

TRUST. DEMOCRACY. TRANSFORMED LIVES.



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.

From 2024-27 we will reach 100 million people in need a year, inspiring them to learn, discuss, and take action on the important issues in their lives.

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.

WHO WE SERVE

We exist to serve people who are most vulnerable to **information disorder (including mis- and disinformation and information poverty), division, and distrust**, with a focus on people underserved by public interest media, and at the frontline of global challenges, risks and crises. We have a particular affinity for and track record of working with young people as agents of change; they will continue to be a central focus.

WHERE WE WORK

We are working in 30 countries across Africa, Asia and the Pacific, Eastern and Central Europe, and Central America and the Caribbean.

STRATEGY 2024 – 2027

We will make the following strategic shifts:

- 1. A sharper, more relevant purpose:**
We will narrow and deepen our purpose to focus on **information disorder, distrust, and division**.
- 2. Positioning BBC Media Action as a global public good while committing to localisation and a partner-first approach in our delivery:** While continuing to deliver local projects, we will shift to acting much more as a global public good, influencing the global media ecosystem for the better.
- 3. Maximising our link to the BBC:**
We will leverage new opportunities to maximise our link to the BBC, sharing its values and expertise in ways that fit local contexts and benefit local partners.

Our shifts will be enabled by:

- » Upskilling for an increasingly **digital** world
- » Ensuring we are a **sustainable** organisation
- » Continuing to strive to be a great place to work for our **people**
- » Increasing efforts to generate **unrestricted (flexible) income**

WHAT WE DO



OUR IMPACT AREAS

We are committed to delivering measurable impact across these areas:

- » Stronger democracies
- » A safer, more habitable planet
- » Inclusive societies

OUR APPROACH

- » A great place to work
- » Partner-first
- » Committed to localisation
- » Leveraging digital
- » Committed to sustainability





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ACTION**