



digital
communities
for social
change



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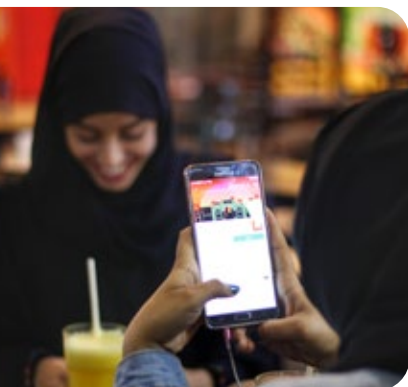
01. About Us





Our Vision

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



Our Mission

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



Who we are

RNW Media is an international organisation based in the Netherlands. We build digital communities for social change. We create 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.

Local teams of media-makers manage our digital communities. In turn, they build and coordinate networks of young people (bloggers, graphic artists, video-makers and other media-makers) who produce content to engage the wider community across our thematic areas.





What we do

We foster inclusive communities. We work mainly in polarised and fragmented societies, where we facilitate the ability of young people to exercise their rights and build more cohesive societies.

We reduce barriers to participation in our platforms through accessible technology and language. Our content is aspirational, pleasure-positive and focuses on what really matters to young people. We focus on the issues that unite young people rather divide them. We help young people find the information they need to make informed choices about their future, and we support them to engage in constructive conversations.

We have three programmes:



Citizens' Voice, which addresses social cohesion and inclusive governance;



Love Matters, which focuses on sexual and reproductive health and rights; and



RNTC Media Training, which builds the capacity of media professionals around the world.



Where we are

We work in 13 countries. In Sub-Saharan Africa we are active in Burundi, Democratic Republic of Congo (DRC), Kenya, Mali, Nigeria, Rwanda and Uganda. In the Middle East and North Africa, we have platforms in Egypt, Libya and Yemen. In Asia, we work in India and China. In Latin America, through our global Love Matters network and brand, we work in Mexico.

02. Our Programmes



Citizens
Voice





**LOVE
MATTERS**





Creating digital communities where young people can become the citizens they want to be and shape the societies they want to live in.

In a world where space for civil society is shrinking, **Citizens' Voice** creates digital communities where young people can come together to voice opinions, discuss sensitive subjects and engage in constructive dialogue.



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Social cohesion and inclusive governance



Citizens' Voice works in countries where young people form the vast majority of the population. In restrictive settings, where freedom of expression is limited, young people lack access to reliable, trusted information and alternative points of view on sensitive topics, needs and aspirations. They also lack opportunities to participate in public debates.

As a result, young people are divided and disempowered, making it difficult for them to challenge the socio-cultural norms that affect them, make informed decisions and influence formal and informal decision-making.

Inclusive approach



Our work can only be truly effective and have lasting impact if it actively reflects the social cohesion we aspire to help create. Therefore, our platforms engage a broad spectrum of stakeholders. We also make sure everyone feels safe in our online communities so we can stimulate the transition from polarised discussions to constructive dialogue.

Local networks of journalists, bloggers and change-makers run the Citizens' Voice digital platforms. We develop their capacity to create inclusive content that focuses on young people's aspirations and emphasises what unites them rather than divides them. We also facilitate their ability to use state-of-the-art media strategies to initiate and moderate discussions that foster diversity of opinion.



• In 2017 the Citizens' Voice platforms attracted 4.2 million users and almost 2.5 million followers on social media channels.

1 In Yemen, through **Manasati30**, young people can interact directly through monthly online surveys and express their views on socio-political issues, anonymously and without fear of negative consequences.

2 **Yaga**, our platform in Burundi, has gained a reputation for its trustworthy and balanced content that unites young people and empowers them to discuss their country's issues peacefully with their peers.

3 The **Habari RDC** bloggers from Democratic Republic of Congo produce content that merges opinions, testimonials and stories from across the country. They succeed in engaging directly with parliamentarians and in influencing decision-makers.

4 **Huna Libya** is a safe online meeting place for young Libyans to express their views and aspirations. It challenges restrictive social norms and facilitates dialogue between community members through online moderation and daily engagement.

5 In China, our project, **Justice4her**, focuses on reducing gender-based violence among young women migrant workers, by educating them about their rights and supporting their access to justice.

6 **Benbere** was launched in Mali in May 2018 and has rapidly carved out a reputation as an alternative, credible and inclusive media source. In December, the platform organized the first ever face-to-face discussions between warring communities in central Mali - an initiative that led to follow-up meetings with the EU Delegation to Mali and MINUSMA, the United Nations stabilisation mission in the country.

7 The **Masaraat** platform focuses on economic inclusion for young people in Egypt. It addresses the issues that prevent young people's participation in the labour market and advocates for solutions to these problems.





Citizens
Voice

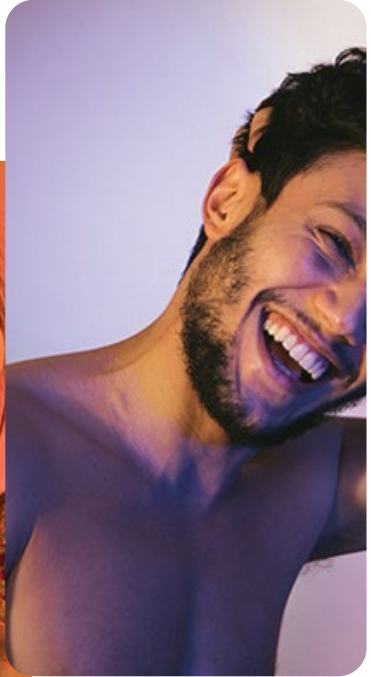
*Around
the World*





A global digital community supporting safe, healthy and pleasurable love, sex and relationships for young people.

Love Matters is a global network of platforms focusing on Sexual and Reproductive Health and Rights (SRHR). These platforms deliver accessible evidence- and rights-based information and advice to young people and help them make informed decisions. They also create an online space for young people to share their thoughts with their peers and to pose questions to (s)experts. Love Matters launched in 2011 in India and is now active in nine countries








Pleasure-positive approach

Love Matters' pleasure-positive approach has proven effective in positioning the programme as a leading SRHR resource for young people. In 2018 alone, the Love Matters platforms hosted almost 30 million visits and its pages were viewed 49 million times.

More than 5.6 million fans followed the Love Matters Facebook pages, and the Facebook community interacted with us through likes, comments and shares more than 6.5 million times.

Love Matters videos were viewed more than 78.5 million times in 2018 on our YouTube channels and other platforms.

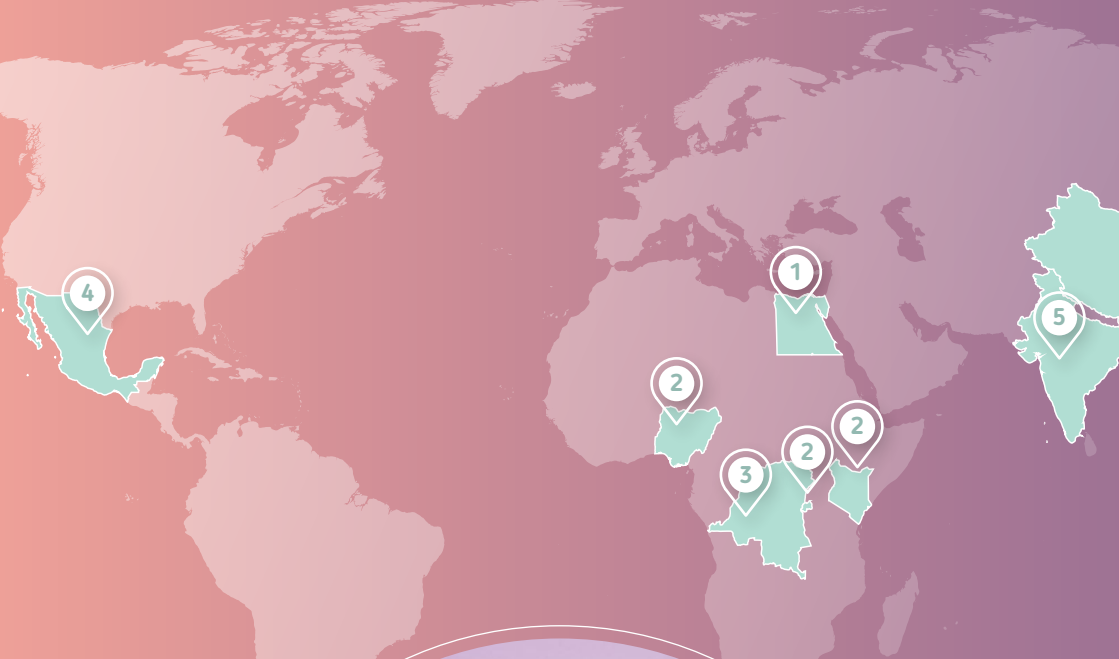
In support of its online activities, Love Matters works with local and international partners to organise offline activities such as campaigns, concerts, art installations, video productions and research projects, as well as conducting trainings in youth-friendly sexuality education for medical students and SRH providers.





**LOVE
MATTERS**

*Around
the World*





1 Research indicates 86% of information on reproductive health in the Arabic language contains inaccurate or misleading elements. What makes **Love Matters Arabic** unique is its credible, comprehensive and youth-friendly Arabic-language content on sexual health and wellbeing.

2 **Love Matters Africa**, run from Nairobi, targets Kenya, Nigeria and Rwanda. Its local team works closely with partners to make sure the content they offer is culturally appropriate and engaging for different communities of young people.

3 The French-language platform **Amour Afrique** targets young people in the Democratic Republic of Congo (DRC) with easy-to-access information and news on love, sex and relationships created by a local team.

4 **Hablemos de Sexo y Amor** (Love Matters Mexico) was launched in 2013. Hablemos has now been handed over to Mexico Vivo, a major national SRHR organisation and Love Matters' first global network member.

5 **Love Matters India** produces content in both Hindi and English that cuts through shame and stigma and talks honestly about sex and pleasure in a setting where open discussion on such topics is rare.

6 There is a massive demand for reliable, evidence- and right-based sex-friendly information in China. **Love Matters China** addresses this need with tailored content distributed widely via its website and social media channels such as WeChat and Weibo.

RNTC is RNW Media's internationally renowned learning hub for high-calibre media. RNTC 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 builds the foundation for media work with a lasting impact.





50 years of
career-changing courses
to media professionals
worldwide

rntc.com



RNTC Media Training

Over the past 50 years, RNTC 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 offers a mix of long and short courses focused on today's essential media issues – from Media campaigns for Development and Social Change to Producing Media to Counter Radicalisation. Other themes include Data Visualisation and Digital Thinking.

RNTC also offers tailor-made and pop-up trainings globally for universities, NGOs, media organisations and embassies. RNTC's Online Academy provides independent online courses in English, Chinese, Arabic and French. It also provides an online space to host webinars.

Courses may be taken independently or as part of a blended learning offering.

Accredited by the Dutch Qualification Framework (NLQF), RNTC offers a six-month Honours Programme in 'Advocacy Journalism in the Digital world.' The programme covers data journalism, investigative journalism, video and podcast development as well as broadcast entrepreneurship, among other areas of work.



RNTC's course offering

- Narrative Journalism
- Drama for Social Change
- Investigative Journalism
- Data Journalism and Visualisation
- Producing Media to Counter Radicalisation
- The Digital Content Creative
- Media Campaigns for Development & Social Change
- Podcasting & Radio Journalism
- The Broadcast Entrepreneur

Additional courses

- Persuasive Storytelling
- Training of Trainers
- Advocacy Journalism in a Digital World



Tailor-made courses

RNTC also offers individually tailored training packages to suit specific needs. The training can take place on location, internationally, or at our training centre in Hilversum. The duration of the courses we offer can be tailored to needs and desired outcomes.

03. Our Services

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Helan Online

This digital platform facilitates business relations between China and The Netherlands. Helan Online specialises in Dutch stories that are appealing to the local Chinese context. Helan Online's services include content production, social media, media distribution to Chinese media partners, and media training. Helan Online works with the People's Daily, China Radio International, Ifeng and Tencent.



DB Mediagroep

RNW Media co-owns the company dB mediagroep. dB mediagroep produces radio programmes for public broadcasters and provides sound engineering and technical support for music festivals and concerts.







media

rnw.org