

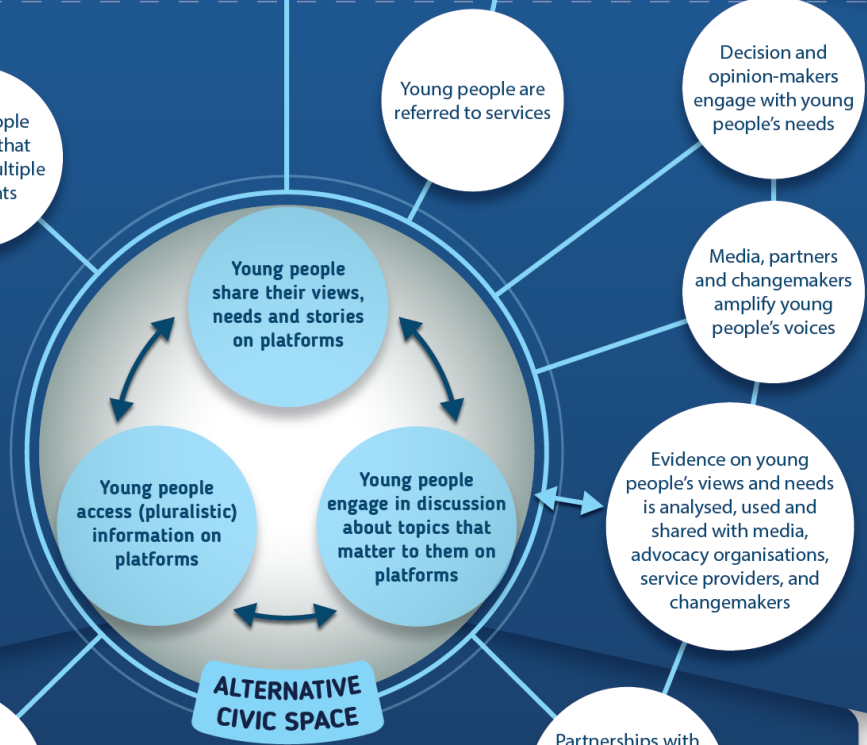
Young people have the civic agency to make more inclusive societies, which engage them in decisions and respond to their needs

IMPACT



Accountability Ceiling

OUTCOME



OUTPUT



STRATEGIES



APPROACH

Inclusive Aspirational User-centered Evidence and rights-based



Theory of Change narrative

Social Cohesion and Inclusive Governance

RNW Media's Social Cohesion and Inclusive Governance programme works towards a world where young people (15-30 years) have the civic agency to make more inclusive societies which engage them in decisions and respond to their needs. In order to achieve this, young people in restrictive settings need access to reliable, trusted information and multiple viewpoints on sensitive topics. They need the freedom to express themselves and voice their needs and aspirations. They also need access to services that respond to those needs and the opportunity to participate in public debate. We believe young people will then be more engaged to challenge restrictive socio-cultural norms and prejudices, actively participate in society, and influence formal and informal decision making. In order to achieve our vision, we adopt an inclusive, user-centred and evidence-based approach.

We create and maintain **digital media platforms** offering safe spaces where young people from across political, ethnic, racial, regional, religious or other divides come together in a way that is often impossible in the offline space. In order to attract and engage young people, our country teams create multi-media content relevant to the local context using inclusive language and distributed via a variety of digital channels.

Through our moderated platforms, we create an **alternative civic space** where young people access reliable information and engage in discussion with each other about topics that matter to them. While sharing and exploring multiple viewpoints, they are encouraged to engage in dialogue and move away from polarisation and conflict. As young people recognise that there are multiple viewpoints, they increasingly accept and respect diversity as well as challenge restrictive norms and prejudices.

In order to increase young people's social and economic inclusion, we also work with service providers to facilitate **access to relevant services**, such as legal and employment services. Combined with the opportunity to express themselves in an alternate civic space, this leads to more active participation by young people in society.

The millions of young people who visit our platforms and engage with us and each other, provide us with important insights on the issues that matter to them, and the needs they have. We collaborate with media, advocacy organisations and changemakers to amplify young people's voices and **bring the evidence of their views and needs to the attention of decision makers and opinion makers.**

When young people from a broad range of disparate groups respect diversity and unite around issues of common interest, this results in **a strong influential voice**. As their needs are shared in large numbers, decision makers are more likely to respond to youth needs in policy and practice. As such, young people's civic agency increases. They can challenge the norms and prejudices which restrict their full participation in their societies. They influence decision-making and more inclusive societies evolve which respond to the needs and aspirations of young people.