, Gender Identity and Expression, and Sex Characteristics (SOGIESC) topics receive a lot of backlash but this time it was not the case. The team surmise that the combination of an animated video and a local language makes the topic more normalised, accessible, and less confronting. Interestingly, this video was also reshared by [The Rustin Times](#), an LGBTQI+ digital community in Nigeria and their followers were also very positive about the video. One very interesting initial insight is that it seems that this digital format and content style is acceptable for both the heteronormative community and the LGBTQI+ community. This information has allowed Love Matters to share more progressive content on their channels by using the same digital formats.

Youth in MENA & COP27

(project budget € 70,000)

In November 2021, RNW Media also secured a grant for a project in the MENA region from the Netherlands Embassy in Amman to engage youth in climate change and amplify their voices in the months leading up to the UN Climate Change Conference (UNFCCC COP27) in Egypt in November 2022. With this new project RNW Media will develop a relevant track record on SDG 13 about Climate Action. Activities of the project will start in 2022.



SOME HIGHLIGHTS FROM OUR COUNTRY PARTNERS

Benbere

Benbere in Mali is known for its fight for freedom of expression and opinion. The main objective of this group of professional bloggers and web activists is awareness amongst the population, especially young people, of the importance of social networks through their civic and responsible use. In addition, the community has set itself the mission of contributing to bringing young people together to find innovative solutions to the problems of their fellow citizens in the fields of governance, health and social innovation.

In 2021, Benbere implemented their #FaisonsNousEntendre (#LetUsBeHeard) project. The general objective of this project was to help strengthen new actors in Mali to promote the involvement in the public and political life of young Malians with regard to security issues, climate change and political participation. One of the biggest successes of Benbere last year was the engagement of young people around the project. The group of bloggers is also proud to have received a reaction from the local authorities on the issue of overcrowding in classes after having published about this.

Justice4Her

Justice4Her works to strengthen the rule of law and reduce gender-based violence against young women migrant workers in China. In December 2021, the Chinese government announced that it would amend the Law on the Protection of Women's Rights and Interests. In the draft version, it became clear that the law defines the specific meaning of "discrimination against women" for the first time.

The law-making organ called for suggestions from the public and in reaction, lawyers from the Justice4Her's lawyer network gathered together to discuss a proposal with 26 suggestions for amendments which was sent off to the law-making organ in January 2022. To maximise the impact of the legislative proposal, articles were produced and published on Qianqian and Justice4Her's social media platforms. Many followers reshared those articles and said they would send their own suggestions to the commission, with Qianqian's proposal as a reference. Justice4Her in 2021 also provided legal counseling services to 325 women, filed 5 legal cases to court, trained 30 female workers on the new "Marriage Law", published 166 pieces of content on gender-based violence and organised 2 live streaming events on the same topic and 1 webinar for lawyers.

"Justice4Her 2.0 is definitely playing a leading role on WeChat and Weibo about gender-related issues. They are professional and also down to the earth. If there is a hot topic related to gender issues, I always turn to Justice4Her 2.0 for their comments on it." – Liu Tianhong from China Women's News



Masaraat

Masaraat is a platform focusing on economic inclusion for young people. It addresses the issues that prevent young Egyptian women and men from participating in the labour market and advocates for solutions to these problems. In collaboration with the company 'Pioneers', which is a partner from for the hospitality industry, Masaraat in 2021 has developed and rolled out a programme to help secondary school graduates choose their field of study. The programme focused on the most marginalised women, to help them make informed decisions. A general session was organised and as a follow-up, two coaching sessions also. Almost 87 participants attended the general session and 63 completed at least the first coaching session.

Also in 2021 a study "Women in the workplace" was conducted to tackle and provide analysis on the main challenges that women encounter in their employment careers. The study focused on four governorates in the country and primary data collection was conducted through various means, including online surveys with 649 participants, 74% of the respondents being women.





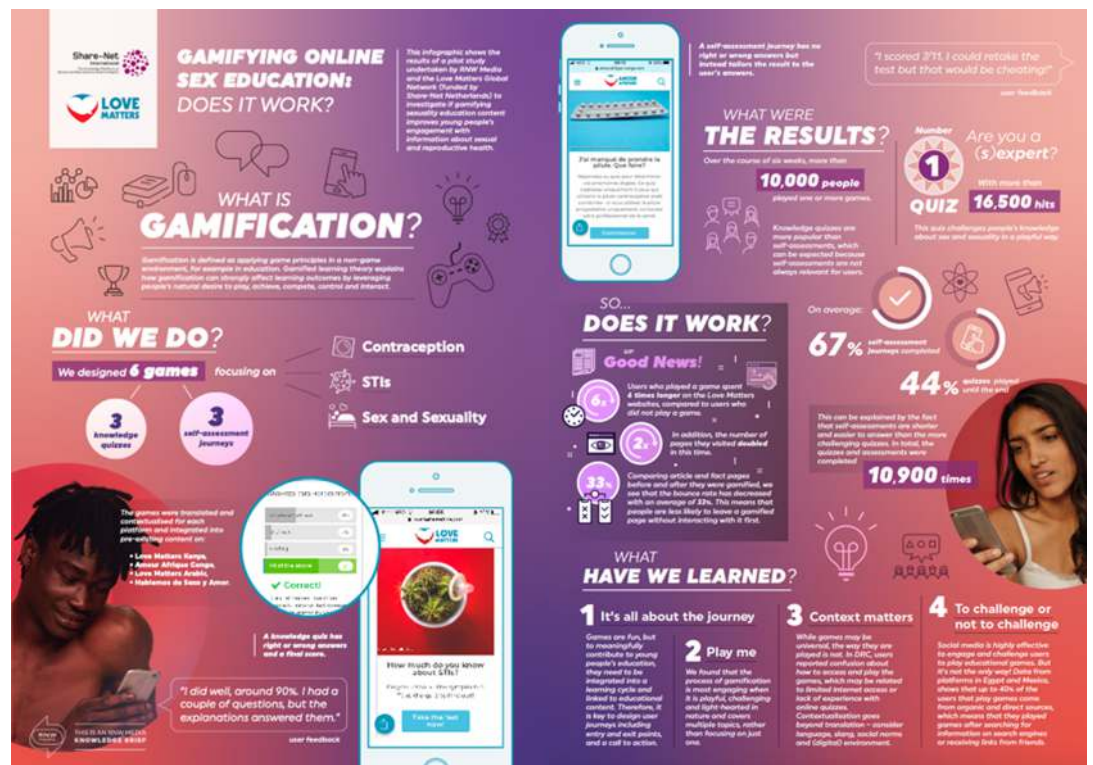
EVENTS AND MORE

The Share-Net Netherlands Community of Practice (CoP) – lead Sexual Pleasure

In 2021, RNW Media led the CoP on sexual pleasure and through this group developed the Sexual Pleasure Checklist. The purpose of this tool is to support the integration of sexual pleasure and well-being into SRH policies, programmes and activities. It aims to start conversations on the topic of sexual pleasure and showcase how sexual pleasure and sexual wellbeing can be integrated to improve the overall quality of SRH programmes and activities. Check out the Sexual Pleasure Checklist [here](#).

Love Matters Global Network Share-Net Gamification webinar

In April 2021, RNW Media hosted a webinar with around 80 online participants to showcase the results from a research pilot funded by Share-Net International. In this interactive learning webinar, the importance of designing and localising game elements, implementing coordinated content and engagement strategies, and designing a quality-focused measurement framework to capture pilot results were discussed.



RightsCon

RNW Media, in cooperation with the Dutch Ministry of Foreign Affairs organised 'More of the same: Unpacking the impact of AI algorithms on social fragmentation' at RightsCon in June. The session focused on the impact of internet governance technologies on human rights, in particular on social cohesion and gender equality, and was hosted by the Dutch Human Rights Ambassador, Bahia Tahzib-Lie.

“Human rights are for everyone, both online and offline. We don’t want to see them taken away – from us or from anybody else. That’s why internet freedom is one of the Dutch government’s top human rights priorities, at home and around the globe. We firmly believe that everyone should have access to a safe and secure space online.” Bahia Tahzib-Lie, Dutch Human Rights Ambassador



The session brought together the four main actors playing a role in this scene: the regulators (governments, policymakers), civic society organisations and NGOs, online platforms and users. Together they looked at how a multi-stakeholder framework can be effective in reversing the negative impact of AI algorithms and how policy-making can be improved to encourage transparency and accountability and also improve digital literacy of users.

Member of UNESCO/UNFPA’s Global Partnership Forum on CSE

The Forum is a community of practice to network, exchange and share learnings on Comprehensive Sexuality Education. Last year, RNW Media became a member of this Global Partnership Forum, which brings together development partners, civil society organisations, research institutions, bilateral partners, youth organisations and foundations taking a big-picture look at the advocacy, research and programme work being conducted by the members to fast-track progress and make comprehensive sexuality education (CSE) a reality for all young people. In 2021, RNW Media attended the monthly meetings of this Forum and the yearly symposium, where we were involved on the track on digital sexuality education.

Presentation on SRH censorship at the 25th Congress of the World Association for Sexual Health

In September 2021, RNW Media in collaboration with the Center for Intimacy Justice hosted a symposium during the Congress of the World Association for Sexual. In the symposium entitled 'Internet Platforms and Sexual Rights: Censorship and Content Moderation Based on Gender, LGBTQ+, and Reproductive Lenses' RNW Media shared the research from the Love Matters Global Network on how Facebook's advertising censorship prevents young people, especially women, from accessing sexual and reproductive health (SRH) information online.



Partos Innovation Festival

In October, Partos organised its annual Innovation Festival. International development professionals, researchers, innovators and changemakers from all over the world gathered to celebrate innovation with development cooperation. The festival took place online, with two live sessions at Pakhuis de Zwijger in Amsterdam. RNW Media's session on Online Community Engagement was one of the in-person sessions attended by around 20 people.

In the session various colleagues of RNW Media explained what we mean by "digital communities for social change" and how to reach and engage young people who are not usually involved in decision making and whose voices are often not heard. Several aspects of RNW Media's inclusive engagement approach such as inclusive

moderation, positioning the audience in the driving seat and data-driven engagement to build up-to-date understanding about target groups were shared. With the use of Mentimeter some lively discussions took place.

One of the participants sent Partos an e-mail after the session, saying:



"I attended the Partos session on Online Community Engagement last week. I really liked RNW Media's insights. Gave me a lot to think about for my own work."

Love Matters Recommended as a Top Digital Tool for Family Planning

At the Global Digital Health Forum 2021, FHI 360, an international nonprofit working to improve the health and well-being of people worldwide presented the results of their analysis of digital tools providing information on family planning. In their assessment of the quality of the content of 11 online tools, Love Matters was selected as one of the recommended tools.

After conducting a broad landscape analysis to identify client-facing digital platforms designed to share information on family planning, technical staff reviewed and scored 11 tools, assessing their comprehensiveness and accuracy in 11 key content areas. The tools that were reviewed all had content in English or French and were developed for low- and middle-income countries. The static content included SMS, chatbots, and websites and promise for scale was interpreted as implementation in more than one country or ability to be adapted to a new context (geographic or population). Keeping in mind the implementation in a particular context, certain content areas were given elevated importance such as discreetness, which is of particular concern to unmarried adolescents in many regions. In line with the Principles for Digital Development to reuse and improve,

Love Matters together with other top tools by organisations such as PSI, MSI, Nivi Inc. and Praekelt Foundation/UNFPA was selected as well-suited for adoption or adaptation.

Ad Equality Campaign and partnership with the Center for Intimacy Justice

In 2021, RNW Media entered into a collaboration with the Center for Intimacy Justice to join forces on an advocacy campaign targeting Facebook for censoring sexual health ads, thereby hindering young people's access to SRHR information. The campaign used multiple examples from RNW Media's Facebook censorship study from the Love Matters Global Network. The campaign resulted in a publication in the [New York Times](#), in January 2022, which has been picked up by 93 other media outlets around the world with a reach of over 152 million people. The campaign led to global support from Hillary Clinton and now US congress is asking Facebook to respond. This is a significant step forward to hold Facebook accountable to their restrictive ad policies and will hopefully result in more inclusive access to SRHR information online. For more information: www.intimacyjustice.org

Talking openly about sex

“Imagine you are a young person living in Egypt and want to know more about safe sex, your sexuality and maybe abortion? You don’t want to go to your parents or talk to your teacher. If it’s on them, you are not supposed to have sex if you are not married. So, what do you do? Of course, you go online. But where can you find this information in Arabic? How do you know it’s correct? And what if you have questions and want to discuss these things with other young people?”

The Internet has become a main source for young people to find SRHR information. Since 2014, Love Matters Arabic (LMA) provides youth-friendly sexual and reproductive health and rights topics through several online platforms in Arabic. With various content through websites, social media, self-help video’s, young people can find reliable information and advice in Arabic. From 2021, LMA and other partners from RNW Media work in the Masarouna programme, to further young people with access to the right information around SRHR – in a region where talking openly about sex is taboo.

In their work, LMA often experienced the health information they provided on Facebook was blocked because the ads were labelled as pornographic materials. Confirmed by RNW Media and other reports, Facebook consistently disallows and restricts ads focusing on SRHR and women’s health. Between January 2015 and August 2020, 1,792 ads from six Love Matters platforms were rejected by Facebook. Millions of young people in countries we work in depend on social media to make informed decisions about their SRH, that could save their lives. Yet the data above shows that SRHR content in digital spaces is consistently restricted and controlled by commercial gatekeepers such as Facebook.

This story shows that for change access to online SRHR information to young people through digital platforms is crucial. But to make it accessible, we need to convince decision makers of the added value of SRHR information. And not only the politicians. We should also hold power holders in the digital space, like the social media techs, accountable to change their internal (moderation) policies. We can do that through direct discussions but also by using data from these digital platforms and showing them as advocacy leverage to create better access to SRHR information. “



RNTC - BRANDED MEDIA TRAINING PROGRAMME

RNW Media's internationally renowned Media Training Programme provides media training and capacity strengthening for social change. With over 50 years of experience in journalistic and digital media training, RNW Media is an expert in delivering courses and customised learning solutions to media professionals around the world through the [RNTC-branded Media Training Programme](#).

The Media Training Programme goes beyond traditional journalism and media training. Trainings are designed around the core of persuasive storytelling and combine theory with rigorous professional practice and creative digital media innovation. Working in this way, the Media Training Programme establishes the foundation for media work with a lasting impact on societies especially in countries where the rights of young people are under threat. The Media Training Programme offers trainings on today's essential media issues – from 'Media Campaigns for Social Change' to 'Digital Media to Counter Disinformation'.

In 2021, with support from Nuffic, RNW Media continued to provide interactive, practice-oriented online trainings with successful results. Due to ongoing lockdown measures in the Netherlands, these scheduled courses all took place online. We optimised the online format and processes for scheduled courses resulting in increasing the volume (participants x course days) 2,5 times compared to the year before, without losing quality. We trained 351 communications and media professionals from 43 different countries and supported all the trainings that we offered with our Online Learning Academy (OLA). The OLA provides an online space for learning content, assignments, instructional videos, and quizzes, and we built 14 modules in English, French and Arabic. At the same time, we continued to build and professionally develop our network of trainers. In 2021 we have worked with 50+ selected trainers based in Europe, Asia, Africa, the Middle East and Latin America.

“This course has opened a world of possibilities to me and to those around me who want to see Nigeria change. I would definitely recommend this to my peers especially those who are pursuing rights advocacy.” – Senami Kojah, Nigeria, Sahara Reporters Media Group, Media Campaigns for Advocacy, May 2021

“Despite having long years of established experience in the industry, this course has exposed me to a variety of options and made me explore hidden talents I never approached professionally before. It made me more flexible with the digital world in terms of formats and topics, I understand how to maximise the reach of my content to more audiences, and most importantly, I got to meet wonderful trainers and colleagues from various backgrounds and exchange knowledge.” – Mariam El Marakeshy, Egypt, Freelance Filmmaker / Reporter, Digital Content Creative, June 2021



Long-Term Impact of RNTC – branded Media Training Programme

In 2021, RNW Media shared a survey among participants focusing on trainings held between 2000 and 2015 to explore the long-term impacts of these trainings on participants careers by 2020.

Survey Respondents: participants 2000 - 2015

Between 2000 and 2015, RNW Media's Media Training Programme, provided trainings for 1,687 participants who were based in 111 countries. By 9 February 2021, we received a total of 187 responses, representing approximately 12% of the total number of participants. There was a good gender balance in those that responded to the survey (53% female vs. 47% male). Most of the participants fell between the ages of 25-34 (45%), 35-44 (36%) or 45-54 (15%) when they received trainings, with participants being based in 44 countries across 6 continents. On the individual level, half of the participants (50%) were working or living in Africa at the time they received the training, and most of the other participants (43%) were based in Asia.

Positive Impact on Career Development

All participants agreed that their career development had been impacted by their trainings in a positive way. In fact, a predominant portion of the responses showed that they benefited from the trainings to a great extent - slightly more than half (51%) of the participants indicated that the positive impact on their career had been significant and 43% reported considerable impact.

Contact maintenance is also an interesting perspective to assess training impact. Participation in the RNTC - branded Media Training Programme proved to be beneficial to the participants' network development. 76% of them remain in close contact and 33% sporadically. Specifically, 50% of participants grew their professional network as a result of their training attendance.

54% of the participants would happily participate in a training again if they see an opportunity. 47% of them have endeavoured to return to the RNTC - branded Media Training Programme, either applying for a new training opportunity (albeit not receiving a scholarship) or attending another training.

One of the participants in the course on Digital Content Creative wrote to us that the training fundamentally changed the nature of his journalistic work, as well as his views on the function of media in society: *“The Digital Content Creative course has taken my abilities from good to great, empowering my journalistic skills. Today, digital content creatives have a duty to publish accurate and compelling stories to targeted audiences while being engaging and share-worthy and above all, your content must stand out in a highly competitive market. I hope I will be able to combine techniques in creativity, learning, persuasion, and understand well how to tell stories. Also this course has helped me strengthen my capacity to collect, analyse and present data in fresh, powerful and engaging stories.”*

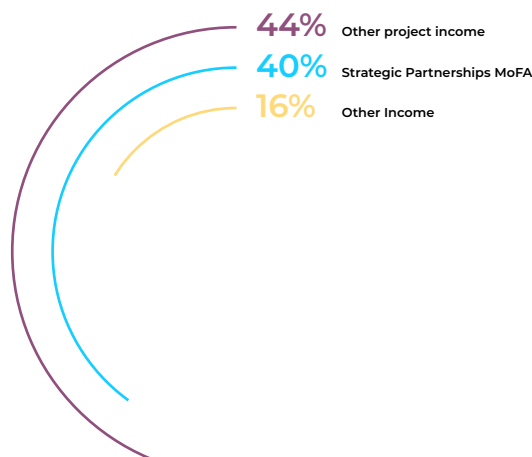




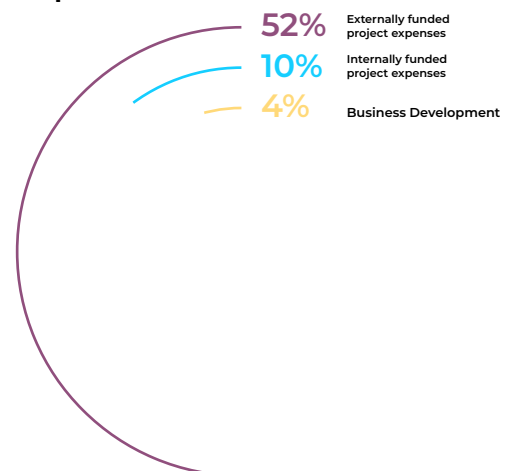
FINANCIALS

We closed 2021 with a total income of €6,4 million (2020: €13,7 million), of which €2,5 million came from our Strategic Partnerships funded by the Dutch Ministry of Foreign Affairs, €2,9 million came from projects funded by several other donors and €1,0 million came from other income such as our ownership of dB mediagroep B.V., a Dutch audio tech company. In our first year of being fully project-driven we have started our three Strategic Partnership projects together with Oxfam Novib, Stichting Rutgers and Care Netherlands and we have started and continued promising partnerships with donors such as Global Affairs Canada, the Dutch National Postcode Lottery, Unesco, Nuffic and several embassies.

Income



Expenditure





LOOKING AHEAD

2022 is the second year of our strategy *'Let's get digital! Three years of action to unleash young people's potential: co-creating innovate digital media for social change'*, which guides our work for the years 2021-2023. In this second year, we will further develop our expertise on digital media, data for development, youth centred approaches and co-creation, with social change as the ultimate purpose. To better inform our strategic position in multiple partnerships as well as more widely in the international development sector, we will make use of our Digital Rights Agenda developed in 2021. We will also focus on improving our existing products and services and the development of new ones.

At the beginning of 2022, we moved offices to the monumental Koepel in Haarlem and while we will continue to work in a hybrid way, this space offers an inspiring work environment to all colleagues as it houses other organisations and corporates within the digital and creative media sector. In the second quarter of 2022 we will organise an official opening of our new office and at the same time celebrate 75 years legacy of innovative media. This year, we will also further invest in the project driven way of working: supportive structures and well-functioning processes (project management, HR, finance) will be key to ensure colleagues can collaborate in an efficient way.

When co-creating with partners we will prioritise joint impact. Data analysis and gathering will support tracking progress towards the agreed social change. In 2022 we will roll out a Monitoring & Evaluation (M&E) framework that is aligned with our strategy. This is key to ensure we can track our impact.

To diversify our funding base in 2022 we will submit proposals to donors together with country partners and other International NGOs or with external experts. We will present ourselves as a partner to the sector with unique expertise on how to use digital media and gather and analyse data in order to engage large communities of young people.

As part of our focus on capacity strengthening, the RNTC-branded Media Training Programme became an integral part of RNW Media in 2021. We will continue to organise scheduled courses with scholarship funds from Nuffic and as part of RNW Media's strategic programmes, as well as tailored courses to respond to strategic and implementing partner's needs as well.

The world we work in requires continuous learning, adaption and flexibility. That is why in 2022, we will further innovate, test and develop and use our learnings as the basis for a strategic review that will take place in 2023. With our international team, and with our donors and partners we will ensure the achievement of our Big Hairy Audacious Goal (BHAG) for 2030: through digital media, globally one billion young people can make informed decisions, advance their rights, and affect society.