



STRATEGY of the Finnish Foundation for Media and Development

Approved by the Board, 11 October 2024

What is Vikes?

The Finnish Foundation for Media and Development (Vikes) was established by journalists in 2004 to promote freedom of expression and media pluralism. Responsible freedom of expression and trustworthy journalism are essential for democracy and human rights. Vikes' role is particularly important at a time when media diversity and journalistic quality are under threat worldwide.

Changing global context

Vikes operates in a world where restrictions on freedom of expression and the work of journalists are increasingly common. Tackling global problems requires more reliable and investigative journalism than ever before. Independent media and open communication networks promote the sustainable development of civil society and the economy, as well as poverty reduction. Ongoing conflicts, protracted crises and climate change make the right of citizens to access relevant information increasingly important.

Vikes' vision

In the future, journalists and media professionals in different countries will work to actively defend freedom of expression and quality, pluralistic media.

Vikes' mission

Vikes aims to be Finland's leading expert on international freedom of expression, supporting independent, critical and high-quality journalism, especially where freedom of expression is most threatened.

Vikes' Values

These values guide our work:

Solidarity - Our work is based on the principle of journalists helping other journalists. We support cooperation between media professionals, the sharing of experiences and learning that helps to address communication and development challenges.

Equality - We work on the basis of equality among ourselves and with our partners. We support a diversity of voices in the media.

Sustainability - We emphasise sustainable journalism that takes into account social, economic and environmental impacts.

Our goals

We want Finnish journalists and other media professionals to be fully involved in Vikes' work and to work closely with other stakeholders.



We want Vikes' expertise to be part of Finland's development policy and for Vikes to have an established and respected position in international circles.

We want Vikes to grow sustainably to ensure the stability of both its domestic operations and development cooperation programmes.

To achieve these goals, our work is guided by the following principles:

- **Collaboration:** We always work with local partners. Local actors initiate cooperation and maintain ownership.
- **Mutual learning:** We facilitate learning between Finnish and international media professionals.
- **Targeted activity:** We work primarily in areas where freedom of expression is most at risk. We focus on approaches where we can add real value.
- **Global perspective:** We provide information and networking opportunities for both journalists and media students to help them recognise their role in promoting sustainable development and freedom of expression.
- **Domestic communication:** We increase our visibility and actively communicate about our work for freedom of expression.
- **Funding base:** We are broadening our funding base and exploring new national and international funding channels. We're considering starting a business to support fundraising.
- **Staff:** We invest in the learning and well-being of our staff.

Our priority areas:

- Journalists' safety and rights
- Investigative journalism, especially in the areas of environment and conflict resolution
- Journalism ethics

We will focus our support in the coming years in particular on the following areas:

- Strengthening the position of women journalists in our target countries
- Increasing inclusiveness in the media sector (together with the inclusion of people with disabilities)
- Employment of journalists from immigrant backgrounds (in Finland)

Main working methods

- Training activities
- Boosting the capacity of our partners
- Networking and communication

These activities enable Vikes to achieve its goals and continue its crucial work in defending freedom of expression and independent journalism worldwide.