

B B C
**MEDIA
ACTION**



**OUR IMPACT
AROUND THE
WORLD**



WHO WE ARE

We are the BBC's international charity. We use media and communication to help deliver stronger democracies, a safer, more habitable planet and inclusive societies. We bring together a unique blend of journalistic, creative, research and international development expertise; deep local knowledge of our audiences in the places we work; our strong networks of local partners; and our invaluable link to the BBC and everything it stands for.

We support the BBC's determination to pursue truth with no agenda, and to bring people together to counter polarisation. We champion impartiality, creativity, and diverse representation in some of the most vulnerable international media and information landscapes.

Our values

We are proud to be part of the BBC, and we share their values of **AUDIENCES**, **CREATIVITY**, **TRUST**, **RESPECT**, **ACCOUNTABLE** and **ONE BBC**.



AUDIENCES are at the heart of everything we do



CREATIVITY is the lifeblood of our organisation



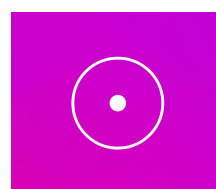
TRUST is the foundation of our work



We **RESPECT** each other – we're kind, and we champion inclusivity



We are **ACCOUNTABLE** and deliver work of the highest quality



We are **ONE BBC** – we collaborate, learn and grow together

Our purpose

BBC Media Action works with partners around the world to provide impartial, impactful, trustworthy media to people in need so that they can make informed choices to transform their lives. In a world of disinformation, distrust and division, we share the BBC's values, skills and experience to bring people together, and foster greater understanding and trust.

Who we serve

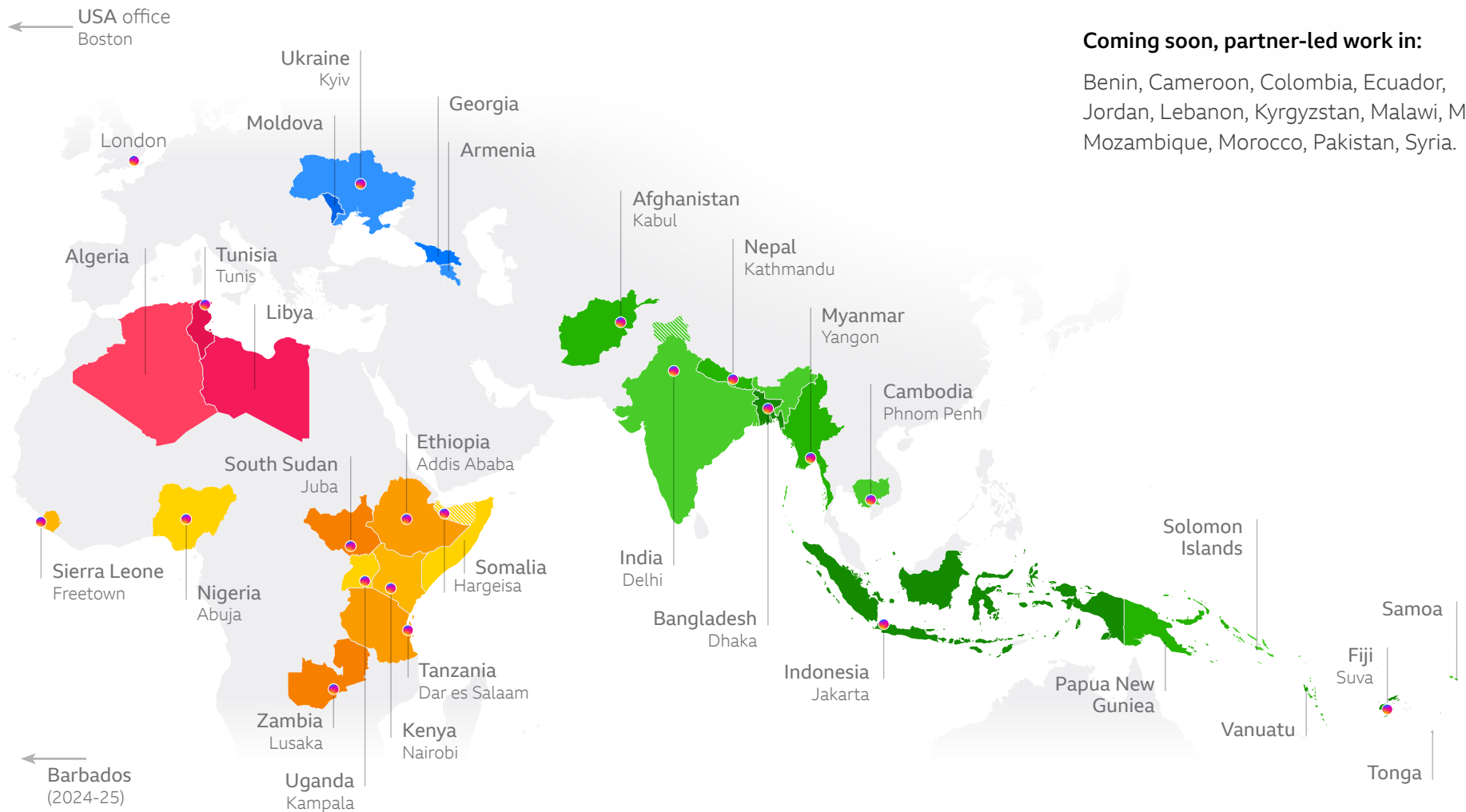
We exist to serve people who are most vulnerable to information disorder, division and distrust, with a focus on people who are also under-served by public interest media and at the frontline of global challenges, risks and crises. We work with marginalised groups, and with young people as agents of change in their communities. We contribute to the UN SDG commitment to "leave no one behind", by meaningfully including people who are most often marginalised, excluded, not seen or listened to.

Public benefit

In May 2024 the trustees approved a new BBC Media Action organisational strategy for the three years to 2027. When reviewing the charity's aims and objectives and in planning future activities, the trustees confirm that they have given due regard to the public benefit guidance as published by the Charity Commission, as required under the Charities Act 2011.

Our charitable objectives include education and training, advancing health, preventing or relieving poverty, and overseas aid.

WHERE WE WORK



HIGHLIGHTS



We reached over **90 million people** around the world, in nearly 30 countries and 50 languages!

Photo by BBC Media Action Sierra Leone

We launched **The Pursuit of Truth**, our new initiative to support the young journalists of tomorrow, at the Clinton Global Initiative annual meeting in New York in September 2024. BBC News Global Director and Deputy CEO Jonathan Munro made our pledge to mobilise \$20 million over the next three years from our donors and supporters.

Photo by BBC Media Action



We officially expanded our work in the **Pacific** to five countries – Solomon Islands, Vanuatu, Samoa, Papua New Guinea and Fiji – where we are **supporting local media** to strengthen their editorial and investigative skills as essential sources of trustworthy information as internet access begins to expand.

Photo by BBC Media Action Pacific Islands

We kicked off **celebrations for our 25th anniversary** with an event in London in November 2024, drawing donors, supporters and former BBC Media Action staff and trustees – with the BBC Director-General Tim Davie speaking warmly about our work.

Photo courtesy of BBC Media Action



Our radio programme for young children in **Gaza, Zaza and Zuzu**, was named Outstanding Initiative for Underserved Audiences in the BBC News Awards.

Graphic for Zaza and Zuzu courtesy of BBC Media Action North Africa

Our beloved radio programme and social media output for young people in **Tanzania, Niambie! (Tell Me)**, turned 10! The programme has 3.9m listeners, and our research has found that 81% of listeners have an improved understanding of human rights and politics.

Photo by BBC Media Action Tanzania



Our peer-reviewed article on the impact of **mine awareness education** through media was published in the medical journal BMJ Injury Prevention – demonstrating the impact that media can have to help save lives in heavily mined contexts like **Afghanistan**.

Photo by BBC Media Action Afghanistan

We launched the latest phase of our **impactful #Invaluables campaign** in **India**, with #WashtheDabba, changing attitudes and building acceptance for Bengaluru's waste-picking community by engaging influencers and the public with creative, engaging digital media.

Photo by BBC Media Action India



We launched two of our **largest media support projects to date**, spanning over 20 countries with a partner-led approach, with funding from the UK's FCDO and the European Commission.

Photo by BBC Media Action

We began a pioneering, multi-country project on **gender** with support from the **Gates Foundation**, examining women and girls' access to digital media and how to shift harmful gender norms for the benefit of everyone.

Photo courtesy of Nigeria





| Photo by BBC Media Action Kenya

We are the BBC's international charity, and audiences are at the heart of all we do.

Our work is centred on support for local media and content producers, to ensure trustworthy, creative, impactful content for audiences who need it most.

We train and mentor local journalists and media workers, and support the production of information and content on issues that matter most to families and communities, so that people have the information they need to make critical decisions. In many parts of the world, we also produce content ourselves, working with local partners to ensure people have meaningful, engaging drama and discussion programmes that inform and inspire.

All our work is rooted in media research. Our expert research teams around the world use a variety of methods to reach audiences in even the

toughest contexts, to deliver valuable insights into how audiences use media and their beliefs and values on a variety of development issues, informing our approach and ensuring we and our partners can produce content that resonates.

At global, national and local levels, we also work to advance media policy, to help ensure a more open environment so that media can operate safely and effectively. At a time when more than 75% of the world's countries do not have a free press, this work has never been more needed.

Our work across media development, media content, media policy and media research focuses on three areas of impact: stronger democracies; a safer, more habitable planet; and more inclusive societies.

STRONGER DEMOCRACIES



| Women journalists in Fiji

Media freedom and media support

Our support for local media around the world is anchored in four major multi-country projects. **Brave Media**, which began formative work in late 2024, is a consortium funded by the European Commission, focused on local, public interest media in 22 countries. BBC Media Action is leading work in **Ethiopia, Afghanistan, Bangladesh, Indonesia, Zambia and Sierra Leone**, and through nine implementing partners in Myanmar, Kazakhstan, Kyrgyzstan, Syria, Jordan, Pakistan, Tunisia, Morocco, Lebanon, South Africa, Mozambique, Malawi, Cameroon, Benin and Mali.

Public Interest Media and Healthy Information Environments (PIMHIE), funded by the UK Foreign, Commonwealth and Development Office (FCDO), began in summer 2024, supporting local media outlets and content production in **Bangladesh, India, Sierra Leone, Ethiopia and Zambia**. We continued our **Eastern Neighbourhood Countering Disinformation** consortium, working with 26 credible and popular media outlets in Eastern Europe. And our major **Pacific** project is mentoring journalists and media workers in **Fiji, Nauru, Papua New Guinea, Samoa, Solomon Islands and Vanuatu**.

In each of these projects, we're working to support local public-interest broadcasters and media houses to become more sustainable, trustworthy and relevant voices for their audiences: through formative research into their audiences' media usage and understanding, and by applying deep local cultural understanding and our BBC expertise and creativity. We also support the creation of more modern and efficient newsrooms with effective workflows, to ensure these media outlets are better able to reach their audiences.

These projects promote the pluralistic views essential to democratic society, while combatting mis and disinformation for more constructive and civil debate and discussion. In **Bangladesh**, for instance, we

are supporting a media coalition led by the Broadcast Journalist Centre working for a more open and trustworthy media environment amid political changes.

Also in Bangladesh, our Freedom of Expression for Effective Democracy project is working with 200 representatives of civil society and 100 media practitioners, covering topics including how to harness digital platforms and new digital technologies effectively and safely and to tackle mis- and disinformation and online harassment.

In **Moldova**, we've supported public broadcaster Teleradio Moldova (TRM) in its transformation from a state to a public service broadcaster, strengthening journalists' ability to produce informative, modern and engaging news and current affairs programmes, to use multimedia platforms, and to reach wider and diverse audiences. We also supported them to create their first policy on diversity and equity in the workplace. Last year, we trained 70 newsroom staff on multimedia planning, over 40 journalists on mobile journalism, and contributed to the production of Moldova's first morning show, Buna Dimineata, with a blend of live news segments and practical and current topics – learning from BBC Breakfast.

In **Afghanistan** we are proud to be working with 52 local radio stations including 12 female-led media houses across the country. This work has been threatened by the abrupt end of our Afghan Support Project funded by USAID in February 2025, although we will continue to train, mentor and provide small grants to our radio partners who are focused on, led by or owned by women, under European Commission funding.

“ In Afghanistan, women's voices are often ignored, and this fear remains ever present. I fear that my efforts will be in vain, and my voice will be lost amidst the noise of society and laws. As a female journalist active in the media, my recommendation is that women's presence in the media should be prominent as it once was. Media leaders should recruit women and create job opportunities both within and outside the media environment without fear simply because I'm a woman. Female journalists are often better equipped to reflect women's issues as women feel more comfortable and open when interviewed by other women. The presence of female journalists in media not only highlights women's challenges but also serves as a motivating force for women's progress and advancement.”

‘Mursal’ (not her real name), a journalist in Balkh Province, Afghanistan, supported by our training

Photo by BBC Media Action Afghanistan



In **Zambia**, with our partner Press Freedom Initiative, we again ran the Moto (Fire) initiative, a nine-month training and mentoring course for nine female broadcasters covering news and current affairs, fact-checking and investigative journalism. Some of the journalists went on to win awards for their content.

In **Sierra Leone**, we supported the launch of the National Fund for Public Interest Media to help strengthen local media and increase the production of public interest content in the country. Our contribution was matched by the International Fund for Public Interest Media (IFPIM) and will help deliver 15 grants to various media outlets – providing these outlets with first-of-its-kind support in West Africa to produce good journalism. This is just one of several initiatives with local and international partners to implement the National Action Plan for Media Viability, itself an outcome of our earlier work to support public interest media in the country. Combined with our work to push forward media reform, strengthen the national journalists' union, address gender imbalances in the media and promote accountability and governance, BBC Media Action remains the lead international organisation for media development in the country.

In **Tanzania**, our Rural Radio Support Project supports local radio stations to become more commercially viable, while producing quality content that meets the needs of people who are most marginalised – including women and young people.

Governance and civic participation

Shoring up local, trustworthy media is essential to development and democracy, and many of our projects are focused on ensuring media can uphold its role as the trustworthy 'fourth pillar' of a more free, fair and democratic society.

Some of our most compelling governance work is in **Zambia**, where, through our Radio Waves project, we continued supporting 15 media outlets across television, radio and digital and social media to produce stronger and more responsive public interest content including news and current affairs, debates, youth programming, and investigative journalism and fact checking packages.

We are working with the national broadcaster, Zambia National Broadcasting Corporation, to reform news output and produce live audience debates representing diverse and critical views from across the country. We continue to support the Media Institute of Southern Africa to work on policy reform to improve media freedoms in Zambia, following on from the 2023 establishment of a media self-regulation council. And we are working with the National Parliament of Zambia Radio and TV network to produce better programming, helping to 'open up' parliament and the work of MPs to the public to allow for greater transparency, scrutiny and engagement.

“Through Moto, I have learned about different angles and how to go more in depth on stories. I've also become part of a great network of female journalists – who work together and collaborate to bring change.”

Joan Musabila, from Prime TV, Lusaka, attended our latest Moto mentoring programme

“After the first round of training, I produced a piece about how people with albinism in Zambia are being affected by climate change. I submitted it for an award... and it won! Best Media Report on Environment and Health in the Open Spaces Zambia Awards.”

Justina Grace Matandiko, Journalist, Radio Icengelo in Kitwe, Copperbelt Province

Our research in Zambia has found that 33% of the population across our eight focal provinces were reached by our governance programmes.

In **Tanzania**, where local elections were held in 2024 and general elections are expected later in 2025, our Broadcasting for Change project – focused on gender equality and women and girls’ rights - and our National Conversation project both turned a sharper focus on political and democratic rights and participation, particularly for women and girls.

In **South Sudan**, our beloved radio programme Life in Lulu began its 12th year, continuing its 10th season, aimed at improving civic engagement among young people while also tackling everyday issues including sex- and gender-based violence. We continue to broadcast in six languages, working in partnership with 26 radio stations and 8 local civil society organisations across five states in South Sudan, and we’re expanding our work in social media to reflect the needs of the fast-growing young population in the country.



I was not interested in sending my daughter to any meetings because I thought she was too young. After watching the drama, I realized that my daughter is at Kdeb Ampil’s [the main character in the TV drama] age too. Later, I encouraged her to join [community meetings] and she has attended twice already.”

A Sok San Family viewer

Photo by BBC Media Action Cambodia



In **Cambodia**, our *Klahan9* (Brave 9) SPACE project wrapped up this year after 10 years of combining media programming with support for local media and on-the-ground outreach. Since 2022, our hugely successful TV show, *Sok San Family* (delivered as part of *Klahan9*) has been inspiring young people to get involved in their communities, through youth clubs, mobile libraries, environmental clean-ups and improving road conditions, while stepping away from stereotypical expectations to seek new opportunities in education and work. Our programming reached 2.46 million people across the country and 8 million online users; we found that 69% of young people we surveyed who had been exposed to the content said they participated informally in civic life, while 52% participated formally—an increase from 41% and 26%, respectively.

Klahan9 has also helped cultivate acceptance, inclusion and equity among its audiences, including non-binary young people, girls from rural areas, and young people who have been marginalised.

Information disorder

The World Economic Forum continues to list mis- and disinformation as among the top threats faced by all nations. We're working in multiple countries around the world to train and mentor journalists to conduct their own fact-checking. We're also conducting cutting-edge research into the narratives, threats and factors that make people vulnerable, and piloting new interventions to try to counter these growing threats.

Our **Nepal** Integrity initiative research project aimed to strengthen evidence around mis- and disinformation narratives and actors, as well as to understand what heightens people's vulnerability to false and misleading information. We worked closely with BBC Monitoring and the BBC Nepali Service. This six-month study, the first of its kind in Nepal, highlighted clear and growing concerns around mis- and disinformation, particularly ahead of upcoming elections. We found that about 70% of Nepali people now use the internet daily; when combined with low levels of digital media literacy and limited fact-checking, this makes audiences particularly vulnerable to emotionally charged or widely shared mis- and disinformation. Our findings will inform further work in the region.

In **Indonesia** we deepened our understanding of the flows of mis- and disinformation with our Information Integrity Initiative. We worked with BBC Monitoring and CASM Technology on this collaborative research project, using a combination of techniques to map the disinformation landscape, assess public perceptions, and identify the most prevalent types of disinformation. Our research found high levels of trust in Indonesian media and in information from regular people; our researchers also used audience segmentation to further understand how people engage with information, which will inform our future work.

We continue to partner with the **University of Cambridge** to understand how to build resilience to misinformation even in complex contexts. In **Libya**, where we have conducted several years of media landscape and misinformation research, we worked with UNDP to design digital media literacy videos and graphics, which will be tested and analysed with plans for sharing our learning. And we also conducted formative research in **Somalia** to understand what makes people vulnerable to mis- and disinformation, how people check information and the role of social media. Our findings of reliance on traditional media, family, friends and community leaders informed further work in the country.

In **Zambia**, we partnered with BBC Monitoring to examine the originators and trends in mis- and disinformation; based on this insight, we trained and supported a network of 30 fact-checkers across the country to produce trustworthy information and content.

In **Sierra Leone** we worked with UNDP to create a digital media literacy fellowship for journalists and influencers, leveraging our BBC expertise to deliver world-class training activities.

And in February 2025, with funding from the UK's FCDO, we began a new project in **Uganda**, focused on identifying and countering mis- and disinformation ahead of planned elections in January 2026.

SAFER, MORE HABITABLE PLANET

In the consecutive hottest years on record, and in an increasingly polarised and conflict-affected world, our work addresses the most pressing needs to help create a safer and more liveable planet: from the impacts of climate change, to conflict prevention and peace-building, to providing life-saving information and support in humanitarian emergencies. We strengthen aid efforts, amplify the voices of crisis-affected people and support climate adaptation and climate justice with content and storylines that resonate with audiences' own experiences.



Bindu Chaudhary, journalist from Bardiya, Nepal – Producing content for Guru Baba FM

Photo by BBC Media Action Nepal

“ Before working with BBC Media Action, we just relayed technical information to broadcasters who would then relay on the same message to communities. There was no feedback mechanism. We did not even know if people understood these messages.

Now, we have simplified the messages and have revised our messaging based on audience feedback. We've started using social media to reach audiences directly, listen to feedback and keep the messaging simple, clear and precise without using too much technical jargon. The response from audiences from across the country has been overwhelmingly positive.”

Shanti Kandel, Senior Meteorologist, Department of Hydrology and Meteorology, Nepal. The department recently started their own TikTok channel, based on BBC Media Action's national media survey of media habits, and with Media Action's advice, one of their earliest posts received 2.1m views, 100,000 likes and 11,000 shares in just seven days.

Climate and resilience

Our multi-country projects: BRIDGES, RiCA and Down2Earth

Our flagship climate and resilience project, BRIDGES, is funded by Norad and is focused on **Bangladesh, Nepal and Kenya**. We're working to build stronger weather and climate information services, building collaboration between scientists and climate experts, civil society, and journalists and content producers, and ensuring that content is trusted, timely, relevant and useful to their audiences – because you can't adapt and prepare for an early monsoon if you don't have information that is accessible and that you can trust.

As part of BRIDGES, our **Bangladesh** team worked to support millions affected by post-monsoon flooding in south-east Bangladesh in August-September 2024, putting out rapid responses with information services – which reach people effectively wherever they are. By March 2025, our Bangladesh team had reached more than 2 million people with flood preparedness and response information through its social media platforms.

In **Kenya**, we're working with our network of 16 local radio stations to strengthen their weather and climate information, building on previous work in this area; we've also conducted a significant survey to understand how people understand and are affected by weather and climate changes, and what information they need to adapt and cope.

In **Nepal**, under BRIDGES, this year we worked with 14 local radio stations across all seven provinces, conducting training and supporting the broadcast of 96 radio episodes and accompanying social media content, focused on more effective weather and climate communication.

In 2024, we also completed our Risk Communication for Early Action (RiCA) project, funded by USAID with support from UNDRR. We worked across **Cambodia, Somalia and Barbados** with government departments, technical experts, media professionals and community members to determine how to create inclusive and effective early warning systems, and more effective communication with at-risk populations for natural hazards like cyclones, flooding and landslides. As part of this project, we produced two pocket guides with guidance and practical tips for effective communication before disaster strikes.

As part of the Down2Earth consortium, an EU Horizon 2020 Project that ended in early 2025, we focused on understanding the impacts, and supporting people to adapt, to climate change, food insecurity and water scarcity in **Kenya, Somalia and Ethiopia**. A series of powerful films amplified the voices and experiences of those affected and examined locally generated solutions.



Wambaz, a young journalist from Narok County in Kenya, took part in BBC Media Action's project Down2Earth. This initiative helped him gain more skills and bring a real change to his community through his journalism.

Wambaz presenting his radio show on Radio Jangwani in Marsabit County

Other climate-related work

In **Algeria**, our WISER project with the UK's Met Office, funded by the FCDO, helped local communities, governments and media producers effectively collaborate with national emergency services, meteorologists and broadcasters to understand the needs of the populations most at risk of wildfires and produce more effective early warning media content to help people prepare and cope. A second phase of the project will produce content informed by behavioural insights in Algeria and in Tunisia and share lessons learned with broadcasters from across the Middle East and North Africa region.

In **Nigeria** we have been working to support media and communication for improved water resources management and climate change adaptation in the Niger basin. Our scoping visits allowed us to identify media partners and research agencies in support of future work in this area.

In **Nepal**, as part of our Sajag Nepal project led by Durham University and funded by the UK Government's Global Challenges Research Fund, we produced two documentaries, from each of Sindhupalchowk and Kavrepalanchowk districts. Hardest hit by the 2015 earthquakes, both districts have had escalating natural hazards including flooding, landslides and milder earthquakes; our two documentaries highlight the challenges faced by those who have lost homes and family members in these disasters and their calls for more government support. Our 'Living with Landslides, Part 1' film was shortlisted and screened at the Royal Geographical Society Conference in August 2024, while the second film was screened for the UK's National Environment Research Council and other partners.



Sridevi from Nepal affected by monsoon rains and landslides

In **India**, our Cool It Down climate podcast funded by USAID ran for 26 episodes, in an engaging series covering every aspect of climate change—from green weddings and energy efficiency to sustainable fashion and beyond. By 31 March it had already reached nearly 600,000 listens from over 200,000 listeners across 39 countries.

In **Somalia**, we finished an 18-month project, funded by FCDO, focused on supporting women to become more resilient and prosperous amid climate change, biodiversity loss, conflict, and gender inequality. We worked with six local media partners across Somalia and Somaliland, providing mentoring and co-production of content, for more effective and engaging coverage of these issues, engaging religious and community leaders, women and men's groups and schools to promote discussion and action.

In **Zambia**, where the country faced its worst drought in 40 years, contributing to soaring food prices, widespread power cuts and hunger, we worked to understand what information people needed most, and then with broadcasters to ensure they were delivering accurate, timely information to help people to cope. A participatory video project, in which a local farmer was given a mobile phone to record his experiences and the positive impacts of putting his learning from radio programmes into action, was shared across our social media channels and by BBC Africa.

In **Indonesia**, our For the People project supported by Norad ended in March 2025. This project focused on promoting forest-friendly policies, protecting indigenous rights, and improving local livelihoods in

Indonesia while tackling a critical challenge: how to help young, urban Indonesians connect and engage with environmental issues. Our AksiKita media brand set out to empower young people, journalists, content creators, and indigenous communities to take action on deforestation, climate change, and sustainable growth – and demonstrated exciting evidence of reach and impact:

- ▶ Over 365,000 Instagram followers, with an impressive 6% average engagement rate.
- ▶ More than 160,000 TikTok followers, maintaining a 4.6% engagement rate.
- ▶ A growing YouTube community of 198,000+ subscribers, engaging at a 3% rate.
- ▶ @AksiKitaIndonesia content has amassed over 474 million views across platforms (January 2021-December 2024).

Our production team has partnered with dozens of universities in Indonesia, leading public lectures, seminars, and training sessions on media, climate, and youth advocacy, and had numerous collaboration requests from communities, organisations, and youth-focused media.

Our work through conflict and humanitarian emergencies

We have continued to work closely with media partners across Ukraine, helping to ensure they can stay safe and stay on air in wartime. With funding from UNDP and Humanity and Inclusion, we have worked particularly to raise awareness of the dangers of unexploded ordnance, focused on media partners in Mykolaiv, Kherson and Donbas territories and other areas near the frontlines, and including a nationwide Notice the Changes campaign that achieved an estimated 40 million views, including billboards and TV public service announcements, and on screens in trains, supermarkets, pharmacies. Our partners created more than 200 pieces of content on the risks of unexploded ordnance, and our research found a 34% increase in knowledge about how to respond safely among audiences who consumed our partners' content.

“At the very beginning of my journalism career, more than 10 years ago, I was surprised by the rather frequent press releases from the State Emergency Service about discovering and neutralising mines left over from World War II. This means more than half a century had passed, and mines were still being found. We've been at war for three years now, and I fear that it will be future generations who will have to clear our land of mines. That's a terrifying prospect.”

Oleh Dereniuha, CEO of
NikVesti, Mykolaiv



In Mykolayiv, Ukraine, local media outlet NikVesti produces mine-awareness content with the support of BBC Media Action to raise awareness about the dangers posed by unexploded mines.

NikVesti CEO Oleh Dereniuha in the newsroom

Also in **Ukraine**, we worked with funding from USAID's Bureau of Humanitarian Assistance to help humanitarian agencies and media to communicate more effectively so that people receive useful and timely information; through this project, we also trained media workers with public broadcaster **Suspilne** in Dnipropetrovsk and Zaporizhzhia oblasts, both hard-hit by the conflict, in how to produce Lifeline content. Nearly 250 pieces of content were published across different platforms with our mentoring, to support the most vulnerable people – including IDPs, women with children, and people under direct shelling – with practical information about shelters and community hubs, access to medical assistance, psychological support and water purification guidelines. This project ended just before the dismantling of USAID.

BBC Media Action produced content for audiences living through war in **Gaza** this year, partnering with the UN Refugee Works Agency for the Palestinian people to produce 52 – 15 minute audio episodes for the children of Gaza and their carers, allowing them to have a moment of childhood in the midst of ongoing war and hunger, and providing psycho-social support and advice to their carers. These episodes were aired more than 200 times in child-friendly spaces, reaching an estimated 17,000 children.

In **North Africa**, our award-winning *El Kul* (For Everyone) platform for Libyan audiences reached over 10 million people on Facebook in 2024/25, with nearly 900,000 interactions with its public interest and digital media literacy content. Several individual posts reached over a million people each, with stories that celebrated shared culture and peacebuilding in Libya, which otherwise continues to struggle with divisions that inhibit peaceful and sustainable development. *El Kul* remained one of the top Libyan current affairs pages on social media, with nearly 1.4 million followers – 87% of them in Libya, and 42% female. At the time of writing, we are continuing to work to secure new donors for *El Kul*, as it was badly affected by the sudden end to USAID funding.

In **Ethiopia**, we have built on our mine awareness learning and expertise from prior work in Afghanistan and Ukraine to become a key player in the mine action community. We worked this year with other NGOs in a UN Mine Action Service-funded project to increase awareness of the dangers of unexploded ordnance. Focused on the Afar and Tigray regions in northern Ethiopia, we've supported risk awareness campaigns reaching 31,983 people, and supported the distribution of 80,433 banners, leaflets, and posters that help increase awareness and inspire individuals to use the toll-free centre for assistance. We also created public service announcements in Afaric, Amharic, and Tigrigna, aired on Ethiopia and Amhara Broadcasting Corporations, and worked with community focal points to support further training and mass awareness. Our films supporting this project focus on individuals who were saved from harm following this work.

In **Nigeria**, until February 2025, we worked with USAID Bureau of Humanitarian Assistance funding to improve the humanitarian response in Borno and Adamawa states, where people have been badly affected by insurgency and extreme flooding. We delivered Lifeline training, co-produced content with local radio stations and worked to improve co-ordination between humanitarian agencies, local organisations and media partners – all to ensure that both displaced people and host communities have better access to timely, trustworthy and understandable information and stories that inspire understanding. This project ended before completion due to cuts to USAID funding.

MORE INCLUSIVE SOCIETIES

“When she got to Italy what she saw was not what she was told, she was totally deceived. And when she got to Italy all her documents were taken, and she was forced into the sex trade. The reality was that she was stripped of everything including her own freedom.”

Sister Justina Odunukwe, Community for the Support of the Dignity of Women, Edo state, Nigeria, in an interview for our series of mini-docu-dramas on the dangers of sex trafficking

Photo by BBC Media Action Nigeria



Media has the power to advance equity and inclusion. It can also deepen inequality – where people are excluded from information access, public discussion, and fair media representation. Across all our work, we ensure that we meaningfully include people who are most often marginalised, excluded, not seen or listened to. Transformative change for women and girls, and reaching young people on the channels they use most, are key components of our new strategy.

We were grateful this year to receive a significant planning grant from the Gates Foundation, contributing to our work and understanding of the role of gender norms in digital access. Drawing on our existing work in India and Nepal, in the coming year we will produce a series of learning briefs expanding on our insights.

In **Nigeria** we had four projects this year focused on different aspects of equity and inclusion – from raising awareness and supporting survivors of sex trafficking in Edo state, to supporting IDPs and host communities, to tackling stigma and misinformation around the sexual and reproductive rights and health for people with disabilities, and work to support access to testing and vaccines. Our work in Edo state is funded by the US State Department; our survivor-informed approach to tackling sex trafficking is informed by in-depth audience research and focuses on reaching vulnerable women and girls and their key influencers, including families and community leaders, through media. We have produced powerful docu-dramas and mini-documentaries, are working directly with local radio stations to co-produce programming, and have sub-granted funds to a survivor-led service provider in the state. We are grateful that this funding has continued after a pause in February 2025.

Also in **Nigeria**, we have worked in consortium on the Emergency to Resilience project in Adamawa state, focused on reaching internally displaced persons (IDPs) and host communities to provide essential information and help reduce violence and conflict. Our research found that residents are most worried about early marriage, kidnapping, rape and conflict between herders and farmers; women, children and

people with disabilities were seen as particularly vulnerable. While respondents interviewed identified media's role in promoting peace and public awareness on these issues as essential, they also said that local media were unlikely to verify information and that much of it was false.

In Northern **Nigeria**, we worked in the Inclusive Futures consortium led by Sightsavers to promote access to inclusive family planning for people with disabilities. Based on formative research, we have developed a radio drama – a new season of our beloved *Madubi* (Mirror) – to tackle the stigma and discriminatory norms that prevent people with disability from accessing sexual and reproductive health care; we have also developed social media content, worked to strengthen the skills and understanding of local media partners, and contributed to community outreach activities, including work to increase the representation of people with disabilities within healthcare committees.

Finally, we continued to work with Gates funding to support young Nigerians to make informed decisions about vaccination for COVID-19 and human papillomavirus (HPV), and adopting preventative measures to protect against sexually transmitted infections, as part of practising healthy lifestyles. Our outreach events in multiple university campuses later featured in radio discussion programmes broadcast across the country. Our endline research demonstrated that of those surveyed, two-thirds of adults in Rivers and Ebonyi states listened to our *Talk Your Own* programming and nearly half of adults in Katsina state listened to *Mu Tattauna*; nine in 10 said they learned lessons from listening to the programming, including understanding the risks and how to access testing and vaccines.

In **Sierra Leone**, we worked with World Vision to help increase the participation of women and girls in decision-making in Pujehun District, Southern Sierra Leone. We supported our local partner, Radio Wanjei to produce a series of programmes and town halls that provided a platform for women and girls to hold conversations that address issues that affect them.

Our social norms research, funded by UNFPA, in **Sierra Leone** delved into the norms that shape and affect contraceptive use by young people, and contribute to teenage pregnancy.



| Photo by BBC Media Action Sierra Leone

In **South Sudan**, the Girls' Education South Sudan consortium wrapped up the current phase of work, aiming to change attitudes towards sending children – particularly girls and children with disabilities – to school by addressing key barriers to education. Our endline research, a mixed-methods study, demonstrated that the 'Our School' radio programme **reached 2.5 million people**, or nearly half of listeners aged 15+ across six states; just over half of those listeners were female. We found that more than 69% of our audience said they discussed the programme with others, and parents who listened to Our School regularly were more likely than non-listeners to have done something to support the education of their children, such as sending a daughter or sister to school, or saved money or sold something to help finance fees.

Also in **South Sudan**, we continued working in a consortium led by Amref Health Africa on a groundbreaking project to tackle mental health and psychological resilience. South Sudan has the fourth-highest suicide rate in Africa and an estimated one-fifth of its population are thought to be experiencing or at high risk of developing psychological or psychiatric conditions. Our factual radio show, Let's Talk About Us, is designed to engage with audiences as well as supporting effective conversations between MNS service providers, educators and their communities.

And our factual radio programme *Sout Bitanina* (Our Voices) in **South Sudan** aims to tackle gender-based violence, in part by featuring leaders from all walks of life: government, military, UN missions, religious, judiciary, traditional, diplomats, women in leadership, and civil society.

In **Zambia**, we wrapped up work in partnership with Restless Development and funded by the Swedish International Development Agency (Sida) this year through our *Tikambe!* (Let's Talk) programming, to share critical information about sexual and reproductive health and rights focused on younger audiences. Our research found that 35% of young people across four focal provinces were reached within the last year through radio, TV and Facebook.

In **Afghanistan** we have retained a primary focus on female audiences with our *Darman* (Healing) programme. Our research this year demonstrated that women are significant listeners to local radio, and, amid severe restrictions on their rights and movement, they are also most in need of accurate information on nutrition, health care – particularly during pregnancy and in the first months after birth – and on their rights under Sharia law.



| Photo by BBC Media Action Zambia

We are also expanding our focus in **Afghanistan** to ensure we are fully serving people with disabilities; in addition to ensuring our public service announcements include sign language, we have conducted three major surveys on their specific challenges to help inform future work.

In **Bangladesh**, until the end of USAID in February 2025, we continued our YouthRISE project in Cox's Bazar, working with young people in host communities and in Rohingya refugee camps to build their digital literacy and skills in content creation, and working on conflict mitigation and creating more cohesive societies. In Ukhiya and Teknaf, we worked with nearly 150 young men and women, including many with disabilities, to support them to use digital tools responsibly and constructively and to build critical thinking. Our curriculum addressed pressing topics such as misinformation, hate speech, ethical digital practices and personal data protection. Some of the group went on to further develop their digital skills by producing high-quality, thematic social media content for the YouthRISE official Facebook page, *A'aiyo Jani* (I know), which recorded a total reach of nearly 500,000 by the end of 2024.

As part of this project we also created 45 episodes of an audio drama focused on peaceful conflict resolution through engaging storytelling, broadcast on *Radio Naf*, based in Teknaf, reaching an estimated audience of 400,000 listeners, and through *Radio Soikat* in Cox's Bazar Sadar, with an estimated listenership of 800,000.

In Asia-Pacific, we supported Unicef with their innovative Oky period app project, leading research in **Indonesia, Papua New Guinea and Philippines** into the app's use and impact.

And in **India**, we continued work through the PRIDE project, funded by H&M Foundation and led by the Saamuhika Shakti initiative, focused on our #Invaluables campaign to banish stigma and improve the



| A waste picker in Bengaluru, India. Photo courtesy Saamuhika Shakti/ Vinod Sebastian

lives of the waste pickers of Bengaluru. By the end of 2024, our #WashTheDabba campaign, focused on encouraging Bengaluru's residents to take greater care with waste disposal to help in recycling, had reached approximately 10 million people nationwide, including 3.5 million in Bengaluru itself – nearly a quarter of the city's population. Our social media videos went viral and together received over 15 million views, with an overall engagement rate for the campaign of 24%! In April 2025 we launched the next phase, 'Got Old Clothes?', putting a spotlight on the skills and expertise of waste pickers in recycling old clothes and bringing them back to the waste value chain.

In **Myanmar**, working with funding from the H2H network and in an increasingly difficult environment, we implemented a five-month humanitarian communication project for people with disabilities, working with the Myanmar Independent Living Initiative to understand their humanitarian needs and ensure aid efforts were more effective and accountable. We trained 13 people in research skills and data collection and supported them to collect data and conduct interviews across six regions and three states: in-person where the situation allowed, and online in areas of high conflict. These insights were shared with local civil society organisations, disability networks and humanitarian agencies to help improve their response. We also worked with humanitarian agencies to map and refine their communication, and produced public service announcements highlighting the importance of including people with disabilities in emergency responses.

THANKS AND ACKNOWLEDGE- MENTS

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PHOTO CREDITS

Front cover photomontage (as appears from top left)

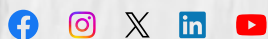
1. Sophie Ralulu, a journalist from Fiji, applies a lot of her learning gained from our training in her daily role. / *Image courtesy of Fiji Times*
2. Angelina Karianina, Head of News, Suspilne, Ukraine. / *Image courtesy of Suspilne*
3. Sopna Debnath, a journalist with a vision, the first female journalist at Gramer Kagoj (Village Paper), Bangladesh. / *BBC Media Action Bangladesh*
4. After attending our Moto ('Fire' in Nyanja) Initiative in Zambia, journalist Womba Kasela has a better eye for a good story and if it's of public interest. / *Image courtesy of BBC Media Action Zambia*
5. Jeremiah interviews a fish farmer in Homa Bay about adapting to the changing weather. / *Diana Njeru, BBC Media Action Kenya*
6. Miriam from Tanzania helped us to create a special season of *Niambie! (Tell Me!)* for Inclusive Futures, a disability-inclusive development initiative working to ensure all children and adults with a disability have the same opportunities as everyone else to access education, health and work opportunities. / *BBC Media Action Tanzania*
7. Photo from IDP camp about our impact in Hygiene Behaviour Change Coalition. / *Ahmed Fais, BBC Media Action Somalia*
8. BBC Media Action is sharing digital expertise with Unicef's Oky app partners in the Indo-Pacific region with a specific focus on the Philippines, Indonesia and Papua New Guinea. / *Image courtesy of Unicef*
9. Yehor Sydorovych, a journalist with Suspilne, Ukraine. / *Image courtesy of Suspilne*

Back cover

Life goes on: farmers resume rice plantation and bringing life back to normal after 2015 earthquake in Nepal. / *BBC Media Action Nepal*

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