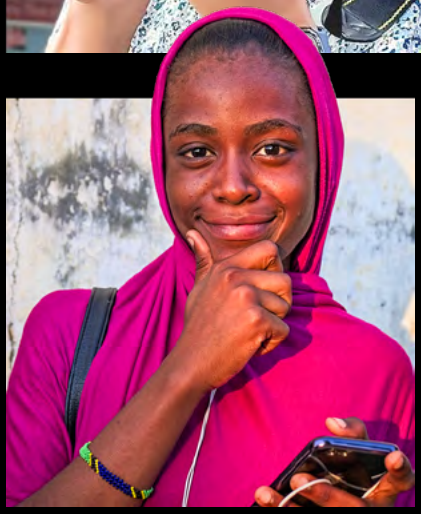
OUR GLOBAL IMPACT 25/26











BBC MEDIA ACTION







BBC MEDIA ACTION

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WHO WE ARE

We are the BBC's international charity. We deliver trustworthy, often life-saving, information to those living on the frontlines of global crisis, in support of stronger democracies, a safer, more habitable planet and more inclusive societies.

Our network of nearly 600 media partners reaches a quarter of a billion people a year across nearly 50 countries and 18 time zones - Eastern Europe, Africa, Asia and The Pacific, and South America. These range from last mile radio stations in Afghanistan to Ukraine's national broadcaster.

We combine a unique blend of:

- journalistic, creative, research and international development expertise
- deep local knowledge of our audiences
- strong networks of local partners
- our invaluable link to the BBC and everything it stands for

Our purpose

We work 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.

Who we serve

We exist to serve people who are most vulnerable to information disorder, division and distrust, particularly those who are also under-served by public interest media and are at the frontline of conflicts, crises and global challenges. We include people who are often marginalised, excluded or not listened to as agents of change in their communities.

How we work

We train and mentor local media workers, and support 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. We also produce content ourselves, working with local partners to ensure people can access engaging drama and discussion programmes that inform and inspire.

All our work is rooted in research. In even the toughest contexts, our expert research teams gain valuable insights into people's needs, attitudes and media use, so that we and our partners can produce content that resonates.

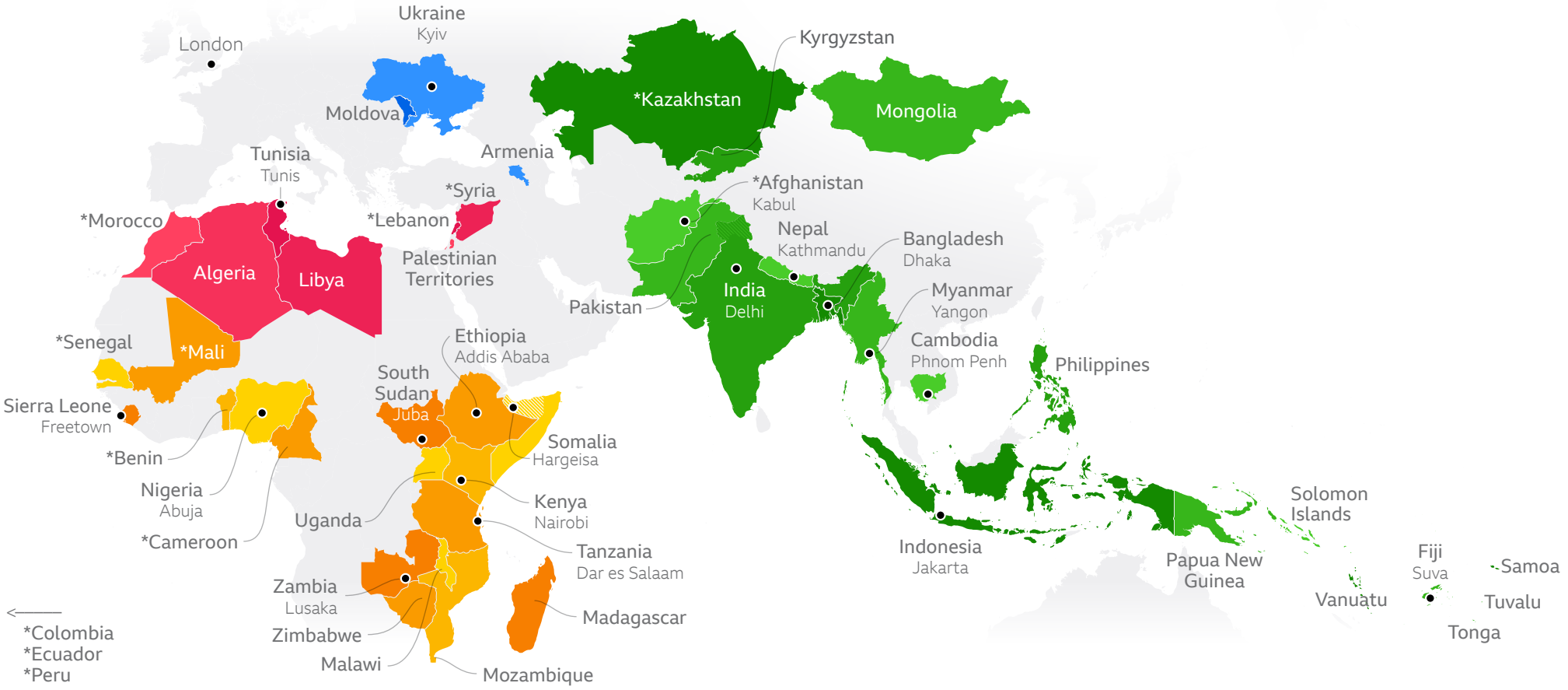
At global, national and local levels, we work to advance media policy so media can operate safely and effectively. Three-quarters of the world's countries do not have a free press, making this work more vital than ever.



Content producers participating in digital drama production training in Fiji

WHERE WE WORK

Our areas of operation from 1 April 2025 to 31 March 2026.



** where we worked through partners*

2025-26 HIGHLIGHTS

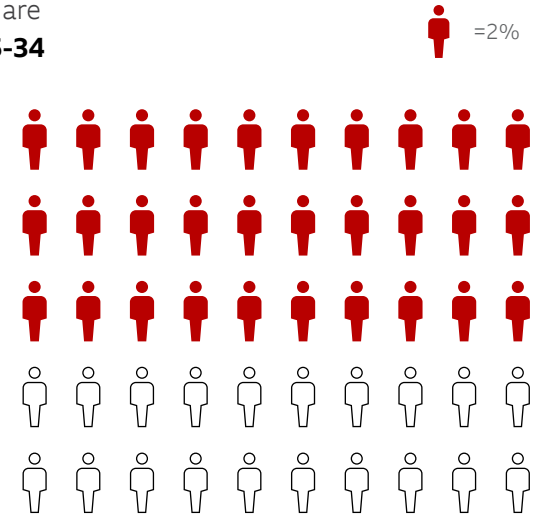
Our year in numbers

83% of respondents said they learned something from watching, reading or listening to our content

83%

60% of our audiences are young people **aged 15-34**

60%



57% of our partners say they are "significantly more resilient" as a result of our work

57%

73%

our overall staff engagement score, measured through our staff survey



TEN TOP ACHIEVEMENTS



Across the world we reached nearly 80 million people directly, in 50+ languages.

Our network of 581 media partners spans nearly 50 countries, reaching around 250 million people.





To support tomorrow's media, we trained 2,500+ emerging journalists.

We won three Anthem Awards, recognising our work in India to change attitudes towards Bengaluru's waste pickers and our life-saving landmine awareness campaign in Ukraine.





With partners, we conducted and prepared to publish a groundbreaking, 21-country survey to understand and help tackle sexual harassment in media workplaces.

We conducted the Pacific region's most comprehensive ever audience research, interviewing 5,000+ people across five countries on their media habits.





Our work to raise awareness of forest fire risks in North Africa reached 1.24 million people in the region with critical information, in addition to BBC coverage.



Our support for investigative journalism in Zambia, Sierra Leone and elsewhere resulted in societal change as leaders responded to the findings. In Zambia, 38 children who had been trafficked to work in local mines were rescued by local authorities and returned to their families after an investigation by our Zambian media partner MakanDay.

We strengthened Zambia's media by working with the local media council to set self-regulation standards – supporting media independence and averting government censorship.





Our programmes for Palestinian children won the World Association of News Publishers (WAN-IFRA) Digital Media Award in the Middle East for best use of audio.

Photo courtesy of UNRWA

STRENGTHENING DEMOCRACY AND TRUSTWORTHY INFORMATION

72% of respondents said they now participate in civic life after watching, reading or listening to our content

72%

More information is available than at any time in history - but much of it is inaccurate or misleading. And just when they are most needed, public interest media face unprecedented challenges from cost pressures, technological change and autocracy. The vast majority (86%) of our audiences are in countries with low press freedom.

This matters because **independent, trustworthy media is a foundation for democracy and rights**. Journalists can hold powerful forces to account and expose corruption. Trustworthy information helps people to make informed decisions.

That is why BBC Media Action's work to strengthen local media around the world is more important than ever.

Leading global media development initiatives



A Bedouin looking at Facebook on mobile by firelight in desert of North Africa.

In 2025-26 we led two global development programmes.

Public Interest Media and Healthy Information Environments (PIMHIE), funded by the UK's Foreign, Commonwealth and Development Office (FCDO), enhanced the information environments in Bangladesh, Ethiopia, Indonesia, Peru, Sierra Leone and Zambia. Context-specific approaches included technical and/or financial support to 30 media outlets and training 890 media practitioners to meet local information needs.

Brave Media is a global consortium that enhances independent media outlets' resilience to practical and political challenges to safeguard access to trustworthy information. Co-funded by the European Commission, the initiative strengthens organisational structures, skills and financial sustainability.

Across 22 countries, our project partners are training 150+ journalists in investigative and other skills, and financially supporting 40 independent media outlets. In **Afghanistan**, we supported 12 radio outlets which are women-led and/or women-focused, leading to 528 programmes being produced, a 12-percentage-point increase in overall audience

engagement and understanding – and most importantly, holding space for the voices and concerns of women at a time when they are too often silenced. In **Ethiopia**, we provided equipment and supported studio construction so that our partners can reach digital audiences effectively.

Supporting free and fair elections

Impartial media coverage is critical to free and fair elections. In 2025-26 we supported media practitioners to cover nine separate elections with accuracy and impartiality while holding candidates to account for their promises.

Our FCDO-funded **Eastern Neighbourhood Counter Disinformation** project supported 15 media partners in **Armenia** and **Moldova** to provide objective information and counter disinformation before parliamentary elections. They published 2,600+ pieces of TV, social media and online content, reaching more than 5 million people.

Our training focused on more engaging formats and better content distribution to reach under-served audiences. In Moldova, 94% of trainees said they applied these new skills and knowledge.

We strengthened investigative journalism skills in **Zambia** as part of the *Funsani* (Ask) project funded by the Swedish International Development Cooperation Agency (Sida). To enhance youth electoral participation, we worked with the Electoral Commission on discussions and media content covering the whole process. Youth-focused content included comic skits, vlogs, dramas and memes, resulting in 9 million+ views on Facebook and TikTok.

We also supported 40+ radio stations across Zambia to produce electoral content, debunking mis- and disinformation and holding leaders to account.



The formal launch of Code of Ethics for Broadcast Journalists in Dhaka, a milestone in Bangladesh's media landscape

We run **Freedom of Expression for Effective Democracy (FREED)** with the Bangladesh Legal Aid and Services Trust. Funded by the European Commission, this initiative supports rights defenders and independent media to counter misinformation and protect media freedom. We are helping 100+ media representatives to produce accurate and inclusive news content across all channels. This is particularly important following the country's recent political unrest.

We also worked with Samoa's journalists' association and national university to host **three election debates**, focused on increasing women's and youths' participation, and party leaders' accountability towards marginalised communities.

Boosting investigative journalism

With the right skills and support, journalists can uncover hidden stories and make leaders answerable to the people they represent.

We supported MakanDay, **Zambia**'s first dedicated investigative journalism centre, funded by Sida and the FCDO. MakanDay has already exposed issues including illegal gold mining, child labour and trafficking networks.

This kind of media coverage can lead to real results. Our TV public debate produced with the Zambia National Broadcasting Corporation (ZNBC) on mine-related manganese poisoning led to an investigation by the Committee on Agriculture, Lands, and Natural Resources.

In **Sierra Leone** we supported radio stations to increase accountability in the mining sector, which employs tens of thousands in often dangerous conditions. With funding from GIZ, we trained local journalists and organised 12 public meetings to demand more responsible mining practices. Participating journalists produced 15 investigative stories and covered community grievances, prompting some public pledges from leaders.



Case study:

Enabling investigative reporting in Sierra Leone

Benedict AbuBakarr Conteh is a journalist who received BBC Media Action training in impartiality, factchecking and research, helping him to expose hidden stories and push for policy change.

His investigation into child labour in Makeni region mines caused the local chief to reinforce school attendance laws, and prompted residents to form WhatsApp groups to help tackle the issue.

> **"The training that BBC Media Action gave us to… do investigative stories… affects not only the community but the world."**

Photo: Benedict interviews a miner in Makeni, Sierra Leone

Enhancing media self-regulation and policy

86% of our audiences are in countries with low press freedom

86%

Healthy media ecosystems require robust policy and regulatory standards to support media freedom and journalists' safety.

With our media sector support, Zambian media launched the **Media Self-Regulation Council of Zambia Secretariat** in June 2025. The secretariat co-hosted a conference that convened 16 African media councils to adopt a declaration on media regulation and accountability. We also contributed to five legal reforms affecting Zambian media, supporting submissions from representative bodies.

In **Moldova**, we worked with the Independent Journalism Center on guidelines to strengthen media self-regulation.

In **Indonesia**, journalists whose stories are perceived to harm government officials, politicians and mining companies can be criminalised. We worked with 60 journalists from under-served groups to help address this.

We participate in international initiatives and events to help strengthen media policy and practice. In 2025–26 these included support through our Brave Media consortium for an International Federation of Journalists' report and a separate conference event on the surveillance of journalists. At the Perugia International Journalism Festival, we joined an event to examine Sierra Leone's National Fund for Independent Media, where we have helped develop a media reform action plan.

Strengthening media in island nations

In 2025–26 we expanded our presence in the **Pacific** region, delivering in-depth audience research and establishing relationships with more than 20 major media organisations.

With FCDO funding, we delivered the region's most comprehensive ever audience research to inform future media content, interviewing 5,000+ people across five countries on their media consumption habits.

A group of women from Savai'i, the largest island of Samoa, participating in our audience research



We worked with leading major media organisations to support stronger newsroom processes and journalistic approaches, And we trained content producers from **Fiji**, **Papua New Guinea**, **Samoa**, **Solomon Islands**, **Tonga**, **Tuvalu**, **Kiribati** and **Vanuatu** in radio and digital drama production. Drawing on the region's rich oral traditions, trainees produced locally relevant content that addressed issues including gender equality and civic rights.

Strengthening information integrity and countering misinformation

AI and digital technologies present both opportunities and challenges for media practitioners. We draw on BBC expertise to help our local media partners adapt to these new technologies and use them effectively and responsibly.



AI training at Lwansase Radio Station in Zambia

For example, we worked with BBC Verify to deliver two weeks' training for media practitioners in the **Pacific Islands**, covering forensic tools and open-source intelligence to verify video content and debunk deepfakes.

In **Zambia**, we worked with national broadcaster ZNBC and eight radio stations to develop station-specific AI guidelines, the first of their kind in the country.

And in **Ukraine** we worked with the BBC's Research & Development team and the public broadcaster *Suspilne* (Public) on a pilot to verify content to meet the Coalition for Content Provenance and Authenticity technical standard. This 'nutrition label' serves to verify when, how and by whom images were taken and video was recorded; in Ukraine, where disinformation is a regular feature in the ongoing war, it is an essential tool in safeguarding audience trust in the national broadcaster.

Around the world, trust in institutions – including public interest media - is declining and this is especially true in the low-income and fragile locations where we work. To help counter disinformation, we conduct research to understand how false narratives spread in different contexts. We help people question and verify information. And we support co-ordinated responses to disinformation among the media and other sectors.





Idrissa Jerry, Multimedia Journalist from Sierra Leone, on an outdoor assignment

Our **Integrity Initiative**, developed with BBC Monitoring and implemented in **Indonesia**, **Nepal** and **Uganda**, compiles evidence on who spreads false narratives, how people encounter them, and how they can check or challenge them. We launched in-depth reports into our findings, which will inform diverse and engaging media content that addresses disinformation.

In **North Africa**, we assessed content designed to build people's resilience to disinformation, with funding from the United Nations Development Programme and Germany's Federal Ministry for Economic Cooperation and Development. Our "prebunking" approach for Libyan audiences mapped local disinformation trends to identify the most pervasive techniques. Randomised control trials conducted through our local El Kul (For Everyone) current affairs platform found that people were significantly less likely to say they would share "scapegoat" content after viewing our videos. We shared these insights at the Cambridge Disinformation Summit.



Case study:

Tackling mis- and disinformation in Bangladesh

Kamal Hossain at BBC Media Action Bangladesh completed a two-week placement with BBC Verify this year.

Photo: Media Development Officer Kamal Hossain from BBC Media Action Bangladesh at BBC Verify studio during his short placement in London

"By the end of my placement, I felt like a different journalist.

The conflict between Iran, Israel and the US began to unfold. Social media was flooded with… AI-generated war footage,… images shown out of context. The [BBC Verify] team remained focused: cross-referencing images, comparing viral videos frame-by-frame with video game footage,… and explaining it to audiences.

I learned… to ask where every number came from, and the discipline to document every step… I'm now sharing what I learned with other staff, who will… train local journalists."

BUILDING A SAFER, MORE HABITABLE PLANET



Case study:

Building resilience in Nepal

Bindu Chaudhury is a journalist at Gurbaba FM, and knows first-hand what it is like to lose your home and everything you own to flash flooding. She is one of 30 journalists in Nepal trained under our BRIDGES project to share vital, verified weather and climate information.

Through her programme *Hello Mausam!* (Hello Weather!), Bindu helps people to understand when heavy rain is expected, how to stay safe and who to contact if flooding affects them.

“As someone who [has] witnessed the destruction caused by the flood, helping save people with trusted information feels like a personal mission.”

Photo: Bindu Chaudhury interviewing a community member

65% of respondents said they took action on climate change or deforestation as a result of watching, reading or listening to our content

65%

The right information can save lives. We work in humanitarian emergencies and conflict-affected communities to ensure people have information they can trust when they need it most.

We partner with local and national media, civil society organisations and government agencies to develop evidence-based, effective and engaging information to meet specific local needs. In 2025-26 this included increasing awareness around landmines in **Afghanistan**, **Nigeria**, **Ukraine** and **Ethiopia**, and helping media to inform, inspire and equip people to react constructively to a fast-changing climate across multiple countries.

Improving climate information services

We help media to share accurate and tailored weather forecasts that people can understand and act on, to protect themselves and their livelihoods.

The Norwegian Agency for Development Cooperation (Norad) funds our BRIDGES project in **Bangladesh**, **Nepal** and **Kenya**, where the impacts of climate change are particularly acute. By training local media professionals, building understanding between technical forecasters and journalists, and supporting engaging and practical media content, we are transforming people's ability to understand and adapt to local climate risks. In Kenya alone, this content is reaching 3.5 million people each week.

Similarly, our work through the UK Met Office's WISER programme has strengthened weather and climate information services in **Algeria**, **Tunisia**, **Kenya**, **Nepal** and **Bangladesh**.

Our media development work enables journalists and other local partners to report on environmental issues in ways that prompt community debate and action. In North Africa, we worked with media partners to reduce damage and deaths from wildfires. We trained 50 media professionals and local authority representatives who produced content that reached 1.24 million people across **Tunisia** and **Algeria**.

In **Zambia**, with Sida funding, we supported local journalists to investigate environmental contamination, flooding and deforestation concerns, and call for leaders to act. And with funding from GIZ, we helped 30 journalists in **Sierra Leone** to enhance their investigative work. This has already led to 15 investigations, discussions between residents and local leaders, and the beginnings of positive change.

In **Indonesia**, our youth-focused environmental brand *Aksi Kita* (Our Action) supports forest conservation and land rights. With large followings on Instagram and YouTube and 8 million+ likes on TikTok, *Aksi Kita* allows young people to discuss environmental issues and policy and share inspiring stories of change and resilience.

Supporting people affected by conflict and crises

In a time of increasing armed conflicts, we support communities and humanitarian organisations with trustworthy life-saving information and storytelling that can inspire hope.

Our Media for Explosive Ordnance Risk Education project in **Nigeria**, funded by the FCDO, reached audiences in Borno, Adamawa and Yobe states with locally produced media content with up-to-date advice on how to stay safe around unexploded mines. We trained 38 journalists and media workers from eight radio stations to produce content to reach the most-at risk audiences – children, farmers and scrap metal collectors.

In **Ukraine**, our Notice the Changes mine-awareness campaign gained 87 million views in two phases, across local media and in local supermarkets.

We worked with the Norwegian Refugee Council to improve the humanitarian response to insurgency and extreme flooding in Adamawa state, **Nigeria**, and supported radio journalists to produce life-saving "Lifeline" media content. We also improved co-ordination between humanitarian, local and media partners to give displaced people and host communities better access to timely, trustworthy and clear information. Our research showed that 90% of listeners trusted the information in our radio dramas.

In **Afghanistan**, we delivered six What Matters? Afghanistan Speaks! bulletins, capturing the experiences of some of the country's most vulnerable people – including pregnant and breastfeeding women, girls and people living with disabilities. The bulletins have been widely shared among international non-governmental communities to enhance their humanitarian efforts.



Sombo Angelina Fulla, a Sierra Leonean journalist, learnt to ride a kehkeh (small motorised vehicle) in three days. She used the kehkeh to reach hard-to-reach villages with radio programs in Pujehun District, south of Sierra Leone.

In **Ethiopia**, we worked with the World Food Programme and local media to help people access emergency food aid. We co-produced public service announcements and street theatre to tackle fraud and resale in this sector, so more aid reaches the people who need it.

We produced two series of our children's audio programme, Storytime with Zaza and Zuzu, reaching at least 25,000 Palestinian children in child-friendly spaces in **Gaza**. Its stories and traditional songs are designed to support children to be children as they live through war and displacement.

Case study:

Climate adaptation in Kenya

In western Kenya, Carolyne Oguto spends Sundays with her neighbours, listening to the radio programme Rameni Lwasi (Understanding the Clouds).

In an area that experiences both long dry seasons and flooding, farming her small vegetable plot has become challenging. Rameni Lwasi shares weather updates and ideas to help Carolyne and her neighbours adapt to these changing conditions, including through expert advice and call-in shows.

> **“The radio [programme] has helped us because it keeps telling us… how the weather is going to be. And once we know [this], we know how… to plan.”**

Photo: Carolyne Oguto in her Sunday gathering.



CREATING MORE INCLUSIVE SOCIETIES

85% of respondents said they understand issues facing marginalised groups after watching, reading or listening to our content

85%

In all our work, we listen and learn from people from traditionally marginalised groups – including women, girls people living with disabilities, people from minority groups, and those in remote locations. This enables us to deliver projects that help to meet their needs and overcome some of the barriers they face.

Supporting gender equality and tackling gender-based violence

Media has the power to change long-seated beliefs for the better – and to perpetuate harm. An essential part of our work is tackling the harmful norms that underpin marginalisation, including those driven by new technologies, through both traditional and new media.

This year, we produced two **briefs that combined our research, learning and programme experience** to demonstrate how media and communication can flip gender norms and support better equality and opportunity. We also delivered masterclasses to help content producers reach their audiences with media that can inspire positive change.

Traditional gender roles dominate Mongolian society. Our first project in the country **mentored digital media outlets to strengthen their gender-sensitive journalism**. Journalists produced short documentary films exploring issues including women's access to justice and participation in male-dominated spaces. The films reached large online audiences and supported public dialogue around women's experiences and rights.

In **Nepal**, we embarked on a women's economic empowerment project, mentoring three local media organisations with funding from the European Union and the German Federal Ministry for Economic Cooperation and Development. Our Wings of Courage social media campaign highlighted the challenges and successes of eight women entrepreneurs to shift norms relating to working women.

In **Myanmar**, we concluded our *Ma Shet Na* (Don't be shy) awareness campaign around gender-based violence. Our content reached 450,000+ people on Facebook and 480,000 on TikTok alone. We created two campaign videos that ran on Yangon buses, delivering 950,000+ broadcast spots. Research found that 94% of respondents had seen the video multiple times and 54% correctly identified the campaign message – that violence can be verbal, emotional or financial as well as physical.

In **South Sudan**, we concluded the broadcast of two seasons of our *Life in Lulu* radio drama, funded by the Norwegian Ministry of Foreign Affairs. Compelling storylines focused on women's roles in society, and combatting sexual and gender-based violence. This popular series reached 1.3 million people aged 15 and above. Research shows that regular listeners are more likely to have progressive attitudes towards gender equality and non-violence.

Our Sida-funded radio and social media programmes in **Zambia** – *Ishwi* (My Voice) and *Tikambe!* (Let's Talk) – ran campaigns linked to the UN's 16 Days of Activism Against Gender-Based Violence. We also supported a deep-dive panel into technology-facilitated gender-based violence at the annual meeting of the Committee on the Status of Women in New York.

In Edo State, **Nigeria**, we worked with four survivor-led organisations and the National Agency for the Prohibition of Trafficking in Persons to deliver media content to reduce young women's and girls' vulnerability to trafficking. With funding from the US State Department, we worked with local media to create 20 mini documentaries and 10 documentary dramas that aired on TV to help young people understand their rights and risks. We also supported 135 local content producers to produce relevant programming.

Case study:

Building women's media skills in Somalia

Growing up in Somalia, Shukri's family strongly opposed her joining a local radio station as a trainee after completing her secondary education. A year into her local radio career, she joined a mentorship programme run by Radio Goobjoog and BBC Media Action. Through this, Shukri gained skills in programme planning, interviewing, audio editing and storytelling, which quickly transformed her confidence and abilities.

Shukri's mentors also provided her with practical guidance and support in overcoming common challenges for female journalists in Somalia, such as how to handle a religious leader's refusal to be interviewed by a woman. Today, Shukri can manage every stage of programme production.



"Before mentorship, I could not imagine completing a programme on my own. Now, I can plan, produce, edit and deliver a full programme confidently."

Improving the safety of women in journalism

Women and gender non-conforming journalists can face particular risks and challenges. Several of our projects specifically focus on supporting their safety, equality and inclusion in media workplaces, as well as in media content.

With WAN-IFRA Women in News and City St George's, University of London as part of **PIMHIE**, we supported a major survey into sexual harassment in media workplaces and online across 21 countries. Drawing on responses from 2,800+ media employees, the study highlighted recommended actions to overcome entrenched challenges.

Through **Brave Media**, we delivered three-day training with the Broadcast Journalist Centre in **Bangladesh** to improve the safety of women journalists. And we worked with the **Ethiopian** Media Women's Association to create safer and more inclusive spaces for journalists, particularly women, by tackling technology-facilitated gender-based violence and enhancing digital security.



Radio journalists in Afghanistan preparing script for their programme

We continued financial, technical and mentoring support for 12 women-led and women-focused radio stations in **Afghanistan** through our Brave Media project. And we continued mentoring 36 media professionals, helping them to produce weekly radio programmes by providing technical guidance. The 600+ programmes covered issues such as women's mental health, economic empowerment and rights, resulting in more engaging and relevant content that enhanced people's understanding.

In **Nigeria**, our new Changing the Script project in Kano and Kaduna states supports positive attitudes and action around birth spacing. In partnership with media, community, government and health sector partners, we are increasing awareness and discussions on this topic. We are co-designing TV, radio, digital and billboard content, and conducting outreach activities to educate men and boys, and equip women to make informed family planning decisions. We also expanded our *Tikambe!* (Let's Talk) programme brand into **Malawi** and **Mozambique**, working with community radio stations and focusing on sexual and reproductive health and rights.



Case study:

Supporting the needs of women and girls

As the rights of women and girls face further erosion in **Afghanistan**, amid a deepening humanitarian crisis, our work on health-focused programmes helps to deliver critical information to keep families healthier and provide women with a sense of connection. We continued producing our radio programmes *Darman* (Healing) and *Paiwand* (Connection), covering maternal and child health, nutrition, and sexual and reproductive health. Broadcast on the BBC World Service and our local partner radio stations, the programmes enable women to access critical health information despite extreme Taliban restrictions.

Each *Paiwand* episode includes discussions between listeners and health experts, changing both people's understanding and behaviour. Research found that 87% of viewers and listeners implemented learning from the content, such as improving their handwashing practice or seeking health services.

> **"I shared *[Paiwand]* with my family, and now we all follow the programme regularly… The programme has truly changed our lives in a positive way."**

Photo: One of our researchers in Afghanistan interviewing a medical professional for the radio programme Paiwand

Addressing exclusion

We include people from traditionally excluded or marginalised groups in our work, to help reach under-served or particularly vulnerable communities, and to help shift harmful social norms.

In **Nigeria**, our three-year Inclusive Family Planning project delivered with Sightsavers focused on reaching women living with disabilities, who are often excluded from sexual and reproductive health and rights information and services.

Our two radio programmes, *Madubi* (Mirror, a drama) and *Mu Tattauna* (Let's Discuss, a discussion programme), reached 44% of the adult population across five states. Research showed that listeners were 30% more likely to know about disability rights. And regular listeners were more confident about challenging ableist attitudes.

In **Zambia**, our *Ishwi* and *Tikambe!* programmes challenged barriers in education and public life by including the voices and experiences of young people living with disabilities.

In **India**, our PRIDE project tackled inequalities experienced by Bengaluru's waste picking community. Funded by H&M Foundation and delivered as part of the Saamuhika Shakti collective, the project content and campaigns combine mass media, local engagement and community-led storytelling.

The project has shifted attitudes towards waste pickers – from often overlooked people to essential workers and individuals who deserve dignity and recognition. It also increased people's empathy with waste pickers by 13 percentage points. One project campaign won two Anthem Awards, recognising its impact in diversity, equity and inclusion.

Bengaluru's waste pickers holding the Anthem Award won by BBC Media Action, celebrating a shared journey towards recognition, inclusion, and lasting social change



THANKS AND ACKNOWLEDGE-MENTS

BBC Media Action is grateful to all our donors, partners and supporters, without whom our work would not be possible. We also thank all our staff around the world for their dedication, creativity and sheer hard work. Together, we achieve extraordinary things.

ACTED

AICS (Italian Agency for Development Cooperation)

Anna Lindh Foundation

Austrian Embassy in Tunis

BMB Mott Macdonald

Cardiff University

Children's Investment Fund Foundation (CIFF)

Concern Worldwide

Danish Refugee Council

Danish International Development Agency (Danida)

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Diakonia

Embassy of the Netherlands in Algiers

Equal Access International

European Commission

European Union

Expertise France

Food and Agriculture Organization (FAO)

Gates Foundation

Global Affairs Canada

H & M Foundation

H2H Network

Humanity and Inclusion International

International Development Research Centre (IDRC), Canada

International Media Support

Integrated Security Fund, UK

Internews

Irish Aid

International Union for the Conservation of Nature (IUCN)

Norwegian Agency for Development Cooperation (Norad)

Norwegian Ministry of Foreign Affairs

Norwegian Refugee Council (NRC)

Open Societies Foundation

Palladium

Save the Children

Swiss Agency for Development Cooperation (SDC)

Swedish International Development Cooperation Agency (Sida)

Sightsavers

The Asia Foundation

UK Met Office

UK Foreign, Commonwealth and Development Office

UN Women

United Nations Children's Fund (UNICEF)

United Nations Development Programme (UNDP)

United Nations Office for Project Services (UNOPS)

United Nations Population Fund (UNFPA)

US State Department

Wellspring Philanthropic Fund

World Bank

World Food Programme (WFP)

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World Vision

World Wide Fund for Nature (WWF)

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