

RNW Media
Annual report 2018

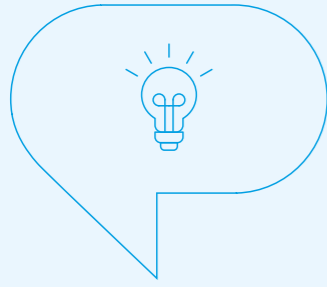


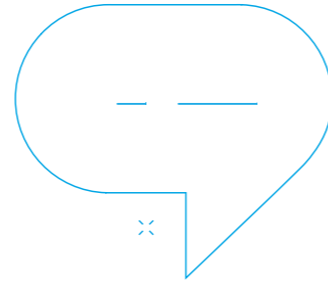
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01.

A message from our CEO



Dear friends of RNW Media,

2018 was an important year for RNW Media and the young people we work with. We succeeded in increasing engagement from 12.6 to 19.7 million in one year. Would you like to know how we did this?

In 2018, RNW Media made genuine strides to facilitate young people in building a better future. I feel very proud to say that.

As you probably know, we have the largest youth generation in human history; four in 10 people – 42% of the global population – are aged under 25. The challenges young people face worldwide are perhaps more acute than at any other time in the history of our organisation. Against a background of difficult circumstances in countries where repression increased and space for expression of opinions shrank, our country teams succeeded in stimulating change, both at an individual level, but also when it comes to social norms and at government level.

In Yemen for instance, more than 1,200 young people engaged in discussions on posts from our team about the acceptance of Yemenis of African origin, and users reported having changed their attitudes to this group. In Libya, the team focused on engaging women, and thanks to its woman vlogger, managed to transition polarised discussions to constructive dialogues about social norms. In China, our team successfully protested the removal of gay content on Sina Weibo, seen as China's equivalent of Twitter, and in India, the Love Matters team launched a creative campaign to change people's views of lesbians.

Our teams of young people have been able to achieve so many strong results because they know the needs of their peers, by doing regular surveys and focus group discussions, and members of our digital communities are brave enough to step up. Their ambitious work is inspiring and winning more and more recognition. International attention has been impressive. Habari RDC has been appointed with not one but two awards, and several projects have received significant media coverage.

On a larger scale, through all our platforms RNW Media was able to increase engagement (interactions on social media) from 12,6 to 19,7 million in 2018. This figure shows we are successful not only at reaching many millions of young people, but at getting them to engage with each other. Why? Because our teams of young people know how to speak to their peers in a language that appeals to them. Our data tell us what they think is important, and we listen to their needs. Our data also give us information about the quality of our work, which in turn helps us to do better and attract even more young people.

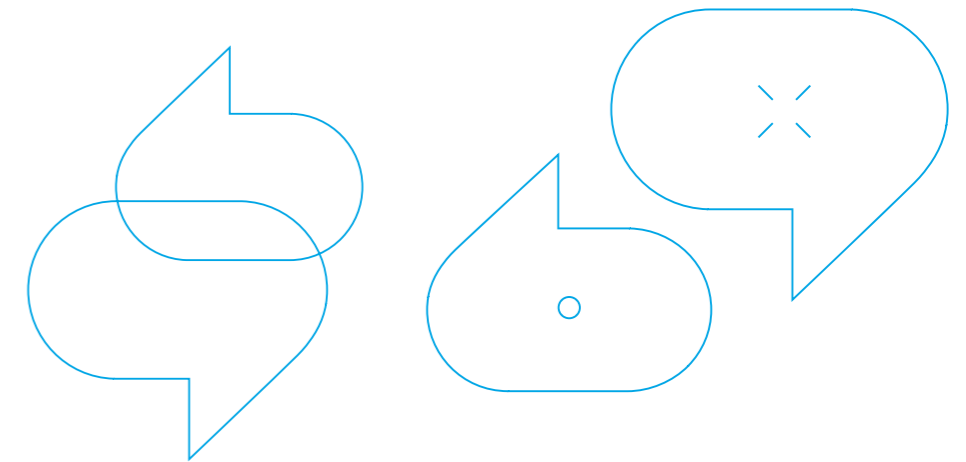
We would not be able to accomplish anything without our funding partners. We would like to express our gratitude to the Dutch Ministry of Foreign Affairs, Nuffic,

AmplifyChange, the Packard Foundation, EuropeAid and our newest donor, the Dutch Postcode Lottery.

Nor would we be able to do anything if it weren't for the hard work and inspiring engagement of our colleagues in our focus countries and in the Netherlands office in Hilversum. We are also grateful for the sharp oversight of our Supervisory Board. A special thanks goes to all of you!

Jacqueline Lampe

CEO RNW Media



02.

Annual Engagement Numbers



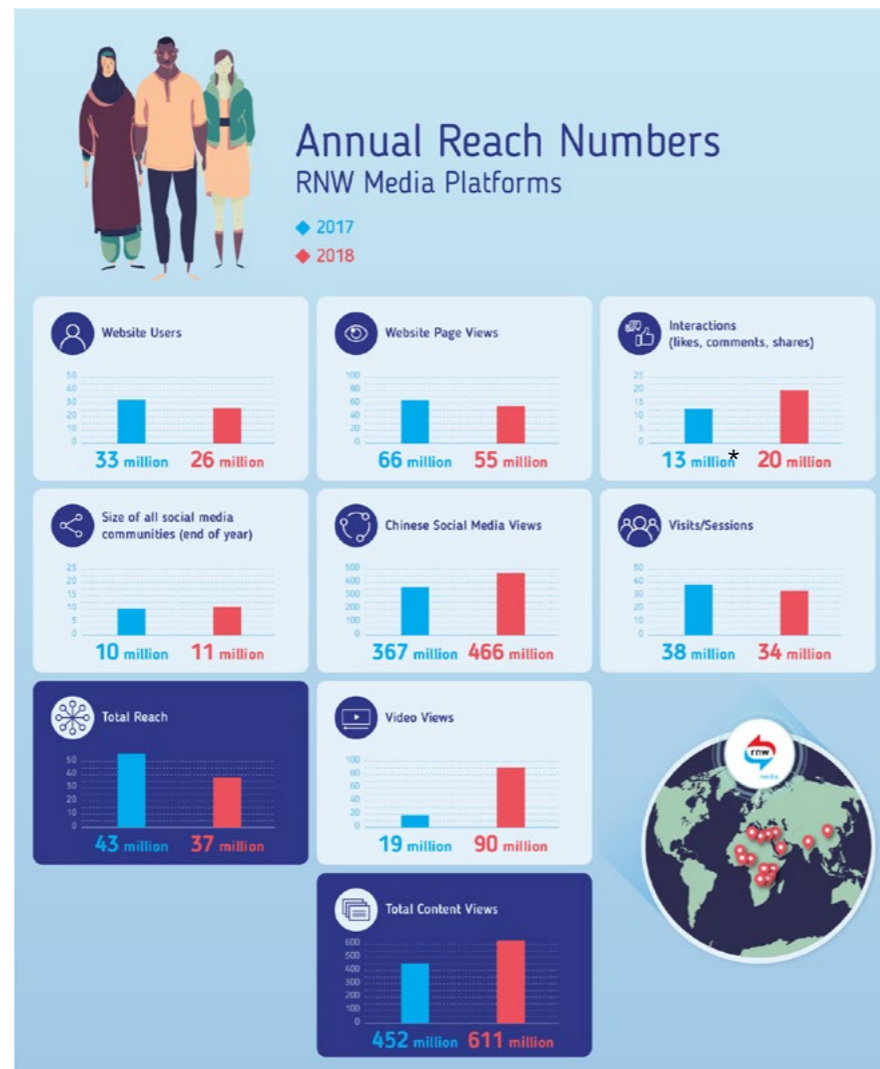
2018 was an important year: the engagement on our platforms rose from almost 13 million to nearly 20 million interactions. A lot of that increased engagement is coming from the emphasis Citizens' Voice now places on social media engagement as a mechanism of change. We did not apply that approach in the older projects we handed over. Despite their size there was a low level of engagement on these channels. In short, we see our current strategy is working.

The total video views exploded in 2018, as, since last year we have collected data on video views on Chinese video platforms. We did not have access to this data in previous years. That has resulted in much higher number of video views. The rise however, is also partially due to algorithm changes and a result of smart advertising and content framing.

The projects we handed over (The Hague Trials Kenya, Ivoire Justice and El Toque) in the past two years had very large communities, which explains why our social media communities show modest growth. The Hague Trials Kenya was, at the time of handover, about the third biggest Facebook community in Kenya. What we now see are important increases in engagement (interactions), almost twice as many as in 2016.

All website related figures—number of users, number of sessions, page views—turned out to be much lower in 2018 than in 2017. This is due to the fact that the Love Matters China website was deactivated in the middle of the year. We were successful, however, in relaunching the site in early 2019.

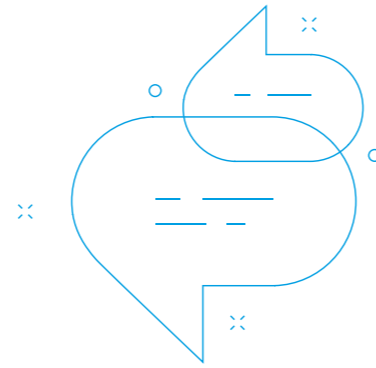
Globally, we see users have found us through social media more often than via our websites, and that can be seen from the figures. Social media use has grown at the expense of website visits. In line with this trend, RNW Media launched several new Facebook communities and expanded the reach of our existing projects across other channels (Twitter, YouTube and Instagram).



* In 2017, we reported 77.9 million total interactions. We have since removed the "recommendation" metric as we do not view it as an indication of user behaviour, which is why the figure is now 13 million.

03.

Impact Stories



3.1 Tackling Boost in Burundi

3.1

The [#BurundiSansBoost](#) campaign is continuing to attract attention. 'Boost' is a heroin-derived drug whose use is rife amongst young Burundians, so RNW Media's Yaga Burundi decided to launch a series of information, awareness and advocacy activities around the damage the drug was causing.

The Yaga team was motivated by the lack of information available on the dangers of boost, the stigmatisation of users of the drug and the seeming lack of willingness by public authorities to take action. People using boost tend to be between 15 and 30, get virtually no support or treatment and often turn to crime or sex work to pay for their habit.



Online and offline

#BurundiSansBoost had two main objectives: to create awareness and discourage young people's use of boost; and to advocate to persuade the authorities to take appropriate measures to fight boost and provide treatment for addicts. 15 bloggers in total were mobilised to write on the topic. Online, the Yaga website and social media channels published seven articles, visuals and videos reporting on the issues, which have been read and shared with more than 2,000 views on each. Offline activities included awareness raising workshops in schools, public debates in four provinces and a news conference. Before launching the campaign, the Yaga team lobbied people in power so they would have decision-makers as their allies.

Influencing policy

The campaign launched in April 2018 with the publication of the first article on the Yaga site and continued in May with awareness campaigns in schools. Before the campaign, the authorities seemed disinterested in the challenges

posed by boost. But in informal discussions with government officials, the Yaga team saw this changing. Then, in June, in a [statement](#) marking the UN Day against Drug Abuse and Illicit Trafficking, the Minister of Public Safety referred to #BurundiSansBoost articles highlighting the urgency of the situation. He promised to establish a clinic providing treatment for boost addicts.

'Letter from a Junkie'

The online campaign continued, and offline activities were resumed in November and December with public debates attended by students, parents, educators and government officials. It concluded with a press conference attended by journalists and representatives from the Department of Health. In total, Yaga published 14 articles in French and Kirundi and 11 videos, the campaign content has been viewed around 73,000 times so far.

Lasting effects

Further evidence of the continuing involvement of public authorities in the fight against boost came with the [arrest](#) of three police officers and a magistrate accused of receiving bribes from drug traffickers. Another on-going effect of the campaign is the strengthening of two local partners who took part in the campaign, BAPUD (Burundi Association of People who Use Drugs) and ABEM (Burundian Association of Medical Students). BAPUD has now been able to establish [on-going cooperation](#) with the Burundian police for their, 'Support Don't Punish', campaign due to the visibility their activities were given on Yaga's platforms.

The human face of addiction

The #BurundiSansBoost campaign was an opportunity for Yaga to establish itself as an influencer in Burundi's media landscape. By sharing the testimonials and stories of boost users, Yaga also gave a human face to the people who use the drug. The fact that many were willing to speak with Yaga without covering their faces is a sign of the trust they have in the platform and the values it promotes.

3.2 The urgent need for female voices

3.2



In times of growing social and political polarisation, the world is in urgent need of courageous women who speak up. Compassionate female voices are indispensable for advocating for human rights and global solidarity. Amani, our vlogger for Huna Libya, is one of those much-needed voices.

While the bigger part of our world was getting ready for New Year's celebrations, back in 2016, Amani was uploading her very first vlog to YouTube from her

home. She humorously calls it a New Year's resolution, but the 28-year old from Benghazi, Libya, has been on a mission since that evening. No conventional talks about make-up tools or fashion trends are shown, Amani's vlogs are all about female engagement, freedom of expression and women's rights.

Challenging the status quo

One can imagine the bravery of this female activist, given the fact that the Libyan population isn't used to women taking the stage and speaking up for themselves. This form of inequality doesn't only apply to the North-African country as, according to the Index on Censorship, gender-based censorship is a global problem. Female voices that loudly challenge the status quo, experience significantly more verbal oppression than men, especially in the Middle-East and North Africa.

Working together

'Men can express themselves, while we are being told to be silent since we were born,' Amani fiercely explains. Women represent roughly half of the world's population, but too often decisions are made for women instead of by women, according to the Libyan blogger. 'That is why I think it is so important for us to speak up. This isn't a world of only men, they need to listen too.' Her husband Siraj, unlike many Libyan men, has supported Amani in her quest to raise her voice. 'I wouldn't vlog if it wasn't for Siraj,' says Amani, who considers herself lucky to have a loving, and technically advanced husband who shoots, edits and manages the channel with her. The fact that speaking up means she constantly needs to look over her shoulder doesn't bother her. 'I genuinely feel unsafe and the anger I have noticed, especially in the early days of my vlogging, frightens me, but I'm not planning to give in to the threats.'

From polarisation to dialogue

Fortunately, Amani's persistence has paid off and the number of negative reactions has gradually decreased during her two years as a YouTuber. "These days I mainly receive positive feedback, for instance from my father. At first, he asked me to stop with my videos. Now he even shares suggestions for future videos." Such transitions from polarised discussions to constructive dialogues are exactly what Citizens' Voice wishes to achieve.

Sexes are complementary

Within this programme, [Huna Libya](#) is a safe online platform where restrictive social norms are challenged by engaged men and women like Amani, while young Libyans are given an opportunity to voice their thoughts and opinions. By openly discussing difficult and sometimes controversial topics through this project, Amani initiates dialogue and encourages other women to speak up. A clear example of her successful approach, is a [video](#) wherein she advises how women can choose the right partner. After publishing the vlog, both men and women constructively participated in an online debate. Amani underlines the importance of such developments in the current times of division. 'We are in great need of a world, wherein we collaborate, wherein men and women are represented equally and wherein both sexes complement one another.'

**3.3
Being gay in China**

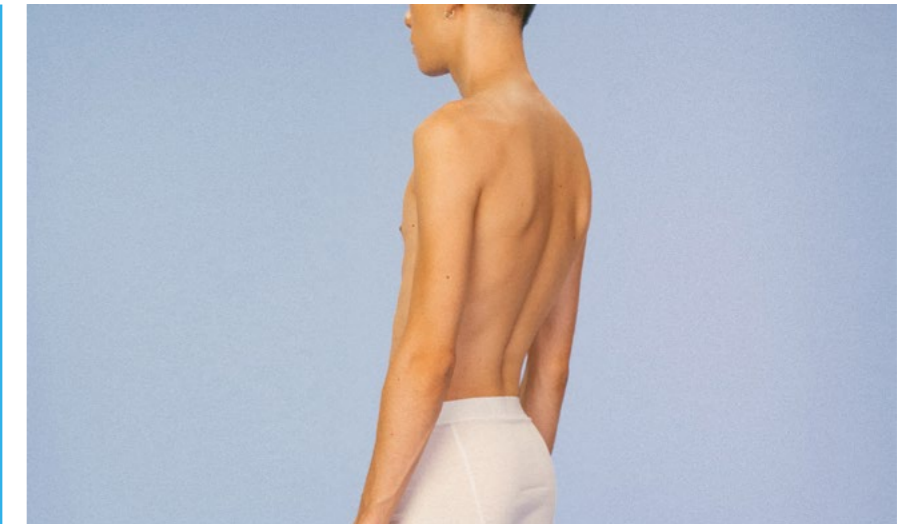
Are you gay, around your thirties and living in China? Then you will probably feel the pressure to start a family. While opening up about being gay in big cities such as Shanghai and Beijing is relatively easy because of the gay prides and gay bars flourishing, a survey by UNDP in 2016 found only 5% of LGTB people in the country have disclosed their sexual orientation or gender identity outside their families.

Homosexuality was illegal in China until 1997; it was no longer considered as a mental disorder only in 2001. Social attitudes in China emphasise the importance

of marriage and producing children. At the same time, LGBT groups have been increasingly monitored by the police and public events canceled or forced to relocate to less prominent locations.

Clean-up by Weibo

The tightened control over the internet has also been visible in the shutdown of platforms, websites and mobile apps with content considered as 'vulgar'. It made Weibo decide to announce a clean - up action and delete all violent, pornographic and "homosexual" content, which they said was aimed at creating a clear and harmonious community in accordance with China's new cyber security law. More than 100 accounts and 56,000 posts were rapidly removed.



Massive protests

Love Matters China decided to protest the decision, launching '#LOVEISLOVE'. Many gay followers posted photos with the hashtag, and there were also many posts by people saying they were not gay, but believed in speaking out in support of the rights of LGBT Chinese. The hashtag rapidly generated 4.36 million's page views and 27,000 engagements. And after a weekend of massive online protest, Sina Weibo backtracked saying it would no longer target 'homosexual content' while still removing pornographic and violent posts.

**3.4
The L word**

Have you ever searched the web for the word lesbian? If you have, you know what we are talking about: the understanding of lesbians has been distorted. In 2018, Love Matters India, decided to reclaim the L word for women in love by fighting the graphic imagery that currently floods the web. Love Matters partnered with Ogilvy to conceptualise the [#LforLove](#) campaign. We asked lesbian women about the most common stereotypes thrown at them and flipped them on their head to produce a beautiful photo series campaign.

Photos with a twist

#LforLove is a campaign that shines the light on the emotions that connect two people. Irrespective of their sexual preference. And puts an end to the portrayal of homosexual women as objects of fantasy. They are accepted for who they are -ordinary human beings. The campaign, created in consultation with the community, made it possible for audiences to ask questions to a lesbian, anonymously. And answered them through a photographic series with a twist, also shot by a member of the community.

Positive narratives

Vithika Yadav, Head of Love Matters India explained the need for triggering such a conversation. "Positive portrayal of homosexual relationships and more so,

lesbian relationships are completely non-existent in media. We wanted to design a campaign that tackles homophobia against lesbians and create conversations around sexuality and gender. The idea was to create positive narratives that help build empathy, understanding and acceptance. The beauty of the campaign was that the insights came from discussions with lesbian women”.



Creation with community

Burzin Mehta, Group Creative Director at Ogilvy in Mumbai, the agency that created the campaign explained, “There’s enough social stigma attached to being lesbian in our country. Add to that, the imagery that pornography fuels and what you get is an absolutely warped perception of what lesbian relationships stands for. So we consulted with members of the community throughout the campaign and also got Monisha, a proud lesbian photographer, to shoot the pics. Given the nature of the campaign, we made it possible for audiences to ask questions to a lesbian, anonymously. Predictably, most of them stemmed from homophobia and porn. Answering them the way we have, has resonated very positively within the community. That’s a truly heartening feeling. While it has triggered a conversation, let’s hope it goes beyond and results in greater acceptance of the community by the industry, by brands and by consumers alike.”

Trending conversation

The results of the campaign were immense: within one hour after launching the campaign #LforLove made lesbian relationships a trending national conversation. Next to some truly influential allies, the campaign also gained a lot international media attention. The most heartening result however was the spurt in search results of lesbian marriages which increased by 1,450% during the campaign period. Monisha Ajgaonkar, the photographer of the series said, “As part of the LGBTQ community, this campaign spoke to me on a personal level. Lesbians are mostly portrayed as either highly sexual beings or as abnormal girls who are tom boyish and unhappy which is completely unrealistic. Campaigns like #LforLove will go a long way in normalising the status of lesbians in society.”

Change of law

In September, the Supreme Court of India decriminalised a colonial-era law that made homosexual acts punishable by up to 10 years in prison, allowing gay sex among consenting adults in private. A decision that in a single step gave more than 1.3 billion people the right to love who they want and has carefully opened the door to once unthinkable same-sex marriage in India.

3.5 Human angle advances human rights

“Media is a powerful tool in shaping people’s opinion, perception and attitudes. Once we shape people’s opinion, attitudes and perception and get people to understand that LGBT people are human beings, then we can see a reduction of homophobia.”

Michael Okun Oliech is a Kenyan writer, blogger and human rights activist. He recently took part in an RNTC Media Training Programme masterclass on storytelling for lesbian, gay, bi-sexual and transgender (LGBT) visibility in Nairobi which, he says, “completely changed” his writing style for the better.

Shaping attitudes

Negative attitudes in Kenya toward LGBT people can translate into tragic consequences and same sex relations can result in more than a decade in prison. According to Oliech: “The majority of people who live in Kenya strongly disapprove of homosexuality and topics around LGBT. The main argument is that homosexuality is against African norms and traditions, and in religion it is considered a great sin.”

Research carried out by Love Matters Africa into the visibility of the LGBT community and its representation in the Kenyan media confirmed that these negative attitudes are reflected in and amplified by the media. This kind of coverage plays a significant role in shaping public opinion and more positive and less stigmatising reporting on LGBT issues can be an important step in advancing the human rights of Kenya’s LGBT community. Quality coverage on LGBT issues is all the more important right now as Kenya’s High Court is poised to rule on the decriminalisation of same sex relations.



Compelling stories

So Love Matters Africa worked with the RNTC Media Training Programme, RNW Media’s training centre, to design a two-day masterclass for a group of invited media professionals. The aim was to have these practitioners interact with members of the LGBT community, as well as health care and service providers who work with the community. This would enable them to write compelling stories from an informed perspective. Participants were introduced to the persuasive storytelling method taught by the RNTC Media Training Programme which enables journalists to create engaging media content that can drive social change and increase the visibility of marginalised groups.

Oliech’s attempts to change attitudes had previously been focused on providing “correct information” about Kenya’s LGBT community. But the insights he gained from the RNTC Media Training Programme masterclass have sent his work in a

new direction. He now wants to “demystify” the topic and advocate for the rights of LGBT people, with positive results: “The training was eye opening for me. What really stood out was the amount of difference human-interest stories /stories for social change can make. I have completely changed my style of writing from advocacy angle to human-interest angle, and I am now getting a lot of positive feedback.”

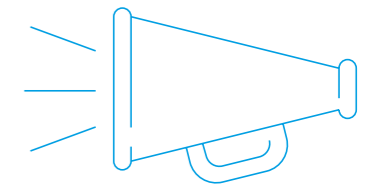
It’s not always easy as “People do not view members of the LGBT community as human beings and believe they have no rights, though I believe LGBT people are human beings and have rights. So whenever I write on LGBT topics, people are quick oppose it and criticize. They don’t look past their beliefs hence they miss the point.”

“Voice of the voiceless”

Love Matter Africa believes media can play an important role in creating an enabling environment for and advancing human rights. Oliech agrees: “The media should be the voice of the voiceless and also shape the attitudes and perceptions of people... We need more stories and discussion on LGBT issues in the media and to get people to understand that LGBT people are human beings, then we can see a reduction of homophobia”.

04.

Citizens’ Voice



4.1 Our Global Programme A year of growth



Citizens’ Voice global programme

New platforms planned and launched, government policies influenced, awards won and taboo-busting discussions facilitated. 2018 was a year of growth for RNW Media’s Citizens’ Voice programme – growth in number of platforms, followers and interactions: in 2018 the Citizens’ Voice platforms attracted more than 5 million users and almost 2,5 million followers on social media channels.

Adding up to growth in impact

In 2018 the Citizens’ Voice programme was all about focus and ambition. We invested in refining the programme’s approach, taking its focus on social cohesion and inclusive governance and bringing these together under the umbrella of ‘building inclusive societies’. With the Data & Digital Team the programme developed standard operational approaches, like a new moderation strategy and tested guidelines to help platform moderators to create engaging yet safe discussions.

Individual country platforms

At country level it was an exciting year. We disbanded the pan-MENA platform, Huna Sotak, and set out to develop independent platforms for each of the country platforms on Huna Sotak. Huna Sotak had a legacy as a regional generalist platform, but engagement was not primarily from users in our focus countries. We also expanded the Citizens’ Voice programme, setting up a platform in Mali, Benbere.

Partnering worldwide

To strengthen our work, we partnered with networks such as CIVICUS, a global alliance of civil society organisations and activists dedicated to strengthening citizen action and civil society throughout the world. In late 2018, five Citizens’ Voice platforms participated in the global CIVICUS Speak! campaign created to respond to the increasing attacks on people’s basic freedoms and the culture of division causing many of us to turn against each other. Regional teams in

DRC, Burundi and Mali ran an online and offline campaign, focusing on offline events. In Yemen and Libya, the focus was on online campaigning through content and engagement. The campaign themes included gender issues, racism, intercommunity violence and social cohesion. The campaign reached more than 900,000 people online while offline events attracted 1,000 young people, representatives from civil society organisations, government officials and other interested participants.

Generating change

In order to research the impact on users of the discussions on our platforms in DRC, Burundi, Yemen, Libya and China, we asked users the following question: "Can you give an example of a way in which your perspective or opinion has changed through reading/engaging with our platform?" We analysed the data of 969 users, and 84% of respondents mentioned they experienced a change. Their answers cover a wide range of changes.

Changes in attitude were frequently noted, like being more open to other people's viewpoints and less prejudiced towards stigmatised groups. A smaller group of users mentioned a change in skills, like increased communication and analytical skills. Changes in behaviour were frequently mentioned, like a change in openness to express oneself and to speak up and act against violence.



Yaga - Achievements in 2018

Connecting young entrepreneurs

In 2018, Yaga organised several offline events to put young people in touch with decision-makers. One such event was the 'Youth and Innovation Caravan'. Yaga brought young people from four provinces together to network on business opportunities with relevant authorities. Representatives from the Ministry of Youth and the Ministry of Sports and Culture were present and were very impressed by the young people's activities. They agreed to convey the recommendations of the Caravan initiative at an upcoming Government meeting. Yaga also managed to garner support from the Investment Promotion Agency to get help for young people at the Caravan who are looking to launch their businesses. Yaga produced a series of videos on innovative entrepreneurship. The videos show examples of successful start-ups created by young Burundians to make a change in their lives and their communities.

Change of practice

Yaga did more to change practices. Since June 2017 sexual relationships among unmarried couples are forbidden in Burundi. As a result, the police have been intervening in people's private spaces to catch them 'in the act'. This has involved filming people having sex, with dire consequences: sex tapes were leaked and publicly shared on WhatsApp and Twitter. Because of the danger of being in trouble for criticising the police, Yaga wrote an anonymous blog about the issue, which became a big hit in terms of views. The [blog](#) was also republished by two international media outlets and led to an item during the TV show Les Observateurs. Backed up by all this media attention, the Burundian police [said](#) they would open an investigation.

Most memorable moment

The most memorable moment in 2018 for Yaga was when Burundi's Ministry of Education reversed a month-old school pregnancy ban, which had prevented pregnant teens and young mothers, as well as the boys who made them pregnant, from being part of the formal education system. Yaga had written several articles on this case, contributing to a change in the law. Instead of not being allowed to ever enter school again, the sanction was reduced to two years.

4.2
Yaga Burundi
Influencing Authorities



Yaga Burundi

The bloggers' network Yaga, in Burundi, strengthened its position in 2018 as a major player in influencing the authorities. Through the campaign, #Boost, Yaga succeeded in getting the Ministry of Public Security to commit to making the fight against boost a national priority. Boost is a heroin-derived drug used mainly by young Burundians. The campaign officially ended on December 31 with the publication of a mini-documentary created by Yaga, 'Letter from a Junkie'. By mid-January it had attracted almost 39,000 viewers on social media.

"Reading the publications on your site, my way of judging others has changed."

Introduction to Yaga

Yaga brings together Burundi's best bloggers and influential change-makers from across the political and social spectrum. Since its launch in 2015, the platform has grown to be an alternative civic space in a challenging media environment. It deals with a wide range of sensitive issues, and politicians and decision-makers actively participate in Yaga events and engage in dialogue with young people.

Yaga - More quotes

Comment on the video 'Letter to a Junkie' on boost:

"Good job Yaga, I really appreciate what you do, this video will help many people because there are many people who consume but try to stop."

"I often and always judged the views or opinions of others. Reading some Yaga articles, I realised that I am not always right. That you have to listen to others to understand what motivates them, and this has allowed me to create strength."

"In the past, there were many things that I did not perceive well on the emancipation of women. But reading Yaga, I understand a lot more the need for gender parity."

"The writings I came across were often from foreigners. But reading the wealth of ideas and literature of Yaga bloggers, I reconsidered my vision on the capacity and talent of young Burundians."

Introduction to Huna Libya

Huna Libya is an online meeting place where young people from different backgrounds can safely engage in dialogue and discussion. The platform focuses on visual storytelling, using videos, comics, and photographic articles and reports. Regular surveys and opinion polls of users identify the opinions of young Libyans on the issues that most concern them. The results of these surveys are used to inform content strategy and also to bring the needs and aspirations of young Libyans to the notice of formal and informal decision makers.



Huna Libya - Achievements in 2018

Parliamentarians join discussion

Because of the series of vlogs on women's issues, such as this [vlog on cyber harassment](#) of women, young women felt comfortable sharing their own stories of harassment and could engage safely in discussion with men on the issue, thanks to Huna Libya's moderation strategy. Having established itself as a woman-friendly space, Huna Libya was even successful in getting members of Parliament to discuss the issue.

Visualising struggling youth

In 2018, Huna Libya together with its partner Elbiro, a Libyan online platform of young journalists, also developed a series of nine influential videos about young people who are struggling with social norms, or who were introduced to negative discourse because of their careers, their interests, or their personalities. [This video](#) for instance, tells the story of rock musician Hani Elkout, who has been fighting negative stereotypes about musicians being Satanists, morally loose, or unpatriotic. The Huna Libya team also produced a [visual story](#) about how it feels to be black and Libyan, which created a lot of discussion on social media. The story was shared by an advocacy organisation and also generated a lot of discussion on their platform.

Connecting with the government

Together with our partner, MOOMKEN, Huna Libya successfully implemented two offline events in forms of [debates](#) to make young people aware of the educational and employment challenges in the country. The events were attended by 150 people and a call for action was submitted to the Libyan government.

Huge engagement

In 2018, Huna Libya initiated several youth surveys online. The first, about cultural diversity and hate speech, made the team decide to create a [video](#) which generated a lot of discussion and impact, with more than 80 shares and 2,000 engagements on Facebook. A survey on Libyan youth and migration had

4.3
Huna Libya
Creation of constructive dialogues



Huna Libya

Young Libyans worked on creating constructive dialogue, by giving a voice to the excluded. In particular, in 2018, they focused on engaging women. Huna Libya launched a new series of vlogs on issues of interest to women in Libya. The first [vlog video](#) about verbal harassment created a massive amount of discussion between Libyan women and men: the vlog was shared 850 times and generated 3,500 comments.

"What you post makes someone rethink his opinion."

more than 2,800 participants, and that number jumped to more than 6,100 participants (78% of whom were women) for a survey about Libyan women in the workforce.

Countering racism

Huna Libya also participated in the 'Speak!' campaign last year, countering racism in Libya. The 'Speak against racism' campaign contained stories from people and change-makers the team had gathered throughout the year. It generated plenty of attention for Huna Libya from public figures and local NGOs.

Partner Capacity Development

In 2018 the team organised a three-day training held in Tunis, in collaboration with RNTC, on storytelling for campaigns. Two partner organisations of Huna Libya, four influencers as well as staff and contributors took part in the training, which focused on using persuasive storytelling techniques to design online campaigns for advocacy. The fruits of this training will be reaped in 2019 as the teams implement the campaign ideas on the ground.



Huna Libya - More quotes

"I am very proud of the number of participants we reached and was thrilled when a researcher contacted us to get permission to use our survey results in his studies. Soon after, three of our surveys were picked up by academic researchers and an advocacy organisation."

Mohamed Alnaas, local coordinator of Huna Libya in Tripoli

"What you post makes someone rethink his opinion. What I have read so far in your page was always motivating me either to change, collaborate or accept other people's viewpoints."

"It's addressing issues that are related to Libyan people without being fanatic to any party, and that gives us as followers the opportunity to say our comments freely without any restrictions."

"The style of Huna Libya allows the reader to see topics from different angles that are more open and more accepting to diversity, and beyond that it encourages users to deal with diversity as privilege the society can make use of."

4.4 Habari RDC Encouraging free and responsible discussions



Habari RDC

Young people in the Democratic Republic of Congo are constantly confronted with ethnic and social prejudices and stereotyping. Launched in June 2016, Habari RDC has developed a strong presence offering alternative perspectives to its young audience. Through articles, videos, infographics and photographs produced by over 100 bloggers and change-makers from across the country, Habari RDC encourages free and responsible discussions by its online community on the country's various political and social issues.

"I do not see stigmatised groups anymore as I saw them in the past."

Habari - Achievements in 2018

Challenging prejudices

Despite uncertainty about whether the elections would take place and with tensions continuously increasing both offline and online, Habari RDC managed to bring young people from different regions into dialogue with each other around their prejudices. Habari RDC challenged its followers, addressing their prejudices and sparking conversations that were moderated with empathy. To tackle discrimination and prejudice, our team organised an online training with some 50 bloggers and 234 respondents and workshops in each of the 4 regions (Kinshasa, Goma, Mbuji-Mayi and Lubumbashi). The training aimed to help them recognise bias in content, write about prejudices and stereotypes and deconstruct prejudices through blogs posts.

Eradicating abuse of women

Habari RDC has been working towards eradicating the abuse of women in DRC. With the election campaign about to start last summer the issue of 'ujana' or underage sex work captured the attention of Kinshasa. Young girls living in the city and wearing allegedly "revealing" clothing were decried as underage 'prostitutes' who went out late and tried to seduce married men. Seeking to 'restore public order', the Provincial Government sent the police to chase young women out of public places, which not surprisingly, led to many human right

abuses as well as extortion attempts. Police teams went from street to street to arrest women and girls who were inappropriately dressed.

Worried this situation would worsen Habari RDC did what Habari RDC does best. Our bloggers wrote several stories trying to understand the debate and the factors behind it, without the judgements or prejudices typically found in the Congolese press. Habari RDC reacted with an [op-ed](#) and [articles](#) written with Congolese community based organisations working on women's rights. As a result of the opinion piece, Habari received many witness accounts of people who saw abuse by the police. Habari tweeted a message, asking the Provincial Minister of the Environment, Gender and Education to come back on her decision to pursue these women. The Provincial Minister publicly reacted to the tweet to defend the police's approach, but she asked to stay in contact with Habari for future suggestions.

Winning awards

In 2018, Habari RDC also won two international awards, the Francophone Award for Innovation in Media and the Index on Censorship's 2018 Freedom of Expression Award for Digital Activism 'for innovative uses of technology to circumvent censorship and enable free and independent exchange of information'.

Connecting youth and decision-makers

In addition to their regular 'Face aux jeunes' events that involve debates and live tweeting on specific topics of interest to young people, Habari RDC organised a campaign, #ElectionBitumbaTe, to engage young people in the elections. Young people provided their recommendations to decision-makers like the Mayor of the province of Mbuji-Mayi for a peaceful election period.

Habari RDC was cited by the [Al Jazeera](#) channel for a report on the working climate of journalists in DRC in the pre-election period. A team of two local correspondents from the Qatari chain arrived at the offices of Habari to interview the coordinator.

Habari RDC - More quotes



"Congolese youth need more information about prejudices. Human beings are all raised with a set of beliefs, which are not necessarily always right. But that doesn't matter. What matters is to raise awareness about prejudiced thoughts, identify them and try to remove them."

One of the bloggers of Habari RDC

"Reading this site, my point of view changed in the way that I understood that I am not the only person who has the right to express myself freely but that others have the same right and that they could also be right or wrong like me."

User of the platform

"I do not see stigmatised groups anymore as I saw them in the past. The site gives me a way to see others and consciously or not, it allows me to change my behaviour towards those who are part of the groups in question."

User of the platform

"By the way of seeing and understanding many of the things that happen around me, I can also bring something more to contribute to the knowledge of others, push far my reasoning and not live in fear."

User of the platform

4.5
Benbere
Understanding each other better



Benbere

Benbere was launched in Mali in May 2018. The platform aims to reflect the voices of a highly fragmented country. There is a striking lack of knowledge among young Malians about their peers in the different regions of North, South and Centre as well as of the different ethnicities and traditions. Benbere enables young Malians to understand each other better. After six months, at the end of 2018, more than 60,000 Malians were following the Benbere Facebook page. On top of that, Benbere has one of the fastest websites in Mali.

"You do what the State should be doing."

Former Prime Minister

Benbere - Achievements in 2018

Bringing opponents together

In Mali, Benbere organised the “Speak North, Central and Southern Mali” campaign to create a framework for non-polarising public discussion between young Dogons and Peulhs (also called Fulani), two communities in conflict in central Mali. Approximately 100 young people attended, along with the former Prime Minister Moussa Mara. It was the first time face-to-face discussions between young Dogons and Peulhs had taken place. MINUSMA, the United Nations stabilisation mission in Mali, then asked Benbere to organise a follow up meeting between Peulhs and Dogon youth leaders and to lead more activities between the two communities.

Questioning constraints

Young Malians face many constraints, such as the social norms regarding their daily choices or life-defining engagements (marriage for instance). Towards the end of the year, Benbere proposed an open debate around polygamy that triggered a lot of conversations amongst Malians. Moreover, ‘A letter to my lost clitoris’, an anonymous blog about FGM, generated again hundreds of comments and more than 13,000 views.

Having only begun recently, the Mali bloggers have rapidly grown their community and are really carving out a reputation as an alternative, credible and inclusive media source in Mali.

“I am often invited by Young organisations to events. Whether it is a cultural event, whether young people ask me to fund some activities for them. It is the first time, I see young people engaging on such important issues as the Fulani-Dogon. You do what the State should be doing. Please organise such events everywhere in the country.”

Reaction of former Prime Minister Moussa Mara



4.6
Yemen Youth Panel
Voice opinions, share stories



Yemen Youth Panel

The Yemen Youth Panel, locally known as Manasati 30, offers a space where young people, regardless of their social, political or economic backgrounds, can come together to voice their opinions and share their stories. Yemen Youth Panel has teams in both North and South Yemen with contributions from a large network of change-makers across the whole country.

“Yemen Youth Panel made me feel the freedom to express my opinion and not to be just a follower.”

User of the platform

Yemen Youth Panel - Achievements in 2018

Youth consultation

In 2018, our team in Yemen organised a youth consultation with Muhamasheen, Yemenis of African origin, traditionally called ‘Akhdam’ to develop accurate and sensitive content on the marginalisation that affects them. Yemen Youth Panel produced 15 posts on issues around acceptance of the Muhamasheen, and more than 1,200 young people engaged in discussion on these posts. One of the users said: “After I read the results of the Muhamasheen survey my perspective changed, I even went to talk with Muhamasheen children and asked them about their dreams”.

Realising young ideas

The team launched offline events in new regions in Yemen as well; in Mukalla and Ibb. In Mukalla, Yemen Youth Panel conducted a training for 18 young activists on debate skills with the goal of promoting a culture of dialogue among people with different views. In Ibb, the focus of the training was on the impact of social media on social cohesion. In Aden, Yemen Youth Panel organised a conference which was attended by more than 300 people, to present young people’s innovative ideas to help the community. Ten young people presented many interesting projects including an app to connect blood donors to blood banks and hospitals. The team had invited interested parties from the Government and private sector to attend and a short time later a company adopted the idea of the app and created the [blood donation app](#). These and other activities allowed us to reach new audiences, network with NGOs and change-makers and support young people to achieve their ideas.

Women’s engagement

Since its launch, Yemen Youth Panel has conducted over 75 surveys, covering a wide variety of topics important to young people. In 2018, one of the most

popular surveys conducted was on the topic of harassment (2,463 people participated, 28% of whom were women). In a country that has the largest gender gap in the world, this particular survey saw an increase in engagement of women with hundreds of women coming out with their stories of harassment.

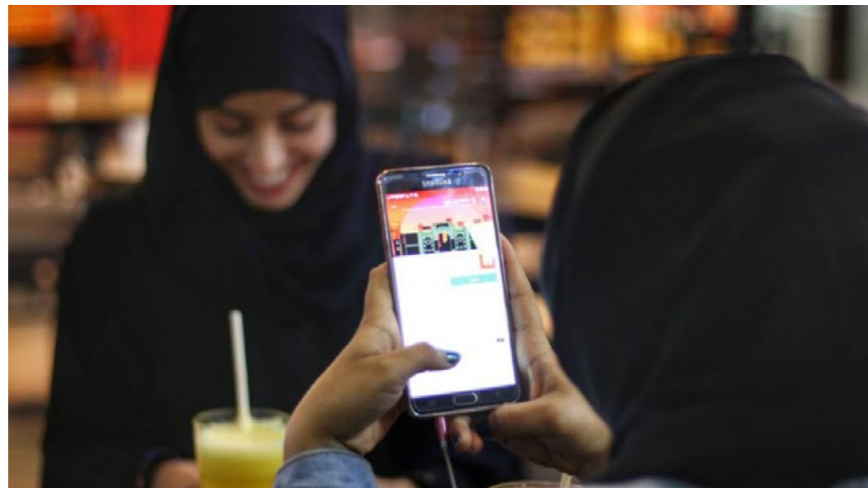
Participation peace process

Yemen Youth Panel also took part in the United Nations peace consultation with the parties in conflict—the Yemeni government and the Houthis—in Stockholm, Sweden, in December. Under the coordination of CFI media development and UNESCO, we were able to share the [report](#) of Yemen Youth Panel’s survey on the aspirations of young Yemenis for the peace process with United Nations officials, journalists and diplomats at the consultation.

Best performing content

Yemen Youth Panel’s best performing piece of content in 2018 was a [video](#) about sectarian differences, which was viewed 285,000 times, with a strong message for coexistence and accepting each other despite ideological differences. Since sectarianism is a very serious issue many people engaged with the video. There were about 700 direct comments and the same number of times that the video was shared.

Yemen Youth Panel – More quotes



The page is presenting successful stories of Yemeni young people and that is changing my mind that we as young people are able to succeed with all the hard situation we live in.

Facebook follower

“I got to know other people’s opinions on some issues and that drove me to rethink how far I am right in my opinions about those issues.”

User of the platform

“The page provided me with lots of information about what’s happening in Yemen and helped me to see human rights issues from a wider angle.”

User of the platform

4.7
Justice4Her
Strengthening woman
migrant workers



Justice4Her

Justice4Her, launched in 2016, is a cross-sector, multi-stakeholder project that seeks to strengthen the rule of law and reduce gender based violence (GBV) towards women migrant workers in China. It uses an online interactive platform for free legal support and information on GBV through online channels (social media platforms, blogs, email, WeChat groups) and integrates this with offline activities.

“Since I know Justice4Her, I realise the the essence of us is human and we are all born equal.”

Justice4Her – Achievements in 2018

Pro bono service

In partnership with a local law firm, Justice4Her provides pro bono legal aid to victims of GBV, both in the form of consultations via mail and support in bringing their cases to court and representing them. In 2018, together with its local partner, Justice4her represented 14 women survivors of GBV in Chinese courts and provided approximately 1,500 free legal consultations via a hotline, email and social media platforms.

Pressure pays off

In 2018, Justice4Her succeeded in influencing power on several occasions. On 20 May Justice4Her published a post on Weibo that created a wave of responses and pressured the Chinese police to withdraw a flawed decision. Fenfen, a young migrant woman living with cognitive disability was raped, but the local police had not taken the case seriously. In 24 hours, the post generated over 3,000 engagements and hundreds of Chinese mainstream media outlets talked about it. The online conversations put pressure on the Chinese police. The police responded on Weibo that they would withdraw their decision and review the case.

Learning lawyers

Justice4Her facilitated a training for lawyers, implemented by their partner, the Qianqian law firm, aimed at raising awareness and ability of lawyers in dealing with sexual harassment cases in the workplace. Thirty-three people participated and, according to an after-survey, 85% of them thought their awareness of GBV had increased, and 64% claimed that what they learnt through the training would have a positive impact on their future work.

Legislative proposal

Together with the Qianqian law firm and a group of pro bono lawyers, Justice4Her drew up a legislative proposal in response to the draft version of the 'Regulations on Family Violence in Hubei Province' formulated by the People's Congress of Hubei Province. The Hubei's People's Congress said they were grateful for the contribution and they will seriously consider it when they finalise the regulations.

Silence Hurts

Launched in August 2018, the short Justice4Her film, 'Silence Hurts' won two prizes: the prize for the best creative PSA (professional) at the 25th Shanghai Advertising Exhibitions Awards and the Silver Prize for Best Video at the 8th STDecaux Public Service Awards of JCDecaux. The video, co-funded by the European Union, has been viewed more than 500,000 times, and its hashtag #Empowerwomen has reached over four million views on Chinese social media channels. The film raises awareness of GBV.



Gender inequality

On 18 December, Justice4Her published the first Chinese version of the Global Gender Gap Report 2018 from the World Economic Forum on Weibo. Within two days, 20,000 online users reposted it and there were six million views and 4,000 comments. Of those engaging with the post, 18,446 were users from 26 Chinese provinces. Of those users 2,700 are key opinion leaders. On 24 December, Justice4Her posted a video under the hashtag, #Bebetterwomen, in which some advanced ideas and models in building a society with gender equality were introduced. This post initiated heated discussions among the online users, including whether gender inequality exists in China.

Researching harassment

Justice4Her partnered with the School of Social Development and Public Policy of Beijing Normal University for a research study on Migrant Women in Shanghai, Guangzhou and Shenzhen. The research used quantitative and qualitative methods - 1,530 women migrant workers were surveyed and 13 women migrant workers were interviewed. The research revealed 37.2% of women migrants had been sexually harassed in the workplace. Migrant women who worked part-time or changed jobs often were more vulnerable to harassment.

Justice4Her - More quotes

"I was born and raised in Northeastern China, where domestic violence happens in many families and I thought it was no big deal. After reading the Justice4Her website, I realised it is a crime according to the Law on Family Violence."

User of the Justice4Her platform

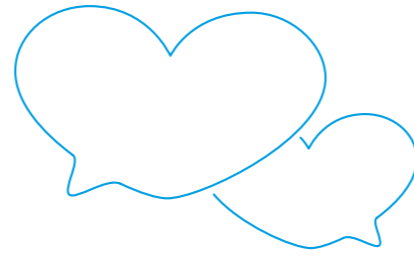
"Before reading on Justice4Her, there was a time that I didn't really understand the victims of domestic violence, why didn't they escape from the family and get divorced. But now I'm trying to understand their situation more and hope to help them."

"During my adolescence, I used to joke with others about one boy who acted 'typically feminine'. Since I know Justice4Her, I realise that all the so-called masculine and feminine temperaments are socially cultivated. The essence of us is human and we are all born equal. Gender labels are means by which some individuals create benefits for their interests."



05.

Love Matters

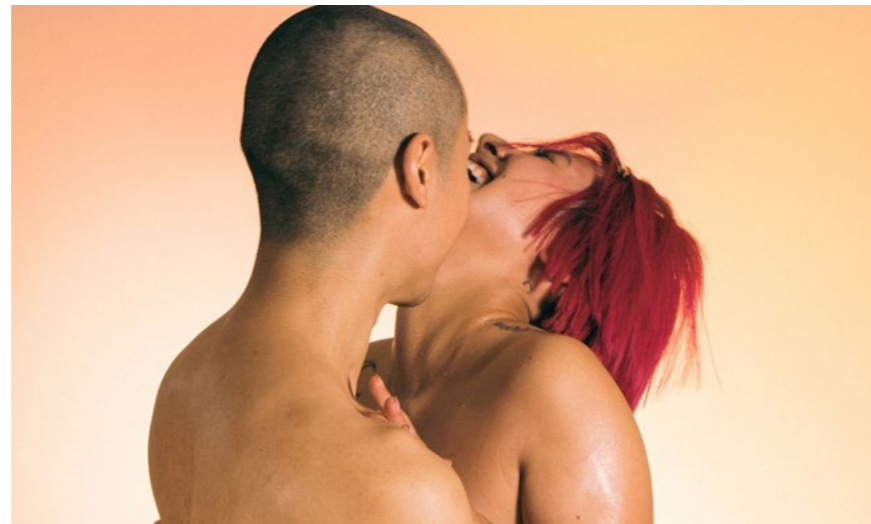


5.1 Our Global Programme



Love Matters Global programme

Open, honest and sex-positive, RNW Media's Love Matters programme is well-established as an innovative player in the field of SRHR for young people. With thriving platforms around the world, 2018 saw the Love Matters teams taking part in global forums and spreading the word about the unique Love Matters approach. In 2018, Love Matters' websites hosted almost 30 million visits, and Love Matters' pages were viewed 49 million times. We had 5.6 million Facebook fans, and the Facebook community interacted with us through likes, comments and shares more than 6.5 million times.



Positive about sex

Love Matters believes talking about pleasure is an invaluable tool in engaging young people—rather than the traditional SRHR approach focusing on avoiding disease and pregnancy. This pleasure positive approach was at the fore at The International Conference on Family Planning 2018 in Rwanda. The team organised the [Pleasure Dividend](#), a panel held in the main conference auditorium to talk about the role of pleasure in sex education and family planning. The session generated numerous online and offline conversations and a lot of positive feedback about the originality of the Love Matters message.

Informing SRHR professionals

Another important conference for the Love Matters programme in 2018 was the Regional Health Network (RHN) Annual Scientific Conference on Adolescent Sexual Reproductive Health and Rights in Kenya. The Love Matters Africa team presented its work to bring a pleasure positive approach to SRHR information and awareness to professionals from Kenya and Uganda and established important contacts with a range of organisations and individuals.

5.2 China



Love Matters China

On 13 April one of China's largest social media sites, Sina Weibo, seen as China's equivalent of Twitter, announced they would remove gay content, including pictures, cartoons and text posts, during a three-month clean-up campaign. Weibo said the action was meant to comply with China's new cyber security law that calls for strict data surveillance. Love Matters China decided to protest the decision, using the hashtag '#LOVEISLOVE'. The hashtag generated 4.36 million page views and 27,000 engagements.

"Every Chinese should fight for tolerance and respect to LGBTI."

Introduction to Love Matters China

Launched in 2014, Love Matters China aims to empower young Chinese, especially college students and young professionals in big cities, to claim their sexual health and rights and enjoy good sexual and reproductive health. With innovative state of the art media approaches, Love Matters China develops multiple digital platforms to facilitate young people's engagement, creates easy-to-access content on love, sex and relationship, and builds communities of scale. The sexual health resource developed by the team is the most comprehensive online database on SRHR in China.

Love Matters China - Achievements in 2018

Support LGTBI community

Even though LGBT topics remain taboo in Chinese society, Love Matters China launched the social media campaign, [#Unitedforrainbow](#), in June to celebrate Pride month, challenge misconceptions about LGBT, raise the visibility of the Chinese LGBT community and encourage straight people to fight for gay rights.

The campaign contained a series of science-based content around LGBT topics, a live-broadcasted discussion and a Weibo event. Our followers were encouraged to submit a photo with a rainbow element to show their support to the LGBT community. In just three days, the hashtag had become a meme in China and generated 1.69 million page views and nearly 2,000 comments and likes.



International Women's Day

In 2018, Love Matters China ran a campaign, both on- and offline around International Women's Day. The team provided a live chatroom for young people with 38 multiple-choice questions about SRH knowledge, gender empowerment and problems of GBV and Intimate Partner Violence and carried out a live chatroom on March 8 as well. The theme of this live chatroom was, 'Be brave and love yourself: how do women enjoy sex healthily'; 210,000 people participated and 83% of them were satisfied with the event. Offline, a sexual assault expert from Love Matters China hosted a sharing session with 34 'live' participants and 21,000 online participants. Afterwards, 92% of participants said their knowledge about sexual harassment had increased through the event.

Oral sex

One of the favourite Love Matters China stories in 2018 was about oral sex. The author argued from a feminist perspective that there is an 'oral sex gap'. The article received over 30,000 views on Weibo and WeChat and caused fierce discussion among our fans.

TEDx Speech

Love Matters China was invited to give a speech at the [TEDxNYU Shanghai](#) in 2018. The speech, 'The story of a sex educator', was delivered by the web editor of Love Matters China. She discussed the struggles and pains she had when she was a teenager wanting sexual pleasure, given the context that sex and women's pleasure are still taboos in Chinese society, and how working for Love Matters changed her professionally and personally.

Love Matters China - Quotes

A user of Love Matters China posted his photo in a post and said 'I am deaf and I am gay. I cannot speak, but I want to say silently that every Chinese should fight for tolerance and respect to LGBTI together.'

5.3 India



Love Matters India

Love Matters India worked hard to contribute to the years of effort put in by many organisations to change the law criminalising homosexuality in India. This work included the [#LforLove](#) online campaign, which generated 4,291 conversations among users. The campaign used humour to tackle stereotypes around lesbians in India and did extremely well online, with 30.6 million impressions and a potential reach of more than 5 million. The campaign trended on Twitter for more than two hours, and was talked about in several national and international media publications, even getting picked up by advocacy blog sites in [Iran](#).

"I feel your work is useful and important"

Introduction to Love Matters India

When Love Matters launched in 2012, it was the first digital platform in India bringing young people information on 'love, sex, relationships and everything in between'. Six years later, Love Matters India is available in both English and Hindi and is established as a major SRHR player, as its website and social media pages maintain buzzing conversations with millions of young people. As the first Love Matters platform, Love Matters India's overwhelming success also proved inspirational as the model was adapted for other regions around the world.

Love Matters India - Achievements in 2018

SRHR toolkit

In 2018, the Love Matters India team took their expertise offline, training youth peer educators in Bihar state on how to use a specially developed SRHR toolkit. The toolkit consists of written content, podcasts and fun videos taking a pleasure positive approach to issues ranging from menstrual hygiene and safe sex to love and attraction. The 10 key topics of the toolkit were decided together with the target audience following a design thinking process. It involved an intensive process of meetings and focus group discussions with peer educators and local youth groups.



Safe and legal abortions

Another 2018 highlight for Love Matters India was the campaign [#IAmNotAlone](#) marking International Safe Abortion Day on 28 September. The campaign was geared towards building a support system for women who have had an abortion or are seeking an abortion and included a Virtual Reality film. The campaign was kick-started with a panel discussion on the topic of safe and legal abortion, followed by the screening of the film and attended by around 50 people including representatives from donors and organisations working on SRHR. The three videos developed for the campaign generated more than 78,000 views and the 7 articles written received more than 27,000 page views during the campaign week. The campaign was covered widely by India’s media and generated many online conversations with the hashtag trending 5th nationwide on Twitter on the day the film was launched.

Partner violence

Love Matters India also launched the online campaign [#IsThisLove](#), on intimate partner violence (IPV). This campaign was the first of its kind to use traditional research methods in online spaces to measure the impact of the campaign. It also used unique interventions to engage with users, including a Bollywood style website to attract users. The landing page attracted a total 204,555 views during the campaign period, with the majority coming from Facebook traffic. To answer the question if the campaign was successful in increasing public conversation on IPV, we ran a comparative analysis of early and late campaign posts. This indicated a 173% increase in average likes and a 253% increase in average comments over the course of 2.5 months. This tells us that the campaign strategy has indeed been effective in initiating public engagement and dialogue on IPV on social media. Our most popular posts, the video, reached a total of 460,941 users. It is safe to say that our campaign is likely to have reached at least half a million people.

Journalist workshop

Love Matters India did a mapping of media coverage of SRHR and LGBT issues in 2018. The report of that mapping has been received very well, and as a follow up, the team organised several workshops in colleges with journalism students. At the end of the year, Love Matters India organised a workshop for 20 journalists from various media publications across India using different vernacular languages to discuss the current status of reporting on SRHR and LGBT issues. It was an important step in bridging the divide between online and offline media and taking the perspective and message of Love Matters to the mainstream media in India.



Love Matters India - Quote

“I feel your work is useful and important and especially for Indian youths who otherwise don't have many platforms for discussing their issues. And the social norms here makes it almost impossible to discuss our issues with family and friends.”

Facebook user

5.4 Arabic



Love Matters Arabic

Love Matters Arabic is truly unique for its credible, comprehensive and youth-friendly Arabic-language content on sexual health and wellbeing. The platform, currently focusing on Egypt, is opening up the topic of sexuality for young people in a region where talking openly about sex is deeply taboo.

“You break the fear we have of our bodies, and the contempt we feel towards sex.”

Love Matters Arabic - Achievements in 2018

Strengthening network

Love Matters Arabic strengthened its network in 2018, expanding its cooperation with the International Federation of Medical Students Associations (IFMSA),

and organising an expert meeting with family planning and safe abortion experts in Egypt. A sexuality workshop was also organised for journalists and content creators in Egypt aimed at encouraging them to take a more open and progressive attitude towards the SRHR of young people. The team took part in the taskforce against female genital mutilation in Egypt, and participated in various events organised by international partners and organisations, such as the Arab Regional Youth Forum by UNFPA Arab States, where Love Matters Arabic moderated a session about 'Innovation in youth health and wellbeing'.

Beyond borders

So far, our Love Matters Arabic platform has focused its marketing and offline activities in Egypt only. But what we have learned through the past year is that our platform and our community go beyond borders. Twenty-three percent of all online traffic to the website last year came from Egypt. The remaining 77% percent came from other Arab countries, with Saudi Arabia, Morocco, Algeria, Jordan and Iraq as the top 5 countries, meaning the platform has become a top regional platform for sexual and reproductive health in the Arabic language.

Doubling Traffic

2018 was a significant year for Love Matters Arabic social media traffic. Within one year we were able to double our Instagram and Twitter followers and gain 20 million extra views on our YouTube channel. This increased traffic meant a huge increase in the engagement of our community on the social media platforms.

SRHR toolkit

Offline, Love Matters Egypt continued its SRHR educational activities. The team finalised the Love Matters Arabic SRHR toolkit. The kit was presented at the International Family Planning Conference in Rwanda. Continuing its SRHR educational activities, Love Matters Arabic developed a tailor-made comprehensive sexuality educational (CSE) training to support change-makers and medical students with information they need to advocate for and spread knowledge around SRHR. The training is delivered in partnership with International Federation of Medical Students' Associations (IFMSA) Egypt.

With the tool, the team led two workshops in July and September and also trained at the IFMSA Egypt winter camp. Feedback from attendees showed how much these young change makers benefit from Love Matters' team sessions both in their personal, as well as their professional lives. IFMSA management also showed interest in sexuality education and proposed a new project to work on together.

Emergency contraception

The year ended on a high for the team when a family planning campaign on promoting emergency contraception went viral. Centre-piece of the campaign was an [animated film](#) showing a sperm and an egg rushing to get together knowing that the couple have not used any type of protection. They are unpleasantly surprised when they find out about the emergency contraception in place! The animation went viral on Facebook and Instagram, was trending on BBC Africa and caused a debate among young social media users. Love Matters Arabic reached 3.7 million young people with this campaign, more than 10% of Egypt's youth population of 21.7 million.



Love Matters Arabic - Quote

"Love Matters Arabic is truly a page that tries to spread sexual education, but most importantly tries to break the fear we have of our bodies, and the contempt we feel towards sex and our sexual organs. This fear is wide spread in our Arabic culture."

A Love Matters Arabic user

5.5 Africa



Love Matters Africa

Love Matters Africa provides easy-to-access information and news on sexuality and sexual health for young people in Africa. It offers open, honest and non-judgmental discussions around sex and sexuality to help young people make the best possible decisions about their sexual health and rights. Love Matters Africa has grown to become a regional platform in 2018 with more than 1.4 million fans on Facebook including Nigeria where the newly set up Facebook Naija page attracted 150,000 fans in just a few months' time. The total of interactions (likes, comments and shares) reached over 4 million.

“In my country, it is really taboo to speak of sexuality, love and feelings.”

Love Matters Africa - Achievements in 2018

Scaling up

Love Matters Kenya scaled up its offline collaboration and partnership development in 2018 in light of the move towards sustainability and becoming a regional platform for Anglophone Africa, Love Matters Africa. As a result, the Love Matters Africa team has seen an increase in invitations to conferences to present their best practice methodology. The Love Matters Africa team supported the LBQ Women Health Screenings of the Gay Kenya Trust (GKT) with online information sharing activities. They also did an outreach on Valentine’s Day at the Lang’ata Women’s Prison. Getting entry into the Kenya Prison system is a source of great pride for the team, helping learn how to support groups of people facing multiple forms of exclusion, such as LGBT persons in prison.

The Love Matters Africa team also rolled out an in-depth training for Reach a Hand Uganda (RAHU) on LGBT rights, terminology and best-practice on how to build an inclusive space within the SRHR landscape in Uganda. Follow-up support has been ongoing to build the capacity of RAHU in terms of developing their own context-specific internal communication strategy which also accommodates the more sensitive topics such as LGBT.

Offline

Next to several other offline activities such as workshops on SRHR, including LGBT issues, and presentations at various workshops and events organised by third parties, Love Matters Africa organised a media training for writers and media practitioners from radio, blogs, and newspapers. During the training, the participants were taken through a compelling storytelling course with an emphasis on LGBT visibility. Through subsequent follow-ups, the trainees have worked on stories on LGBT and other SRHR topics such as access to safe abortion, empowering women and girls and women’s health. So far, these have been published on external platforms and personal blogs and will be published on the Love Matters Africa platforms later.

SRHR and disabilities

Love Matters Africa also presented their work at the International Day for Persons with Disabilities in Nairobi. This panel discussion covered barriers and opportunities but also advocacy and best practices around SRHR of people living with disabilities. This conference allowed Love Matters Africa to unpack some of the learnings from the Rights, evidence, action–amplifying youth voices programme on the importance of language, intersectionality, and how lessons learnt from other regional country contexts could be applied in Kenya.

Online

Love Matters Africa in 2018 also ran several online campaigns. First there was the Love ABC campaign - a fun, engaging way to introduce the heterosexual, cisgender Kenyan and Nigerian audiences to some of basic LGBT-related terminology. The website published an article, with definitions of the individual terms and links for continued reading. The article was linked to images that were shared on various social media platforms daily. The packaging of taboo content around LGBT-topics and sexual rights in a fun, approachable way worked very well.

The 16 Days of Activism against Violence against Women campaign generated high-quality traffic. The voxpop-style article on harassment at work, for example, had people staying on the page for over five minutes with a low bounce rate of 46%. Four out of five articles had people on the respective pages for over three minutes.

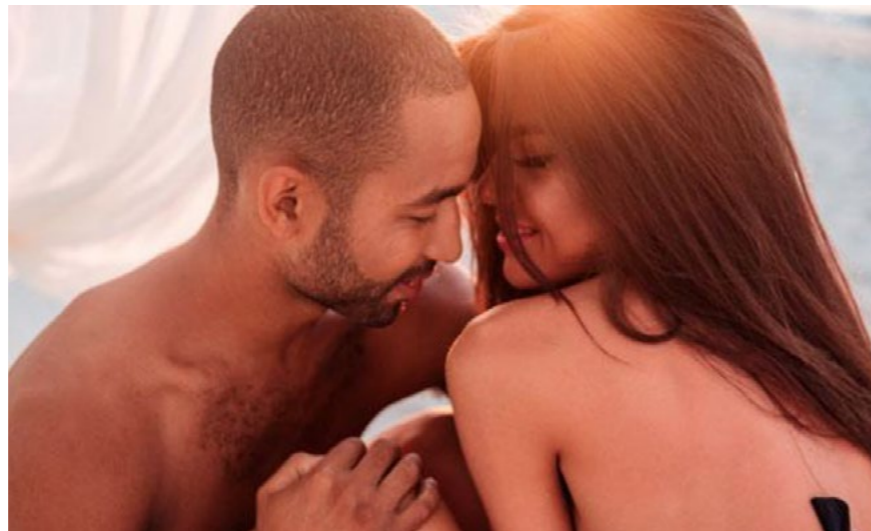


Love Matters Africa - Quote

“How are we still being shy about saying sex? How is this a real thing? But you went and did it, with the LGBTIQ vibes, and we love you for it!”

LGBT-activist, South Africa

5.6
Mexico



Love Matters Mexico

Hablemos de Sexo y Amor, the Spanish Love Matters platform, broke new ground in 2018 as the first Love Matters platform to become independent. RNW Media is committed to ensuring the long-term sustainability of all its platforms/communities and began planning in 2017 to hand over our Spanish language Love Matters platform based in Mexico. The work of Hablemos is now being run independently by a well-established local SRHR organisation [México Vivo](#). RNW Media continues to refine the blueprint for sustainability pioneered by Hablemos and aims to establish a network of independent partners who will remain part of the global Love Matters family.

“Thanks for this information. Your words were exactly what I was looking for.”

Love Matters Mexico - Achievements in 2018

In the second semester of 2018, Hablemos stepped into an alliance with SICO, producer of condoms and sex toys and IFA Celtics, a pharmaceutical company. We expanded our reference network of medical services for users of the platform through the incorporation of a list of medical services offered by México Vivo. In the last quarter of the year, a new mobile design for [hablemosdesexo.com](#) was implemented as well.

Participation in events

Throughout the year, the team participated in several national and international events such as the National Congress of Sexual Health and Sexology organised by the network FEMESS, representing more than 100 non-governmental organisations and the congress about sexuality and gender by AMSSAC, the Mexican Association for Sexual Health. For the National University of Mexico, Hablemos facilitated a special event about free and clear sexuality.

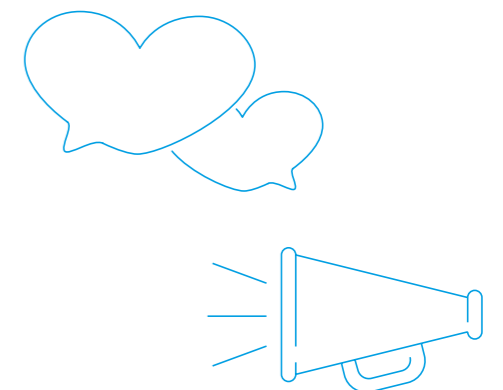
One stop pleasure shop

Packard annually organises the Quality Innovation Challenge which supports visionary and youth-led innovators, providers, advocates, and researchers who are courageous in their pursuit to advance everyone’s right to quality sexual and reproductive health care. From the 350 innovations that were submitted for the in-person Challenge, the proposal of Mexico Vivo and Hablemos de Sexo y Amor ended as one of the finalists for a ‘One Stop Pleasure Shop’ for youth in Mexico to access quality information and services that recognizes sexuality as healthy, pleasurable, and free from shame.

Love Matters Mexico - Quote

“Thanks for this information on the first time. Your words were exactly what I was looking for and I’ll check all links right away. I love your platform!”

A Hablemos de Sexo y Amor fan



06.

RNTC Media Training Programme



RNTC Media Training Programme

RNTC Media Training Programme is RNW Media's internationally renowned learning hub for high-calibre media training. RNTC Media Training Programme goes beyond traditional journalism and media training, combining powerful theory, based on persuasive storytelling, rigorous professional practice and creative innovation. Working in this ground-breaking way, RNTC Media Training Programme builds the foundation for media work with a lasting impact.

"This training has enabled me to identify my audiences more precisely."



Introduction to RNTC Media Training Programme

Over the past 50 years, the RNTC Media Training Programme has trained participants from 58 developing countries, in five languages. But annually, only 100 of the 900 students from developing countries who apply are granted a scholarship to attend a course. So to mark its 50th year, the RNTC Media Training Programme launched a Scholarship Fund for Media Development to train talented individuals and build more powerful voices. So far the fund has raised EUR 25,000 from donors including from The US State Department.

Target group

Throughout the years, RNTC Media Training Programme has become a centre of expertise for media and communications professionals around the world, especially for those working in restrictive settings and in fragile states or

countries in transition. RNTC Media Training Programme also offers tailor-made and pop-up trainings globally for universities, NGOs, media organisations and embassies.



Human angle advances human rights

"Media is a powerful tool in shaping people's opinion, perception and attitudes. Once we shape people's opinion, attitudes and perception and get people to understand that LGBT people are human beings, then we can see a reduction of homophobia."

Michael Okun Oliech is a Kenyan writer, blogger and human rights activist. He recently took part in an RNTC Media Training Programme masterclass on storytelling for lesbian, gay, bi-sexual and transgender (LGBT) visibility in Nairobi which, he says, "completely changed" his writing style for the better.

Shaping attitudes

Negative attitudes in Kenya toward LGBT people can translate into tragic consequences and same sex relations can result in more than a decade in prison. According to Oliech: "The majority of people who live in Kenya strongly disapprove of homosexuality and topics around LGBT. The main argument is that homosexuality is against African norms and traditions, and in religion it is considered a great sin."

Research carried out by Love Matters Africa into the visibility of the LGBT community and its representation in the Kenyan media confirmed that these negative attitudes are reflected in and amplified by the media. This kind of coverage plays a significant role in shaping public opinion and more positive and less stigmatising reporting on LGBT issues can be an important step in advancing the human rights of Kenya's LGBT community. Quality coverage on LGBT issues is all the more important right now as Kenya's High Court is poised to rule on the decriminalisation of same sex relations.

RNTC Media Training Programme - Achievements in 2018

In 2018, the RNTC Media Training Programme provided a masterclass for NGOs and civil society organisations in the Netherlands on using media for behaviour change. The team also provided workshops at 5 conference events related to themes of media for development. Other clients that enjoyed trainings from the RNTC Media Training Programme include: Mama Cash, Wilde Ganzen, Nuffic,

PARTOS, Liliane Fonds, Simavi, Prins Claus Fonds, Rutgers, Dokters van de Wereld, Aflatoun, BRAC International, Pax for Peace, PSI and World Press Photo.

Open Courses

Two and three-week residential courses in the Netherlands office in Hilversum covered topics such as data and investigative journalism, becoming a digital content creative, media campaigns for development and social change and reaching your audience with storytelling. In 2018, eight open courses were offered and the RNTC Media Training Programme added around 80 alumni to our list of former students who have attended Hilversum Campus courses.

Tailor made trainings

The RNTC Media Training Programme provided training for Erasmus Mundus Programme at the University of Amsterdam for their International Journalism Masters students. The team also provided two rounds of training to Spark's Erbil Digital Workforce in Erbil, Iraq (Kurdistan) and held a workshop at the IGNITE conference in Amsterdam to focus on counter radicalisation interventions in Erbil. Tailor-made trainings for Care were conducted in Ethiopia for Somali and Sudanese media professionals, and several workshops in Romania, Sarajevo and Poland on empowering civil society to use media and media campaigns for development and social change with Fundacja TechSoup Europe took place.



In China (Hong Kong and Guangzhou), the RNTC Media Training Programme conducted trainings on storytelling for journalists which were given with practical outcomes being produced for local media outlets, while Techcamp master classes in Copenhagen and Berlin were facilitated to develop campaigns for social change in countering disinformation, radicalisation and fake news. For the Global Reporting Initiative, the RNTC Media Training Programme offered online and face-to-face trainings in multiple locations including South Africa, Ghana, Colombia, the Philippines and Peru under the Sustainability reporting theme. In total, the RNTC Media Training Programme participated in 18 tailor made trainings in 2018 with a total of 470 people trained around the world.

Media for development

As well as working with media professionals, RNTC Media Training Programme offers specialised capacity strengthening for NGOs and development professionals. 2018 saw a team of senior trainers heading to Washington for a workshop to explore the World Bank's role in media, good governance and development with participants from the Bank and the Center for International Media Assistance. Media for development programmes remain fragmented and poorly funded, making up a tiny fraction of overall development spending. The workshop

brought together experts to contribute concrete ideas about how the World Bank can support efforts to build vibrant and well-governed media systems for development.

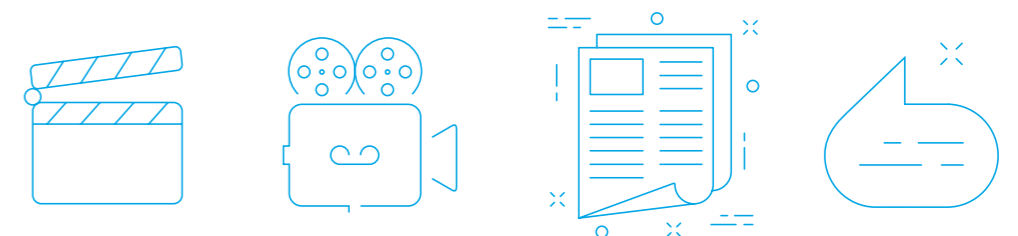
RNW Media capacity development

The other important role the RNTC Media Training Programme fills is internal capacity development for RNW Media's colleagues. Last year saw trainings take place on a range of topics, from project management to social media campaigns and user-centred design, both in the Netherlands office in Hilversum and in the countries where RNW Media has local teams. The RNTC Media Training Programme provided training during our yearly internal conference, Global Week, helping country teams produce campaigns and worked in regions to develop capacity strengthening interventions.



RNTC Media Training Programme - Quote

Elle Fersan is a blogger, social media specialist and international development practitioner, born in Lebanon. During her tenure as a fellow of the of the Eisenhower Women's Leadership Program in 2015 she followed RNTC's Using Media for Development training. In early 2018 Elle told us, "I have been using the different transferable skills I learned at RNTC Media Training Programme in my fundraising. I raised between September 2015 and December 2017 over USD 3.5 million and I have another million in the works. I also put forward a media engagement program for the Arab Foundation for Freedoms and Equality, and we are doing amazing work changing the narrative around LGBTQ issues in Lebanon and the Middle East."



07.

Year at a glance

2018

January

RNW Media presents at the unconference [‘Digital Diplomacy Camp’](#), organised by the Dutch Ministry of Foreign Affairs, in Brussels

February

RNW Media organises a Deep Dive on youth engagement in sexual and reproductive health and rights in Washington.

March

RNTC launches Scholarship Fund at its 50-year celebration party.



April

Habari receives the Index on Censorship's 2018 Freedom of Expression Award for Digital Activism.

May

RNW Media runs several sessions at the RightsCon in Toronto.

June

Love Matters China launches the #Unitedforrainbow campaign.

July

Love Matters is present at AIDS 2018 in Amsterdam with #LetemSpeak.



August

Justice4Her launches the video, 'Silence Hurts', on intimate partner violence.



September

Love Matters India launches #IAmNotAlone, marking International Safe Abortion Day.

October

Huna Libya publishes the results of its survey about women and work.

November

RNTC organises masterclass for Dutch NGOs, on creating content and campaigns that move young people to action.

December

Yemen Youth Panel participates in the UN peace talks in Sweden.



08.

Media coverage



The results of RNW Media's work continued to attract substantial media attention in 2018. Summing up, RNW Media's coverage last year had a wide scope, from sector-specific, niche outlets to international outlets with large audiences.



The Guardian, BBC, AlJazeera and more

In 2018, both the [Guardian](#) and the [BBC](#), and several French media reported on the awards given to the Habari RDC platform. They also published several Habari articles. [France24](#), for example, published Habari's story about the police going after unmarried couples. French magazine, [Courrier International](#), also republished articles written by Habari RDC bloggers and [AL Jazeera](#) and [RFI](#) reported on Habari's activities during the elections in July.

The RFI, Africultures, France24 and more

The [RFI](#) asked our colleagues in Burundi to deliver regular columns in the show, 'Life from Here', while [Africultures](#) took over the caricatures of Yaga's bloggers—Alif and Ajax. Our project coordinator also spoke to the national radio of Burundi (RTNB) in a talk show on the socio-political history of Burundi, which brought together a professor and researcher of the University, and a former ambassador. Moreover, [France24](#) often used Yaga's images, such as during their campaign around employment and innovation, #BurundiInnove.

From El Pais to Safaha.net and 24Yemen

Several blogs written by our team in Mali, Benbere, have been included in radio programmes that broadcast in one of the national languages, 'Bamanakan' (also known as Bambara), while the DeltaNews weekly print took over a number of Benbere's articles. Journalists from [El País](#), interviewed Benbere staff, to report on the need to fight against inter-community prejudices in Mali.

Influencers, foundations and groups share a lot of the work being done by our Huna Libya team on their Facebook pages. Hassan Alamin, for instance, a famous human rights activist in Libya started to share articles published by Huna Libya on his personal Facebook page. Many popular Facebook pages also copy content produced by Huna Libya. In Yemen a number of news sites, such as [Safaha.net](#) and 24Yemen, reported on the results of the surveys conducted by the team.

CGTV, NDTV news and blogs in Iran

[CGTV](#) (China Global Television Network) interviewed the project coordinator of Justice4her on the Chinese anti-domestic violence law. Hundreds of articles on the topic were published and reposted by Chinese grassroots NGOs, such as the Beijing LGBT Center and by opinion leaders.

Several international media reported on Love Matters India's campaigns, such as the online campaign, #LforLove, which was talked about by [NDTV news](#) and even picked up by advocacy blog sites in Iran. The Love Matters' India abortion campaign, #IAmNotAlone, was covered by 30 media, including national news agencies.

BBC Arabic, Nile life channel and a viral animation

[Radio BBC Arabic](#) interviewed the project coordinator of our Love Matters Egypt platform on several topics, such as sex education and the HPV vaccine, while [Nile Life Channel](#) did a live interview with the same colleague about FGM.

A Love Matters Emergency Contraception viral animation made international news when the [BBC's Arabic Trending programme](#) featured the video and interviewed the regional manager about the campaign. More than 250,000 people viewed the video.

09.

Sustainability



The digital communities should become fully locally owned and sustainable long after grant cycles end. In 2018, RNW Media developed a social franchise blueprint together with Spring Impact (formerly the International Centre for Social Franchise) to turn the Love Matters programme into a global network and brand. Under this model, independent partners take full responsibility for nurturing a vibrant Love Matters community of young people. The first platform to become independent in 2018 was Hablemos de Sexo y Amor (Love Matters Mexico) for which a Memorandum of Understanding with the national SRHR organisation, Mexico Vivo, was signed. Mexico Vivo took over Hablemos de Sexo y Amor, continuing to use the Love Matters programme’s pleasure-positive approach with young people and applying the global branding.



In Kenya, we rolled out an Organisational Capacity Assessment to better understand and identify any gaps or areas needing strengthening in order to prepare for sustainability. The findings were very positive in terms of the performance of Love Matters Kenya, currently the largest team under the regional Love Matters Africa platform. Internal strengthening is needed, however, to build more organisational structure.

RNW Media also continued support in 2018 to This is Africa, for transition to independence by mid-2019. This is Africa is a leading pan African thought leadership platform that informs, educates and connects youth in Anglophone Africa; enabling them to make informed choices with regards to life and society. The support provided has gone towards strengthening systems of audience growth/engagement & retention including content production and distribution strategies and business development.

In 2018, This is Africa registered several key milestones. Five staff members were trained on a range of courses including Project Design and Management, Digital Strategies for campaigning, Advertising & Community Engagement. The result of these trainings is reflected in the significant increase in audience growth and engagement as witnessed in the statistics registered over the reporting period – across web and social media channels. Visitors to the website in 2018 increased from 78,000 to 209,000 users, and the reach of Facebook posts rose from 1.4 to 3.6 million.

RNW Media also supported two strategic planning workshops, the recruitment of a dedicated business development specialist and a market survey to establish opportunities for business development. During 2018, This Is Africa identified digital campaigning as a key business opportunity based on the strengths and opportunities provided by the digital platform, and feedback from the market survey. Resultantly, the platform positioned itself as a “preferred partner/service provider for digital campaigns for social change in Africa”. Furthermore, This Is Africa conducted a very successful campaign calling on the British Council to stop conducting English proficiency exams for Africans from common wealth countries. The campaign garnered more than 58,000 signatures and raised awareness about this continued exploitation of Africans from former colonies.

By the end of 2018, a new local board had been formed and became operational. The newly constituted board facilitated the registration of the This Is Africa Trust (TIA Trust) with the authorities in Kenya. The certificate of registration is expected in the first quarter of 2019, and this signifies the first and profound step towards the independence of This is Africa from RNW Media.

10.

Research



The analysis of our organisational strategy in 2018 pointed out we needed to be better tooled for measuring results. Measuring results in better ways also meant doing a lot more research. We delivered baseline studies for seven countries across three global regions.



The purpose of the baseline studies was to take a 'snapshot' of the operational contexts of the different platforms and establish a benchmark against which to assess progress and outcomes. We improved and simplified the theories of change of our programmes to be better able to measure the actual outcomes and impact of our work using updated indicators to align with our digital approach. With every baseline study we tested new data methods as well, in order to constantly improve data expertise within RNW Media.

[Ideas42](#), a U.S. based behavioral science research organisation worked with us via Love Matters India to evaluate change in knowledge and attitudes about controlling behaviours as a result of the campaign, #KyaYahiPyaHai (#IsThisLove). The campaign sought to distinguish loving behaviours from controlling ones through a series of online campaign components including an informational quiz, articles, discussion board, and other resources. Our research showed the campaign was successful in encouraging young people online to engage in a conversation on intimate partner violence.

We rolled out research on engagement and user behaviour on our Love Matters platforms in 2018. Using a natural language processing tool and text analysis methods, our Data & Digital Team developed a textual discourse analysis of our Love Matters Arabic Facebook and Love Matters China Weibo platforms, in

addition to the analyses on our Citizens' Voice platforms in Burundi, DRC, Libya, Yemen and China. We got some interesting insights. Pleasure-based content is popular and effective for attracting young people to our sites, including new users, but people stay longer on content related more directly to sex education. We also found out from text analysis of Love Matters China content that simple strategies like using hashtags significantly drives users to discuss issues online, i.e. make more comments.

We initiated a project to A/B test moderation in DRC and Libya to increase our understanding of the effect of moderation. Our analysis showed moderation leads to more meaningful engagement and deeper conversations as people are invited by the moderator to use solid arguments to make their points.

Between March and August 2018, we carried out focus group discussions (FGDs) for Love Matters in Kenya and India as part of the mid-term evaluation of the Rights, evidence, action–amplifying youth voices programme funded by AmplifyChange. Besides the internal capacity strengthening that the India and Kenya teams received in qualitative data collection, this research confirmed a lot of the baseline findings. In India and Kenya, sentiment around LGBT communities is more positive than expected, even though there remains some ambiguity around terminology and language. The FGDs revealed the limitations of using Western LGBT constructs.

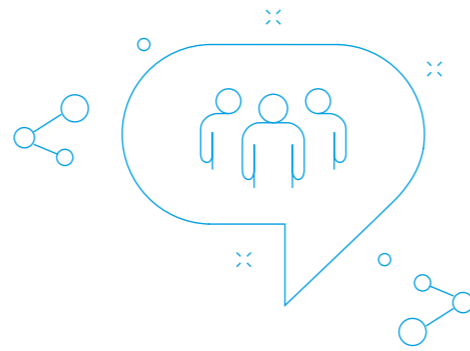
We also did a study of the impact on users of the discussions on our platforms in DRC, Burundi, Yemen, Libya and China. The study revealed users report an increase in knowledge on themes, like the country's situation and gender equality. They also report more openness to different viewpoints, including less prejudice towards marginalised groups and more willingness to express their viewpoints.

Love Matters China launched a large-scale SRHR data research project together with China Family Planning Association and Tsinghua University, including a needs analysis of Chinese young people on popular social media platforms, a Chinese media discourse analysis on SRHR issues and a court case analysis on GBV. The project is expected to be the first SRHR big data report in China. The draft research report will be finalised and shared with partners for advocacy purposes in 2019.

Justice4her conducted a research project on sexual harassment in the workplace and domestic violence among women migrant workers in three provinces together with China Normal University.

11.

About Us



11.1 Who we are

We are an international media organisation based in the Netherlands. We build digital communities for social change. We create online platforms for which we design content, engagement and moderation strategies. The topics we cover reflect young people's needs in relation to love, sex and relationships and their hopes and ambitions for their societies. Besides this, we deliver journalistic and media training combining persuasive storytelling, rigorous professional practice and creative innovation.

11.2 What do we do

RNW Media focuses both on engaging young people – primarily in the digital space – and influencing the societies of young people. Our approach is based on continuous innovation applying state of the art media tools and methods. Driving all our work are the specific needs of young people themselves – in all their diversity. We meet them where they are and listen to them directly. We use data from our platforms to provide evidence for effective advocacy and amplify the voices of excluded and marginalised communities.

RNW Media has three programmes. Two are thematic. Love Matters addresses sexual and reproductive health and rights (SRHR), and Citizens' Voice addresses social inclusion and inclusive governance. The third programme, RNTC Media Training, focuses on capacity strengthening.

11.3 Where do we work

We work in fragile states and countries where human rights are under threat from authoritarian governments, countries where armed conflict is common and rule of law is weak. In 2018, we focused our work in 14 countries. In Sub-Saharan Africa we had platforms in Burundi, Democratic Republic of Congo (DRC), Kenya, Mali, Nigeria and Uganda, and a newly launched platform in Rwanda. In the Middle East and North Africa, we worked in Egypt, Libya, Syria and Yemen. In Asia, we worked in India and China, and in Latin America in Mexico.

11.4 Our organisation

We have an ambitious organisational strategy and organisational programme, and importantly, we are transforming our Hilversum office into a centre of expertise responsible for supporting and facilitating the country teams and global network partners. We decided in 2018 to analyse: where are we on our strategy; will we achieve our organisational objectives by the end of 2020; do we need to adapt anything to get there? This strategic review confirmed our strategy was just as relevant as it was when we designed it in 2016.



Staffing

RNW Media recruited 16 people in 2018 in the Netherlands office in Hilversum, ending the year with 57 staff members. In the regions, the organisation focused on building the local teams, ending the year with 122 regional staff members across the different countries where RNW Media implements its platforms. In 2018 a structure was set up to represent our personnel around the world. This body, named 'Umoja' consists of five persons. Three employees represent colleagues from the Netherlands office in Hilversum and at the same time form the PVT (Personeelsvertegenwoordiging, Personnel Representation group). Two colleagues represent the regional staff. Umoja/PVT addresses strategic issues it is concerned about and meets on a quarterly basis with the CEO and on an ad hoc basis as needed.

Capacity strengthening

In 2018, we focused on building our learning organisation in a more strategic way, learning from our internal capacity strengthening processes. At the same time, we were invited to provide training to third parties as well. At the beginning of 2018 we started the process of getting the complete RNW Media organisation trained in project management. Completing the same project management course across the whole organisation enabled us to use the same vocabulary and contributes to a more effective and efficient implementation of projects.

In collaboration with Justice and Peace and CIVICUS, staff in the Netherlands office in Hilversum and the region have also been trained on digital security. How to protect our data, use better passwords and improve our safe digital behavior. Every year, RNW Media organises a summit for the organisation called, 'Global Week'. The purpose of the summit in 2018 was to bring the global team together and share, learn and collaborate on programmes. We organised team-building activities and visits to external stakeholders like the Dutch Postcode Lottery and the Dutch Ministry of Foreign Affairs. Sessions focused on getting input from our local teams on the review of the organisational strategy, sharing lessons learnt and best practices from our activities, and on strengthening the skills of our country teams on campaigning, engagement and moderation. As part

of their ongoing support to internal capacity strengthening, the RNTC Training Programme launched an intensive two-day training on digital campaigning for content creators.

Staff, in turn also trained other parties. For instance in Tunis, an RNW Media colleague gave a one-day training session on 'how to promote your platform/ brand using offline and online tools and tactics'. The participants were the finalists in a social and cultural competition (IRTH). The training session was part of a bigger training programme organised by Jusoor and funded by The European Union.



In China, our staff was invited by the Shanghai Soho Exchange to provide a half-day training session to 14 young entrepreneurs from different companies on how to combat sexual harassment at the workplace. According to the survey afterwards, 82% of participants increased their awareness and knowledge about the topic.

Business Development and External Relations

In addition to the second year of our four-year funding cycle from the Dutch Ministry of Foreign Affairs we continued to receive funding from AmplifyChange for Love Matters for the Rights, evidence, action-amplifying youth voices programme grant.

New grants

We entered our first year of a number of grants, a grant from EuropeAid for the Justice4her platform in China, from the Dutch Postcode Lottery for our work on data, digitalisation and the sustainability of our platforms, and from the Dutch Ministry of Foreign Affairs for our work in Burundi through Radio la Benevolencia and with Free Press Unlimited, respectively. Other donors, such as Nuffic, the Global Reporting Initiative, CARE and TechSoup all supported a variety of the RNTC Media Training Programme trainings and courses.

Proposals and portfolio

The Business Development department concentrated on building relationships with selected top donors and delivering a good number of high-quality proposals. RNW Media also started developing a portfolio for corporates.

Network development and positioning

As in 2017, we organised US-based roundtables with PeaceTech lab, our US peace and security partner, and leading experts from various sectors. The theme of the last edition was about youth engagement in SRHR which enabled RNW Media to share its expertise on the topic and position itself as a key player in the field.

Key events and conferences

In 2018, RNW Media was invited to a number of key events and conferences. We participated in an expert meeting organised by CARE to debate the importance of civic participation and civil society in promoting inclusive and effective decision-making processes in fragile settings. We facilitated a workshop at PSI's annual stakeholder engagement meeting, 'Ignite', about using pleasure-positive content as a gateway for health services in DRC. We ran sessions at Rightscon in Toronto, joining others in building a global agenda to address the challenges and opportunities facing human rights in the digital age. We also took part in a strategic dialogue about promoting the health of women and girls at the Concordia Summit 2018 in New York, and we attended the EuroNGOs conference in Ghent focusing on how the SRHR community in Europe can help unlock rights and care for all.

Communications tools

2018 saw not only saw the redesign of our corporate website with a lot of updated information and matching photographs on the work of RNW Media, but also the launch of regular internal and external newsletters.

Management Team

In 2018, RNW Media's general management consisted of a Chief Executive Officer (CEO), Jacqueline Lampe. The CEO bears final responsibility for the organisation's management and is overseen by the Supervisory Board. The CEO leads RNW Media's Management Team (MT). The MT consists of the CEO, and then, clockwise, the Director of Digital



Programmes (Magdalena Aguilar), the Director of Business Development (Erik van Weert), the Director of Programme Development and Global Partnerships (a new position created in 2018, filled by Michele Ernsting) and the Director of Finance and Operations (Maarten Vrolijk).



Supervisory Board

The Supervisory Board is responsible for comprehensively supervising the Board's policy and the general affairs of the foundation and its associated organisation as well as, if applicable, its affiliated legal entities. The Supervisory Board appoints its own members, in accordance with the statutes, for a term of four years, at the end of which time they may be reappointed for a single consecutive period.

Members of the Supervisory Board in 2018:

- Theo Huibers, Chair, Remuneration Committee
- Sander 't Sas, Member
- Susan Blankhart, Member, Chair Remuneration Committee
- Michel Farkas, Member, Audit Committee
- Nicole Kuppens, Member, Chair Audit Committee

11.5 Global context

Today's world's population is young: [42 percent of people are under the age of 25](#). Nearly half of the world's young people live in Sub-Saharan Africa. Young people are [digitally connected](#) with each other more than ever; across the world more than 4 billion people are using the internet.

More than [3 billion people](#) worldwide now use social media each month, with 9 in 10 of those users accessing their chosen platforms via mobile devices. Africa has seen the fastest growth rates, with the number of internet users across the continent increasing by [more than 20 percent year-on-year](#).

Even though digitalisation is growing fast, there is the peril of a new divide, the digital divide between those who have access to digital technology and

those who don't or have very limited access. Economic and social inclusion more and more go hand-in-hand with digital inclusion. There is a big difference between countries and between cities and rural areas and a huge gender gap as well. Women in general don't have the same access to digital technology and information as men.



As the [Sustainable Development Goals Report 2018](#) shows, progress towards the targets set for 2030, especially for disadvantaged and marginalised groups such as young people, is insufficient. When it comes down to the Sustainable Development Goals (SDGs) to which RNW Media contributes (SDGs 3, 4, 5, 8, 10 and 16) a lot needs to be done to meet targets by 2030. While being the largest and most connected tech-savvy generation the world has ever known, young people faced tremendous challenges in 2018. Too many did not have access to quality education and struggled to secure decent work: the global youth unemployment rate stands at 13%. That figure is three times higher than the figure for adults (4.3%).

Young people lacked adequate health care, including for sexual and reproductive health. Sex and relationships have a huge impact on young people's lives, while many live in societies where information about sexual health and rights is censored or taboo. And as the SDG report shows: while some forms of discrimination against women and girls are declining, gender inequality continues to hold women back and deprives them of basic rights and opportunities.

Young people had few opportunities to participate in decisions. Yet their engagement can effectively contribute to development, including more effective communication around sex and sexuality and peace and social cohesion.

A lot of young people even faced life threatening risks; the proportion of youth living in a conflict zone [has increased by more than 75% since the 1990s](#). That is despite an overall reduction in conflicts. Girls and young women in many parts of the world are disproportionately affected.

Nevertheless, we are encouraged by the fact that the United Nations declared 'safe spaces' to be the theme of [International Youth Day in 2018](#). Young people need safe spaces where they can come together, engage in activities related to their diverse needs and interests, participate in decision making processes and freely express themselves.

RNW Media strongly endorses the United Nations Youth Strategy launched last year, which prioritises young people's engagement, and emphasises the importance of amplifying youth voices for the promotion of a peaceful, just and sustainable world.

Just as we do at RNW Media.

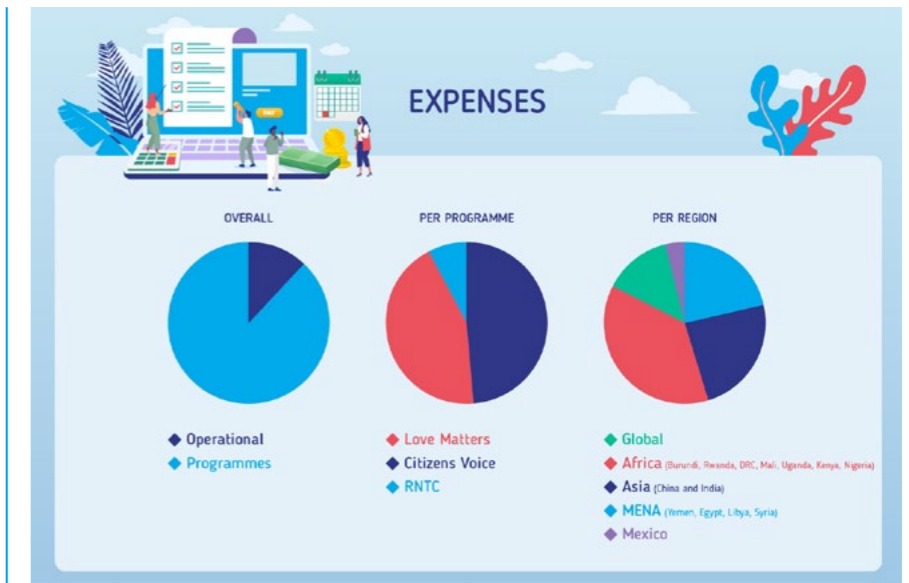
12.

Finances



Four-year grant

We are now halfway with the programme called, 'Enabling the Next Generation', under a four-year grant of EUR 34 million from the Dutch Ministry of Foreign Affairs, which provides a substantial part of our income. We also brought our new organisation in line with our new strategy, 'Enabling the Next Generation: young people, media and social change 2016-2021'.



Operating revenues

We closed 2018 with operating revenues totaling EUR 13.6, of which EUR 8 million came from the Dutch Ministry of Foreign Affairs for the Enabling the Next Generation programme. We had an additional EUR 5.6 million in other income, 1 million more than in 2017 and 1.4 million more than our overall budget. We successfully raised 1 million from the Dutch Postcode Lottery, and other donors prolonged their partnership with us, like AmplifyChange and Nuffic. We also had income from real estate rental and our ownership of dB mediagroep B.V., a Dutch audio tech company. In total, we saw a growth of 37,7% in fundraising and trainings in 2018.

We had budgeted for a deficit in 2018, but the deficit was not actualised due to various factors. The fact that spending was somewhat lower than budgeted also weighed against the budgeted deficit.

Budget plans 2019

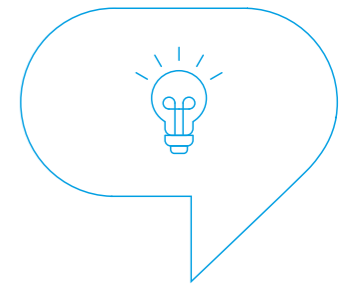
Thanks to our hands-on experience and research in 2017 and 2018 we developed better insights and understanding of the digital arena. We realised RNW Media

would need to invest more in data collection, storage, measurement and analysis and in digital innovation and development. Although we already made big steps in these areas in 2018 we need to do more in 2019. As a result, we planned for a budgeted deficit for 2019 of EUR 0.8 million. The budget takes into account some new funds.

A copy of the Financial Statements accompanying the 2018 Annual Report can be downloaded [here](#). The independent auditor's report signed by Dubois & Co. Register Accountants can be sent upon request.

13.

What did we learn in 2018?



The motto for RNW Media's 2018 annual plan was 'Let's focus, prioritise, plan, and keep learning!' In 2017 we had learned some key lessons and these defined our objectives for 2018. At organisational management level, we had seen we needed more skills and expertise in-house to be a data-driven and digital organisation. Accordingly, we expanded the Data & Digital Team, bringing on more researchers, data analysts, and a seasoned manager to lead the team.



Data & Digital

The Data & Digital Team delivered websites for Citizens' Voice platforms in Mali, Libya and Yemen as well as Facebook pages for Love Matters in Mali, Nigeria and in Rwanda. In addition, they rebuilt the Love Matters China site. The team also coordinated the development of the new organisational corporate website, and took on the post-release care.

Fast websites

We put major effort into making our Citizens' Voice platforms some of the fastest websites in the world. We work in countries where the internet is slow and access is expensive, but people are heavy users of mobile technology. So we created websites that work exceptionally well for them. Our sites are now faster than African news agencies like Mail and Guardian and Iwacu, faster than global news agencies such as The Guardian and The Washington Post or the Dutch paper, De Telegraaf. To see how this speed would be experienced by a Citizen's Voice user, check out this 33 second [video](#) of the Yaga website on the train using the Wi-Fi of the Dutch Railways (NS). Fast, no?

Establishing a benchmark

In line with having a stronger data-driven approach we had also seen that we needed to improve how we monitor and evaluate the impact of our approach. In 2018 we sought to improve our data collection on young people's needs, knowledge, awareness and behaviour. As mentioned earlier, we delivered baseline reports on platforms for both Citizens' Voice and Love Matters. These helped establish a benchmark against which the progress and outcomes of the programmes could be assessed at midterm and at the end. In connection with that initiative, we simplified the theories of change for our programmes and aligned the indicators to the simplified ToCs.

Safety and security

In 2018 we saw an increase in the frequency and variety of security incidents in the countries where we work due to increasingly restrictive settings. These incidents relate to the physical security of our teams as well as the digital risks relating to our data and platforms. Several governments have tightened laws related to the operation of NGOs and in particular international NGOs. These new regulations often require specific registrations and greater transparency on the activities and the financing of the operations of international NGOs. As a result, we are often one of the only INGOs continuing to operate and serve young people in these settings. In-country registration of our regional teams is a crucial step in the sustainability process and the new NGO laws significantly complicate this step, a reason why we also assess alternative approaches.

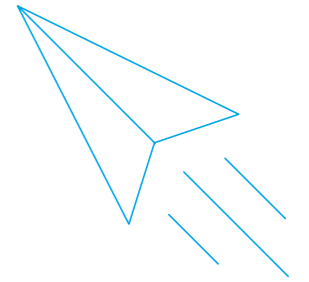
In addition to new laws, we are seeing a rise in government detention of individuals working in our thematic areas. Often these individuals are denied access to legal services. Another new risk relates to the increasing influence of our digital communities. As they grow in size and become effective channels for young people to voice their opinions, they attract attention. Digital security of the teams in our target countries therefore needs careful and strategic management.

Security for our users remains an area of concern as well. Given the sensitivity of the themes we cover, and the fact that many of our community members are new to the digital space, their engagement on open platforms such as Facebook can compromise their safety. Even on closed platforms, our data, like all data, is vulnerable to hackers. Other digital security risks concern the barriers governments are placing on digital media makers. Censorship and enforcing registration of social media platforms or imposing taxes are becoming commonplace in a number of contexts.

In short we can conclude that even when policies and protocols are in place, these are not enough. Safety and security need continuous monitoring and adapting.

14.

Our take home for 2019



We reviewed our organisational strategy in 2018. This review helps govern our thinking for 2019 and beyond. The review showed our 2016 strategy and management agenda are still fully relevant. The management agenda consists of the five areas of focus of our organisational strategy: state of the art approach; sustainable impact; stakeholder inclusion; balanced solid income; and efficiency. Thanks to the review we gained a new perspective on the management agenda.



Our management agenda needs to drive more directly and rapidly toward impact and income. To implement our programmes more thoroughly ('state-of-the-art approach') we need to integrate digital methods more effectively in our programmes and in our planning, monitoring, evaluation and learning (PMEL). This means we need to have a full-blooded data strategy, and we need to continue to innovate on how we measure progress on targets. Part of this involves ensuring continuous alignment between our indicators and our digital tools. Our midterm evaluation in 2019 will reveal whether our adjustments to the PMEL framework are yielding strong dividends.

In line with our responsibilities on how we handle data, in 2019 we are focusing on complying with the new European privacy regulations (GDPR). After working with a Dutch law firm to do an initial assessment for our organisation, a project team is defining policies and communications solutions to comply with the GDPR.

In 2019 we will invest further in RNW Media's data and digital capacity and digital infrastructure in order to grow our impact and -again- gain more insights in how to more effectively influence social norms and behaviour. We will build up information about the interests of young people and use data to advocate - together with them - for change in their lives.