
WORLD'S BEST NEWS

IN A NUTSHELL



World's Best News is an independent media platform for constructive journalism and creative campaigns. We publish news about progress and solutions to the world's challenges – primarily focusing on developing countries.

We use the United Nations' Global Goals for Sustainable Development as our frame. Our vision is that everybody should have a current and nuanced view of the World. We believe nuanced knowledge creates hope – and that hope creates motivation for action. We want as many people as possible to know about the Global Goals. When more people are aware of the Global Goals, more people can make sure our leaders will keep their promises. And when more people know about the solutions to the world's problems, we are more motivated to make sure they will be implemented and put into action.

World's Best News is an independent association founded by the UN, the Danish development organisations, the Confederation of Danish Industry and the Confederation of Danish Enterprise.




We launched in Denmark in 2010 and we are now an international network with sister organizations in Ireland, Netherlands, Norway, Finland, and with more to come.

Through the years, we have been a part of the European Year for Development, action/2015, the UN Millennium Campaign, and Project Everyone. Now we are partnering with SDG Action Campaign, the European Commission, and World's Targets Lesson.

WORLD'S BEST NEWS

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Cover photo: Louise Dyring Mbae

**“World’s Best News is a really important project.
You show that it is possible to change the world.
You are creators of hope and perspective.”**

**Johanne Schmidt-Nielsen,
Member of Danish Parliament**

**”World’s Best News does something no one else is capable of.
They tell comprehensive stories that everyone understands.”**

**Stina Soewarta,
Head of Representation in Denmark, European Commission**

**“The collaboration with World’s Best News
has made us reconsider our coverage of global
issues. When you started with constructive
journalism it influenced the rest of the content
in our newspaper.”**

**Jonas Ratje,
Editor in Chief, Metroxpress**



A NEW VIEW OF THE WORLD

Decades of negative communication about hunger and hopelessness in developing countries has resulted in a general public attitude that the fight against poverty does not work. We need a new narrative about global development.

The population in several countries have a negative view of the situation in the developing countries. But there is progress – every single day. We just do not hear about it very often. Mostly we hear about the problems, the wars, and the disasters.

That is why World's Best News works to communicate all the stories about progress and solutions.

Day-to-day media coverage tends to paint a picture of conflict, hunger and hopelessness. Why is this problematic? Because it is only a part of the reality. When we are only presented with the problems and challeng-

es of the developing world, our understanding of it becomes biased. When we hear a story in the same context a certain number of times, we remember it and it becomes our image of the truth. A 'truth' of hopelessness that leads to paralysis – if we do not believe that it is possible to change to world, we are not going to even try.

It is true that there are still lots of poor people in the world, but there are also plenty of developing countries with a growing middle class, which, besides being poor, is creative, innovative,

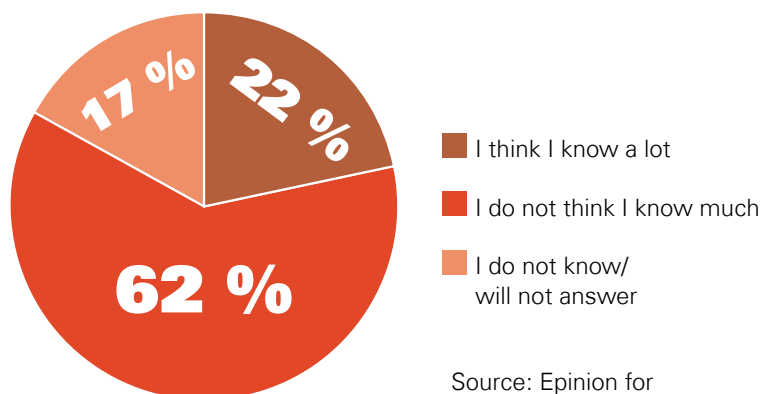
hardworking, better educated than ever before, etc.

We can create a balance in the communication about developing

Day-to-day media coverage tend to paint a picture of conflict, hunger and hopelessness.

countries through a constructive narrative, focusing on both progress and challenges.

How would you rate your knowledge of development and conditions in developing countries?



Source: Epinion for World's Best News 2016

CONSTRUCTIVE JOURNALISM

It's deeply ingrained in 'classical' journalism to focus on conflicts and problems in society. But while being critical is essential to all objective reporting, the focus on conflict often gets out of hand in mainstream media, leading to extremely negative 'breaking news' that revolves around wars, hunger, and natural disasters. While big disasters are surely part of reality, such news stories do not show the whole picture.

Rather than subscribing to a dystopian world view on one hand, or glossing over the world's problems on the other, World's Best News is using constructive journalism to illustrate the progress being made in the developing regions in recent decades. We remain editorially independent, but often cooperate with NGOs and the private sector to research and write news about development issues and solutions from all over the world.

- A focus on progress, possibilities and solutions to the big challenges facing the world today.
- A critical but not negative approach.
- Adding perspective and looking at global trends – telling big stories through small examples.
- Showing people who take action, rather than passive victims.
- Building relations with our readership by inspiring hope and belief that we can change the world.

People are getting more optimistic

- In 2010, when World's Best News launched, 16% of Danes believed there was progress in lifting people out of poverty; in 2016 this number had increased to 32%.
- In 2013, 33% believed that there was progress in achieving an equal number of boys and girls in primary school in the developing world. In 2016, 41% believed so.

Though attitudes are changing, many people still believe the world is worse than it actually is.



THE GLOBAL GOALS AS A FRAME

The UN Global Goals for Sustainable Development have the potential to become a game changer in development. And World's Best News wants to be a key player in spreading the word.

At the 70th UN General Assembly in the fall of 2015, all 193 member states committed to 17 Global Goals for Sustainable Development. The Global Goals are the most ambitious plan in human history. We can be the first generation to end extreme poverty and to fight inequality and injustice, and the last generation to be threatened by climate

change. Until 2030, these goals will set our direction in developing the planet. The Global Goals will affect billions of people. Citizens of the world now have a shared responsibility to produce, consume and act differently so that we can pass on our planet to the next generation.

World's Best News uses the Global Goals as a frame for all

our activities and communication. They are an integrated part of who we are. We want people all over the world to know about these goals so that they can take action themselves and hold their local and global leaders accountable.



THE WORLD'S LARGEST LESSON

In 2015, we brought the international learning campaign World's Largest Lesson to Denmark. In 2016, we collaborated with 12 different NGOs on getting the world and the Global Goals on the schools' curriculums.

The NGOs provided the educational material, aimed at specific grades, highlighting one or several of the Global Goals.

In addition we produced posters with the goals and a poetic text outlining what the world can look like if we achieve the Global Goals.



Photo: Viggo Degnbol

THE BUSINESS OF DEVELOPMENT

The Danish Confederation of Industry hosted the conference "The Business of Development" in 2016, a conference that looked at the opportunities and responsibilities of the private sector.

The World's Best News produced a special issue that highlighted the link between development, business, and the Global Goals.



Photo: Malte Kristiansen

GAMING THE GLOBAL GOALS

At Roskilde Festival in 2015 and 2016 we hosted talks about the Global Goals, and highlighted how people could act on the goals. We invited the festival guests to perform "dizzy goals", and developed a dialogue-game underlining the interconnectivity of the 17 goals.

GOOD NEWS ON THE AGENDA

Progress about global development is often an untold story. Through media partnerships, World's Best News reach the public in national media all year round.

Attitudes to global development are created every day in schools and workplaces, in public life and especially in the media.

'Constructive' or 'progress' are still not among the criteria used by the media to identify news; therefore it is important currently to inform journalists and editors that big progress is taking place every day in the developing countries. World's Best News covers both the current, topical agenda on our own website and analyses and perspectives in other media about trends and principal issues in developing countries.



Every week, 587,000 Danish train passengers in the capital area are exposed to World's Best News. In every city train in Copenhagen, World's Best News is broadcast on TV screens every 20 minutes.

135,000 persons per week in the capital area can remember World's Best News, and the respondents say that it 'tells them something new', and that it is 'informative and interesting'.

A survey amongst passengers finds:

"It's wonderful to see that news can be positive."

"It makes my morning commute better."

"It gives the impression that development aid actually works."

"This is relevant for everyone!"

Source: MXTrain TV, posttest 2016

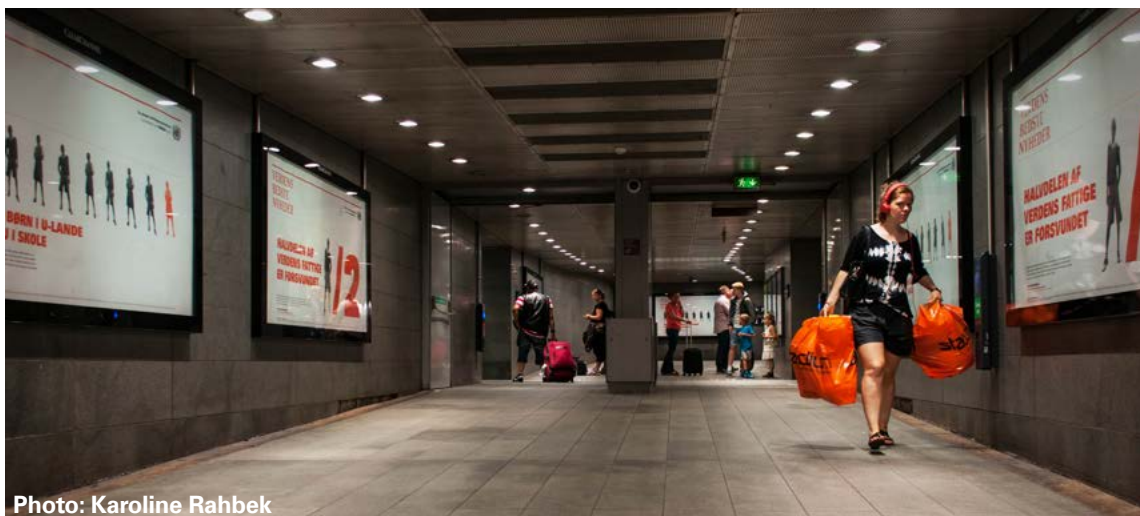


Photo: Karoline Rahbek

In 2015, we had a nationwide billboard campaign to kickstart the Global Goals. We have a partnership with Clear Channel, who manages advertising space throughout the country. Clear Channel fill out their empty slots with World's Best News' content and gives us the opportunity to reach people at traffic hubs and shopping malls.

The picture is from the 2014 campaign, taken at Denmark's busiest train and metro station.



For six years, Bonnier Publications have donated free advertisements for World's Best News' yearly campaigns. Last year, a total of 11 ads, several on the back cover, in Science Illustrated, History, National Geographic and I FORM which have 1.3 million readers combined.



Metroxpress is a free commute paper with a readership of 683,000. Each Friday, we publish an article on global issues and development progress.



World's Best News delivers current international analyses on progress and solutions every month to one of Denmark's biggest countrywide dailies, Jyllands-Posten, as well as features, opinions, and letters to the editor to other countrywide dailies.

WORLD'S BEST NEWS IN THE REAL WORLD

We use a number of different channels and methods to get our research and message across. We host events, discuss journalism and development in mainstream media, give presentations, and reach out to schools with The World's Largest Lesson.



THE ANNUAL MORNING EVENT

The biggest day of World's Best News in Denmark is the second Friday in September. More than 1,500 volunteers throughout Denmark distribute thousands of World's Best News newspapers. We mobilise volunteers from local NGOs and collaborate with the private sector and the national media. In 2015 and 2016, we held the World's Best Morning Party. Between 7 and 9 AM, early birds danced and celebrated the Millenium Development Goals and the Global Goals the year after.

TV AND RADIO INTERVIEWS

Throughout the year, we are invited to discuss our journalistic approach and our view on global development issues. This way we can bring our approach to a wider audience and hopefully inspire and influence other media outlets.



MONDAY MYTHS

Our concept Monday Myths aims to bust myths about development and progress. It communicates surprising facts and graphics that challenge our stereotypes about the developing world



**MANY BELIEVE THAT WE CANNOT
SAVE THE CLIMATE, BUT**

**WE HAVE SOLVED
GLOBAL ENVIRONMENTAL
PROBLEMS BEFORE**

**HELP BUST THE MYTHS
SPREAD THE WORLD'S BEST NEWS
#mondaymyths #worldsbestnews
#EYD2015**

PRESENTATIONS

We reach thousands of Danes through presentations each year. In 2016 we gave around 40 talks at universities, NGOs, political parties, business organisations, folk high schools, etc.

THE PEOPLE'S POLITICAL FESTIVAL

"Folkemødet" is a meeting of people and politicians. It is a venue for Danish politicians, opinion makers, and regular people to debate current political issues. World's Best News participates in relevant debates and distributes newspapers to inform people, stakeholders, and the general public about global development.



In 2013 the Danish Ministry of Foreign Affairs was decorated with messages about how more people now have enough to eat and affordable energy, and how more mothers survive childbirth.
Photo: Jeppe Gudmundsen-Holmgreen

MANIFESTO OF WORLD'S BEST NEWS

World's Best News' purpose is to provide a nuanced picture of the world and thus create hope and motivation for action. Our frame is the UN Global Goals for Sustainable Development and constructive journalism and communication is our method.

i.

World's Best News wants to meet people with good and unexpected development news. We believe in close cooperation between civil society, the private sector, states, and international institutions. Only together can we build a sustainable future for people and planet.

ii.

The current mainstream media focus leaves people with the belief that the world is mainly violent, corrupt, and hopeless. We worry about what that does to our minds! We believe that people deserve to know the whole truth about the world they live in.

iii.

Our mission is to give voice to all those stories of development progress and hope which do not make it into mainstream media.

iv.

We want to create and practice a new narrative, where we focus on what we have in common – not on our differences. We give space to the interviewee. We are focusing on solutions rather than conflicts, and we focus on possibilities and hope rather than problems and weaknesses.

v.

Our stories meet the criteria of constructive journalism. We strive to live up to the highest journalistic standards and our stories are based on reliable sources.

vi.

We want our brand and graphics to reflect the beauty of development and international cooperation. We consciously choose a minimalist and modern design, and we are very careful in selecting images which will help diversify the image of developing countries.

THE NGOs ARE A STRONG BACKING

World's Best News would not be the same without our 100 NGO partners. 1,500 volunteers are the driving force of our annual morning event and central ambassadors of our campaigns.

Around 100 NGOs are in a mutually beneficial partnership with World's Best News. The NGOs vary from large international organisations to small initiatives run by enthusiastic volunteers. Many of the organisations are using World's Best News as their constructive news channel to tell about the results they have contributed to. Besides powerful

media channels, Word's Best News offers campaign materials and advise about constructive communication and journalism.

Stronger together

A large number of organisations are using the annual morning event in September as an opportunity to engage their volunteers. The event sends a strong signal

to the public that development organisations collaborate to create change - and that they are increasingly joined by schools, businesses, members of Parliament, and ambassadors, who help to celebrate the results of development efforts.

"It's an interesting and credible way to communicate the results of our work. It motivates both our colleagues, volunteers and members to see that their efforts make a difference."

Forests of the World



Photo: Louise Dyring Mbae

THE PRIVATE SECTOR AS CORE PARTNER

Around 100 companies help spread World's Best News to large groups of the people; employers, costumers and stakeholders. This offers the private sector a different way of communicating about CSR and the Global Goals.

The private companies are central actors in World's Best News, because they help spread news about progress and solutions through their employees, partners and customers. At the same time, the partnership helps fulfilling the companies' UN Global Compact obligations, in their annual CSR-reporting.

Like the UN Global Compact the World's Best News also encourages companies to use the Global Goals as an overarching framework to shape, steer and communicate their strategies, goals and activities.

All kinds of business

The number of participating companies in the World's Best News has reached 100, broadly

representing all kinds of business, all of which contributed through their own internal and external channels of communication. Our partners include Novo Nordisk, Novozymes, Danfoss, and Denmark's largest supermarket chain, Coop.

Companies spread the news

Some companies place the World's Best News logo and messages on their website and social media while others put up posters in their shops or use their products to promote the World's Best News. As an example of the latter the Danish dairy producer Thise put our news on millions of milk cartons for three years in a row. Some companies also join the annual morning event

and distribute World's Best News newspapers internally in the company or in their local area.

COMMUNICATING THE GLOBAL GOALS

We work with our partners to create innovative campaigns and concepts, finding new ways to communicate the private sectors engagement in sustainable development and the Global Goals.



TRAINS CARRYING THE WORLD'S BEST NEWS

A collaboration with DSB, the Danish Railways, made it possible to decorate an InterCity train with World's Best News' messages.



CHOCOLATE AND NEWS ABOUT PROGRESS

Toms is a Danish sweets manufacturer with strong CSR policies. Together with Coop, the largest retailer of consumer goods, they provided the "World's Best Chocolate" for our morning event in 2015.

GLOBAL GOALS ON JUICE

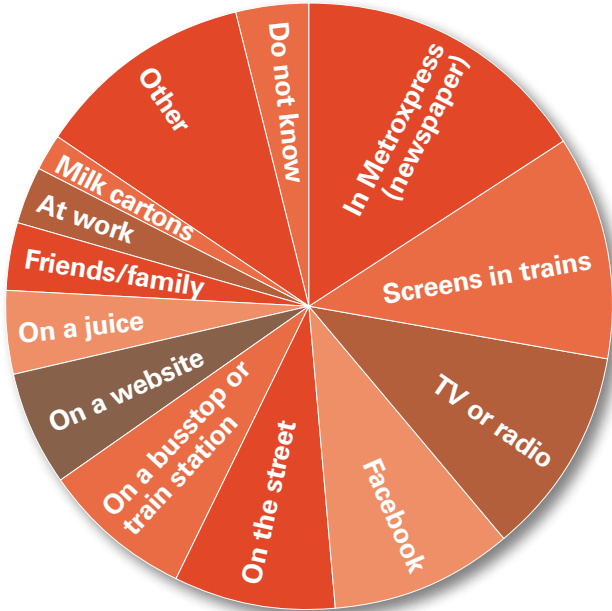
Rynkeby have for three years produced limited edition juices for the morning event. In 2016, 100.000 juice cartons with the Global Goals were handed out throughout the country.



HOW WE REACH OUR AUDIENCE

WHERE HAVE YOU SEEN WORLD’S BEST NEWS?

We have multiple offline and online outlets for our stories. We meet people when they pour milk on their cereals for breakfast, commute to work, or on their computer and phone screens. 18% of all Danes have heard about World’s Best News.



Source: Epinion for World’s Best News 2016

37%

of the Danes think that development aid helps.

74%

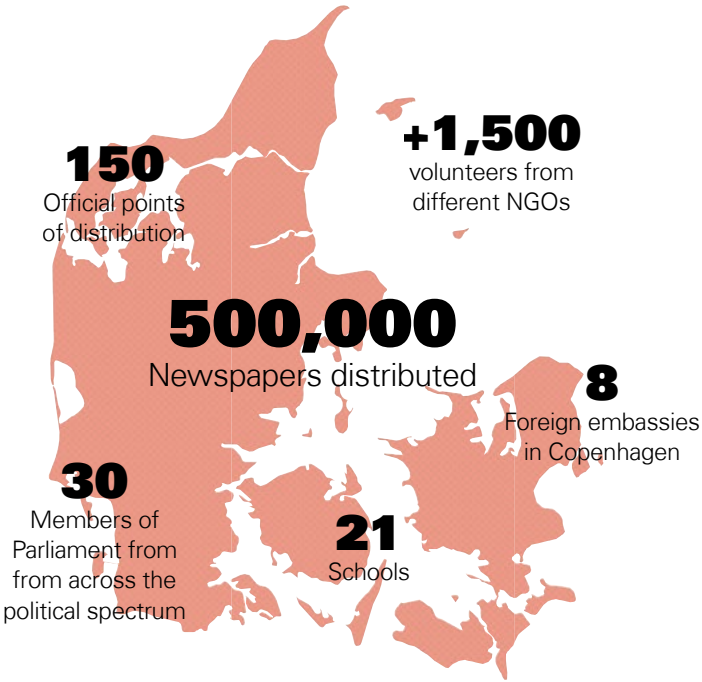
of the Danes think that World’s Best News is to some extent credible or highly credible.

44%

of the Danes have either heard about or seen the Global Goals.

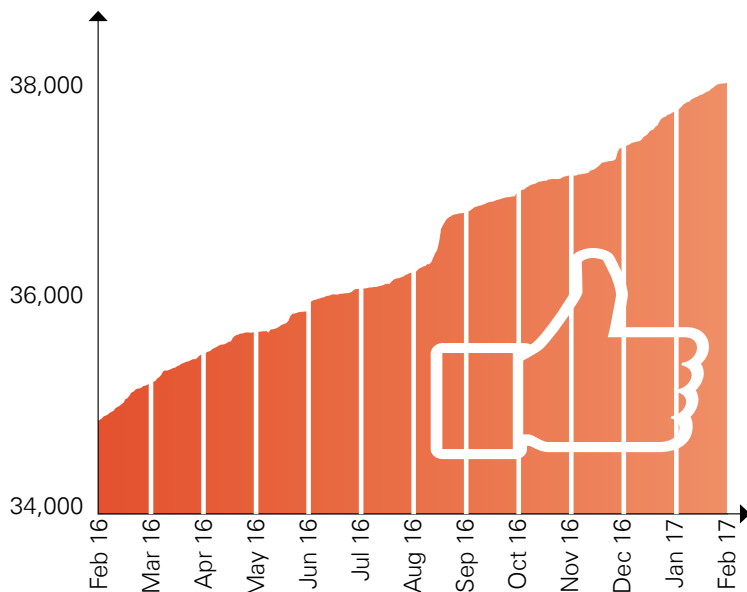
Source: Epinion for World’s Best News 2016

NEWSPAPER MORNING EVENT 2016



FACEBOOK FANBASE

On our facebook page we share our stories and engage in the discussion about development and sustainability. We have 39,000 fans and reach more than 160,000 users each month.



WEBSITE

verdensbedstenyheder.dk and worldsbestnews.org

Our website is the core of our digital presence. All our stories are published here and we reach a relatively young audience and people stay longer at the site than average benchmarks. We also provide information and materials about the Global Goals, and inform about our events. In 2016, we had more than 300,000 pageviews on verdensbedstenyheder.dk



TWITTER

@VBNewsheder and @WorldsBestNews



At Twitter we share our bite size news, links to longer stories, and engage in debates and events. During our morning event our hashtag was trending for several hours.

INSTAGRAM

@verdensbedstenyheder



On Instagram we reach a younger audience and share short news about progress. During our events we engage with users online.

WORLD'S BEST NEWS IN THE WORLD

A rather obvious and simple idea has turned out to be attractive far beyond the borders of Denmark. The World's Best News now has four "sisters" in Europe.

The concept of World's Best News has proven to be a means of impact outside the Danish borders too. World's Best News now has four "sisters" outside Denmark; Ireland, Norway, the Netherlands, and Finland. The sister-initiatives use the World's Best News brand and ideas freely after signing on to our manifesto, and it is our ambition to spread the concept even wider in the future.

In addition, 2015 became the year to really expand the concept. On occasion of the European Year for Development, the World's Best News delivered constructive news to the Europeans on a weekly basis, and the annual newspaper was translated into 23 languages and distributed in all 28 countries of

the European Union.

The partnership continued in 2016. In addition, 21 countries in total in 2015 and 2016 handed out newspapers at World's Best News Days all over Europe.

In 2015 World's Best News also joined the global civil society movement Action/2015 and partnered with Project Everyone, and World's Largest Lesson.

Together with the UN's SDG Action Campaign and the European Commission we co-hosted a Policy Room in April 2016 at the UN Headquarters. "Communicating the Sustainable Development Goals – for everyone" gathered speakers from all continents sharing experiences of communicating the new 17 Global Goals.

DO YOU WANT TO SPREAD WORLD'S BEST NEWS?

We are always happy to answer questions and create new ideas with you on how to spread World's Best News to more people. Please contact us at:

E: info@worldsbestnews.org
T: +45 33 18 77 77



Bill Gates in The Hague on the launch of
World's Best News in the Netherlands
Photo: Thomas Ravn-Pedersen



Ban Ki-Moon in Helsinki
at the 60th anniversary of
Finland's UN membership



World's Best News in Brussels
on the occasion of the European
Year for Development





Meet people with constructive and unexpected development news. That is the core objective of the Danish World's Best News campaign which has existed since 2010. And now the Danes are changing attitudes.
Photo: Louise Dyring Mbae

WORLD'S BEST NEWS

THIS BOOKLET IS AN INTRODUCTION TO **WORLD'S BEST NEWS**; A UNIQUE COLLABORATION BETWEEN THE UN, DANIDA, THE DANISH DEVELOPMENT ORGANISATIONS, AND THE PRIVATE SECTOR.

OUR PURPOSE IS TO COMMUNICATE A BALANCED WORLDVIEW AND THUS CREATE HOPE AND MOTIVATION FOR ACTION.

WE USE THE UN GLOBAL GOALS AS OUR FRAME AND CONSTRUCTIVE JOURNALISM AS OUR METHOD.

WE AIM TO CONNECT CIVIL SOCIETY, BUSINESS, AND CITIZENS IN THE PURSUIT OF A MORE INFORMED AND SUSTAINABLE WORLD.

READ MORE AT
WORLDBESTNEWS.ORG

