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MEDIAHUIS

Journalistic

annual report 2021

Mediahuis

Journalistic annual report 2021



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Photo: Marcel Molle

Information, insight, inspiration – that's what journalism is for. Including when it comes to the climate

I am proud to present the second Mediahuis journalistic annual report. The value of our group can be assessed in several ways, but the one that's most important to me is that of the contribution our journalism makes to society. In this report you'll find an overview of our diverse portfolio of news brands. And this year we particularly welcome the first contribution from Aachener Zeitung/Aachener Nachrichten, who recently joined the group.

Overall, 2021 was a successful year for our company. We stood strong in another exceptional year, when once again we had to ask most of our staff to work primarily from home.

Covid again dominated the news agenda. Inevitably, the subject was a trending topic in our newspapers and on our news sites. However, another theme has been increasingly working its way to the top of the agenda: climate change in all its guises, arguably the most dominant, global problem of this century.

Just like so many of our readers, I turn to our brands for insight and guidance on this huge topic. Climate change is an incredibly complex problem that challenges every aspect of our society: our democratic system, how and where we live, the distribution of wealth in the world, migration... Thanks to the variety of angles from which our titles cover these subjects, I've learned that there are many sides to the story.

The power of a disturbed climate hit very close to home last year, as floods left a trail of destruction in many areas. Stricter standards for carbon emissions are an additional blow to farmers at a time when they are already struggling to get a fair price for their produce. Governments are wrestling with the energy switchover and arguing about who will ultimately foot the bill.

These are just a few of the issues we face. Journalism will not solve these problems. But reliable, independent journalism is essential if we are to understand what's really at stake, to feed the social and political debate, to challenge the status quo and to hold the authorities accountable. There is no single version of the truth, besides the scientific fact that the climate is indeed changing, with dramatic results. That's why we made it the central theme of this journalistic annual report.

On the following pages, each editor-in-chief tells their climate story. The result is a fascinating overview of the multiple angles to the topic, and it shows the diversity among our news brands that we're proud of and that we cherish.

I hope you enjoy reading it.

Gert

THEN THE SCALES FELL FROM OUR EYES

The news report is the foundation of journalism. Safe and trusted. But as journalists, we must learn to look at the world around us with new eyes and expose developments that seem invisible, with creativity and tenacity.



A lot of news is dispiriting. That's down to us, journalists. For years, I dismissed increasing complaints about the depressing news factory, because the solution formulated by well-meaning people – that journalists should write more positive and constructive news – is false. Ultimately, we have only one task, and that is, in short, to describe reality and to seek the truth. But it's beginning to become apparent that the citizen in me is too often discouraged for the same reasons as the editor-in-chief in me. It's not the bad news in itself that gets you down. Too much news is drowning in its own vagueness, too much journalism lacks vigour. It lacks the conviction to really want to know. And that disrupts, more than journalists suspect.

This is all the more striking now because we're living through a crisis period, in which we do have the absolute will to know what's happening to us. Again and again, with each new variant and each new wave, we have to write about what we

don't know, what we're uncertain about, what needs further investigation. We usually hate to admit that. With Covid, pointing out a lack of certainty has gradually become an indispensable part of quality reporting. Journalists confirm time and again that, like a hound, they're seeking and want to find. Because that's what the reader wants too. Because it's vital. As a result, trust in the media increases.

How disappointing it is, then, to see reporting on other subjects in the way we did it before. An announcement by a spokesperson, a press release, an extra phone call by a reporter as their own "input", a news report with "he claims" and "she responds". The journalist puts their coat on and goes home. Tomorrow is a new day. Can it hurt? Well, in general, not really. Darwin applies to journalism too. But in the meantime, such journalism causes corrosion.

One major reason why the will to know is drowning in the pragmatism of what is known is the way that we report it. It's all down to the journalistic form: the news report. The news report is the workhorse of our craft. It's supposed to be objective and sober. It summarises facts. Certainties. It doesn't do uncertainty, contains no criticism, asks few questions, eschews emotion, has no airs and graces, bans "I", doesn't do style and doesn't tell a story. It's the freeze-dryer of journalism. It asks little of the reader and is cheap to make. The digital news factory thrives on news reports. One follows the other, the "most recent" list fills up automatically, press agencies push updates, the homepage demands to be refreshed, the next newsletter is already in the pipeline.

The problem, journalistically speaking, is that the report is weak at understanding. It's too poor a form of thought and writing. It brings an addition to the known world. That's the paradox of the genre that promises us "news" par excellence. Clear information, with an assessment of control by administrations, security services, control bodies. In short, the message protects the known and safe world. But let the real news be the unravelling of that safe world.

For 20 years, we've written about PFOS in news reports. When, in 2004, scientists analysed wood mice from the vicinity of the 3M plant in Zwijndrecht and reported the highest concentration ever measured in mice, it led to a few reports in the press. In a few paragraphs, it stated everything we now know. PFOS is a fairly new chemical compound, doesn't break down, has spread all over the world, accumulates in humans too and causes problems in the liver. At Zwijndrecht, near Antwerp, a lot of it had been leaking into the ground for years. Those reports didn't cause any ripples in 2004.

In 2017, too, no journalist asked questions when scientists reported extremely high concentrations of PFOS in the eggs of great tits in the neighbourhood. Nor when men in garish blue protective clothing and face masks started digging near 3M

to construct the Oosterweel link, the new ring road around Antwerp. And not when mayors, councillors and ministers and their cabinets were alerted to the large-scale pollution of the land.

The ball only started rolling when a citizen activist, Thomas Goorden, translated the reports into a "controversial case". He too was not "woken up" by a news article. He saw a Norwegian report, which mentioned the Antwerp pollution. He sought out more publicly available studies: measurements, assessments, toxicology reports. Goorden wasn't looking for how PFOS was under control, but for what questions remained open. He looked to the United States, delved into the court cases there over PFOS, and grew outraged at the film *Dark Waters*. He compiled a bundle of documents and presented them to various newsrooms. Journalists have no time for such dossiers. Fortunately, Stijn Cools, journalist at *De Standaard* was on leave and so had time.

Reading through the report, Stijn began to see the scale of the pollution and the extent to which it had been covered up. With Jef Poppelmonde, a young reporter on the domestic editorial team, he walked into my office a few weeks later, making the case for why *De Standaard* should make this a prominent issue. The contaminated soil was going to be transported to dump sites elsewhere in the country. We fired the opening salvo on Monday 26 April. A news report. Nothing happened. Spokespeople delivered the usual appeasements. Toxicologists didn't understand the fuss. Surely there was no acute danger? Then local resistance emerged. Mayors revealed how contaminated the soil was. It became apparent that people in power had known about this for a long time.

Dark Waters is labelled as a "drama" in the film catalogues. It's an eco-thriller, about the search for what the multinational Dupont knew. It's a fairly accurate reconstruction, told with a tenacious hero as principal character, tragic victims, a cynical enemy. It leaves no one unmoved. Discuss its impact and compare the reports we journalists make with the filmmakers' narrative.

The point is not that journalists should become storytellers about heroes and villains. To have an impact, you need imagination. Journalism is less the ability to dress up stories than the guts to break the status quo. Journalism that removes the scales from our eyes is produced by journalists who have the audacity to look with new eyes themselves. That is the essence of their "reveal". The traditional gatekeepers are like frogs cooked in the pot. Investigative journalism breaks the norms. It points to a connection, a practice that has grown over the years, a common silence – that nobody has exposed like this before. It reveals the systems, who benefits from them, and their dark side.

Impact is the ability to change what's normal. If lazy



Weak journalism is disheartening, but bold investigation fuels the fire for change

journalism makes one despondent because everything remains the same while everything is becoming suspicious, then incisive investigative reporting pokes the fire to incite change. That's the social uproar it causes. A collective realisation.

"With 42 million chickens and 5.7 million pigs, Flanders has just about the largest concentration of livestock in Europe. Yet farmers are building ever larger barns. Why? And what's the limit?" One of the most impactful research dossiers of recent years in *De Standaard* began with these questions at the end of November 2020. That mega-barns are on the rise was not the news. There were already reports about that. They had no impact whatsoever.

Research journalist Ine Renson went looking for the system. She held the model up to the light. Who wants the barns, why, who's financing them, who works there, who profits

from them and what's the effect? She went into it uninhibited. Not against the farmers and not against meat farming, but wanting to know what this type of industrial agriculture does to the landscape. To map out the system, she spent months researching data on permits, financial links, land use and emissions. She also travelled around and spoke with genuine curiosity to farmers, policymakers, neighbours, opponents, advisers, financiers, feed manufacturers and slaughterers.

The series on mega-barns had two consequences. Nobody looked at new barns in the Flemish countryside with the same eyes anymore. Suddenly we saw the industrialisation. And this opened the discussion on nitrogen. For a long time, Flanders had thought it was on a different planet from the Netherlands. When the Dutch nitrogen bubble burst, Flemish policymakers calmed the waters by saying they would find a solution. The mega-barns made it clear how much of a fiction that is. Even the Farmers' Union is now distancing itself from increases of scale. And nitrogen is only a foretaste of the climate debate that will completely transform the systems of agriculture, food production and nutrition within a decade.

The climate crisis enhances the need for journalism that can inform and guide such profound changes. Such journalism is denounced as activist. Critics argue that the press should stick to reporting in the strictest sense of the word: making reports. Report on what is visible. Only this modesty can produce "objective" journalism. Journalists who conduct their own rigorous investigations want to impose an agenda. You can hear the echoes of the attacks on activist judges, seen as placing themselves above democracy.

This modest, uncritical reporting, which is limited to the already widely known world, falls short.

Journalism during corona was the warm-up for what the climate crisis demands of journalism.

For a long time, we complained that the climate was so abstract, so difficult to describe, too much the story of a scientific quest. We can no longer complain about that. Suddenly we have to scale up journalism. What is still possible now, the world wonders. What is needed now? It is not up to journalism to decide. Our task is more humble: to open people's eyes to what's at stake. That requires all the skills at our disposal.

This text is a shortened and revised version of the VVOJ Essay of the same name, written on behalf of the Association of Investigative Journalists (VVOJ) on the occasion of the 20th Flemish-Dutch conference on investigative journalism held on 19 and 20 November in Brussels.



Indra Dewitte
Editor-in-chief
Het Belang
van Limburg

Het Belang van Limburg is the largest regional newspaper in Flanders. It looks at everything that happens in the region of Belgian Limburg and in the world. The newspaper plays a strong connecting role in the Limburg community.

Founded
1879

Daily readership print
423,246

Daily readership online
272,445

Number of subscribers
(print + digital)
83,696

Podcasts
Van Moord tot Verdict,
Actuapodcasts about Jürgen
Conings, sustainability and
trains in North Limburg,
Een Scheiding als Feestdag,
De Vlotramp, Het Verdriet
van Limburg and Sportcast

Journalists employed
61

www.hbvl.be



It's precisely at local level that you can make a difference

A large deposit inquiry, a file on the wolf and a citizen study of sustainability: Limburg readers are enthusiastically joining in.

If the past year has taught us anything, it's that concern for our climate is no longer a marginal issue. It's no longer a debate between believers and non-believers. We have outgrown the stage of climate deniers. Perhaps not so much because we were ready for it, but simply because events in the world and in our backyard have kicked us hard into a new reality.

Even a regional newspaper such as *Het Belang van Limburg* has been harshly confronted with the consequences of our blinkers. The massive floods in Liège and the days and nights of fear in our province – will the Maas dykes hold? – have really woken us up.

And yes, we are still critical of fakers. Climate concerns are gladly and frequently used as a false ethical badge. Greenwashing is a plague in the business world and in the media. We're happy to wear the label of sustainability, as long as it doesn't affect our wallet or our comfort too much.

That's why I'm particularly proud of our editorial team, who have ensured this year that sustainability is more than just a word, in both the newsroom and the paper. For example, we banned plastic bottles at work, we successfully conducted a discussion on the electrification of our car fleet, and we carried our readers along in a story of sustainability.

In 2021, we focused extensively on local issues about intensive animal farming, deep geothermal energy and illegal weekend cottages in the Limburg forests. There was the big deposit survey, in which we got 88% of Limburgers to support a deposit scheme as an answer to the challenge of plastic soup. We followed yoghurt pots on a quest to find out exactly what happens to our daily waste. And then there's the maligned wolf, with emotions running high about whether such a wild animal belongs in our forests. With fact-checks, an exclusive survey and a lot of interpretation, we've provided context and countered fake news.

And then there's our showpiece: in October, alongside the climate summit in Glasgow, we produced an entire weekend paper on the theme of sustainability. Through a large-scale citizen survey among more than 4,500 Limburgers and in cooperation with Hasselt University, we got a good picture



Greenwashing is a plague in the business world, but also in the media



Front page of the weekend edition (6 and 7 November 2021) of *Het Belang van Limburg*.

of how our readers view the climate challenges. We learned what keeps them awake, but also what great initiatives are already being taken: from cohousing paradise to food forests. We've also shared practical tips about, for example, how readers can shop sustainably or interpret the Sustainable Development Goals in their daily life. In this way, we're trying to have a sustainable impact in small steps, along with our readers.

As the icing on the cake, this year we've extended our prestigious business prize with a real climate prize, working with the Belgian Alliance for Climate Action. When all's said and done, in 2021 we've proved that you can also – and maybe even especially – make a difference on a local scale.



René Moerland
Editor-in-chief
NRC

NRC is aimed at well-informed people who are looking for reliable journalism and pluralistic debate. Subscribers have digital access to nrc.nl with constantly updated stories and news, a daily newspaper (digital and in print), more than 20 newsletters and many podcasts by NRC and others on NRC Audio.

Founded
1970

Daily readership print
391,200

Daily readership online
377,000

Number of subscribers
(print + digital)
299,103

Podcasts

NRC Vandaag, NRC Haagse Zaken, NRC Onbehaarde Apen, NRC Future Affairs, NRC Onder de Streep and NRC Tussen de Regels. Top series 2021: *In de schaduw van Dutroux* (with *De Standaard*) and *Het Geheim van Rijswijk*

Journalists employed
214

www.nrc.nl



Full of good intentions – but those shoes...

One reader wants to read more about the climate every day, the other turns away from the subject in despair. Exposing dilemmas, offering tools and above all making people think: that's what we're here for.

Our journalist and gifted novelist Ellen de Bruin is despondent. The climate is changing faster than expected. Resources, forests, fish in the ocean: people are using everything up. Other animals are being raised en masse to create a greenhouse effect (she put it better; I only summarise). "And we're doing all this because in the rich countries we all eat and buy and travel far too much."

Her article, from the end of November, was about "consuminderen", or consuming less, but she sees no end to our lust for shopping. That just adds to her gloom.

In September, I'd told the NRC newsroom: beware of increasing feelings of doom. Constantly staring into the abyss makes one apathetic. Fear promotes disruption. Feelings of guilt soon turn to blackmail.

Is this what we were doing?

Readers and listeners don't often accuse us of catastrophising, let me say first of all. On the contrary, some of them think we are never urgent enough. If it were up to them, "climate" would be at the top of the homepage and on the front page every day. And where is the podcast on the subject?

Don't speak of climate change anymore, some people tell us. "Climate crisis" is a louder alarm bell. Others are indifferent, or prefer to skip past the subject.

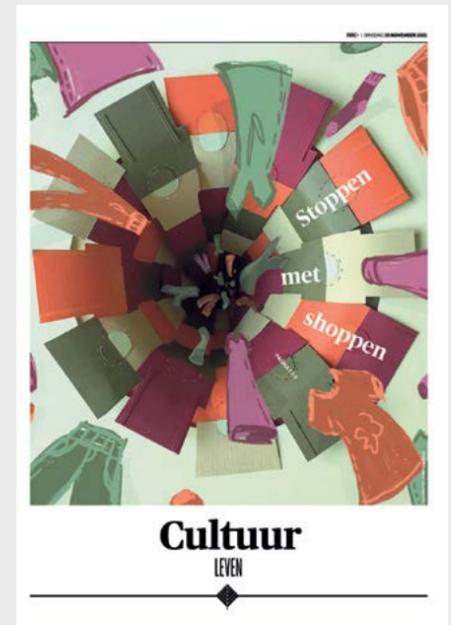
So climate change splits opinions, but elsewhere it's a simple story. "Do we really have to get used to the fact that the problem is beyond our capabilities – and that humans are about to suffer the greatest defeat in history?" wrote Wout Woltz – later to be NRC editor-in-chief – back in 1971.

Climate change is not a matter of belief or ideology. It's a fact that our actions have an impact on climate and biodiversity. They will continue to do so. So what do we do?

A sign of the times: the biggest story for which our Middle East correspondent travelled to Iraq this year was a report from the oil fields in Basra. Pollution and sustainability are experienced there as Western egotism. Climate change is also particularly an issue of distribution.



In September I'd warned the NRC newsroom: beware growing feelings of doom



Culture supplement of 30 November 2021.

In the newsroom, we often talk about clashes of interests. Healthy scepticism and critical distance are all the more important for solutions and promises that sound good. Agreements in Glasgow on reducing the greenhouse gas methane! But, the science editors asked: how do we measure the emission of methane gas? Not well, it turns out. Municipalities are attracting data centres from tech companies that are affecting the national energy demand. The windmills will spin like crazy. Is this green industrial policy?

The Leven team, who published the piece on reducing consumption, write a lot about practical solutions. How should we live? But assuming that humans are only inclined to do good has a flattering effect, according to editor Juliette Vasterman. Dilemmas make stories sharper and more realistic.

Ellen de Bruin chose to share tips on how to buy less. But she also asked painful questions. Do we really want to curb our urge to buy? And can we do it, with our short-term brain? How do you change your behaviour when the task simply seems too big for humanity?

As a reader, I can recognise her despondency. You want to change, but hey, those shoes in the shop window! Well, just this once then. For this one life.

The article made me think. And that's what our journalism is for.



De Standaard

Karel Verhoeven

Editor-in-chief
De Standaard

De Standaard seeks answers to the important questions of our time, sketches the broad perspective and provides the reader with what is worthwhile in a broad social context.

Founded
1918

Daily readership print
413,584

Daily readership online
317,028

Number of subscribers
(print + digital)
111,681

Podcasts
De Standaard Podcast

Journalists employed
109

www.standaard.be

Readers take part in measuring with 4,400 lawn sensors

Climate change manifests itself in thousands of small signals. The Curieuzeneuzen in de Tuin project combined these signals to bring news value.

De Standaard has been focusing on the climate for years. And still, 2021 was a watershed year for us. The changes are happening so quickly and with such great impact, both in the climate itself and in the responses to it, that adequate reporting requires real journalistic innovation.

The flooding in mid-July, which affected the province of Liège in particular, was challenging journalistically, too. Correspondents reporting from the disaster area struggled with the feeling that we were not conveying the immense scale of the destruction with enough impact. So we scaled up. More photographers on the scene, sending out drones over the destruction. We filmed the riverbeds and illustrated the destroyed areas in infographics. We focused on a few neighbourhoods. We set up a task force of journalists to live alongside those affected and feel their despair, as well as to describe the impotence of the government from within, and the desperation of politicians. Then there was the mission to understand how it was possible that 37 people had drowned. There in Wallonia, we had a major exercise on our own soil.

Outside such disasters, climate change manifests itself as a thousand small signals. On their own, they are hardly a reason for reporting. So how do you map them out? We launched a successor to Curieuzeneuzen (Curious Noses), the citizen survey on air quality conducted in 2018 with 20,000 participants. For Curieuzeneuzen in de Tuin (Curious Noses in the Garden), we looked for 4,400 gardens, parks and playgrounds across Flanders, where a smart lawn sensor measured temperature, moisture and carbon storage. This campaign was the largest ever citizen survey on heat and drought. 50,000 people applied to take part. And there is irony in climate change. Curieuzeneuzen in de Tuin was launched in January,

and the freezing spring led to an investigation into the astonishing temperature differences between gardens. The wettest summer for 200 years made it the largest survey of gardens' ability to act as sponges. One garden barely absorbs anything, another soaks up a deluge. Gardens can act as buffers against the extreme effects of climate change; how well they do so is up to garden owners. This study also shows that we are not condemned to be passive and fearful. The lawn sensors are staying for another year. Maybe next summer will be dry and hot again.

In the run-up to the Glasgow climate conference, meanwhile, a journalistic challenge of a different order arose. There is urgency enough, but is the system moving? What are those who hold the power doing? The bankers, the biggest emitters in the (petro)chemical industry, the energy companies, the airlines, the container shipping companies, the freight carriers, the farmers, the supermarkets, the meat industry – do they intend to change? Let's ask them, we thought, live, in front of a young audience, those whose future this is about. To our surprise, almost all the CEOs agreed. That alone shows how quickly minds are changing. We called this week of debates The Great Shift, a roadshow of five evenings in five large halls in four cities. It was broadcast to a large audience via livestream. Direct and impactful, widely published via our website, app and social media. Night after night, it showed how the money is flowing away from carbon and the tide is turning – but also how everyone is waiting for everyone else and it's all moving far too slowly.

And then we have to talk about practical objections. You can tackle it with good humour, as we did in the long-running series 2030 is Now. If Europe wants to achieve a 55% reduction in nine years, how are we actually going to do it? We went to Dutch neighbourhoods where heat networks are being built, we visited Flemish farmers who work in forestry and grow legumes, we went to Oslo to see how quickly car fleets are becoming electric and visited companies that drive electric buses. All very interesting, but too little and too slow. This green and digital economy means a rush on new raw materials, which we examined in another series. Lithium, cobalt, neodymium, silicon and titanium have to be extracted. We travelled from the north of Sweden to the arid interior of Spain, to where the people are rising up because their landscape is being destroyed. It raises uncomfortable questions. Is Greenland the new Valhalla? For rare earth metals, the hunger is greater than the supply. What will change if the new economy carries out the same unbridled extraction drive, only now in even more inaccessible places?

Climate reporting must be critical. Towards those who are stubbornly dragging their feet, but also towards those offering golden solutions. In the best-case scenario, it mobilises. It cannot wallow in hopelessness every day. And that too will be a challenge in 2022.



Climate journalism must be critical, including of golden solutions. But it must not wallow in hopelessness either



Corine de Vries

Editor-in-chief
Mediahuis Nederland
Regionale Dagbladen

The portfolio of Mediahuis Nederland comprises five regional daily papers in the West: *Noordhollands Dagblad*, *Haarlems Dagblad*, *IJmuiders Courant*, *Leidsch Dagblad* and *De Gooi- en Eemlander*. Every day, in 12 print editions and on five websites, they publish stories about health, business, crime, housing, local politics, sports and culture. Data-informed, local and human.

Daily readership print
448,100

Daily readership online
184,000

Number of subscribers
(print + digital)
170,851

Journalists employed
180

 Noordhollands Dagblad

Haarlems Dagblad
Oprichtie Haarlemse Courant 1616

IJmuiders Courant
Waarin opgenomen de Kennemer Courant en het Dagblad voor IJmuiden

Leidsch  Dagblad

De Gooi- en Eemlander

David against Goliath

For years, a regional reporter wrote about major polluter Tata Steel, under increasing pressure from the company. Now his work has been recognised by the authorities and politicians.



The Tata Steel plant in IJmuiden, the Netherlands. Photo: ANP

This contribution is about David versus Goliath. About how one regional reporter kept digging for years to expose large-scale environmental pollution. And how this man – his name is Bart Vuijk – played an undeniable role in putting on the map the harmful effects that a large steel company had on the health of the local population.

Tata Steel is a mega-polluter in the Netherlands, emitting 12.6 million tonnes of CO2 a year, equivalent to five large coal-fired power stations. The factory in IJmuiden has a lot of power and traditionally an enormous goodwill factor in the region. Tata has existed for more than 100 years and provides a lot of employment; families have worked there for generations and the factory maintains close contacts with all levels of government.

In August 2018, Bart Vuijk was the first reporter in the Netherlands to write about the "graphite rain" that was covering cars and playgrounds in a layer of soot. He gave concerned local residents and whistle-blowers a voice. It hasn't been easy for him in recent years. After his umpteenth publication on the subject, my predecessor as editor-in-chief was twice visited by the highest boss of Tata Steel IJmuiden. He demanded that we have a different reporter cover the issue, otherwise his company would no longer speak to us. The editor stood by Bart, and Bart continued to dig. He revealed how Tata Steel had funnelled billions to its parent company in India, and got the scoop on the mass claim filed against the company by criminal lawyer Bénédicte Ficq on behalf of dozens of local residents for damage to their health.

Getting a response from the company became more and

more challenging: interview requests were turned down and communication was difficult, taking place via the manager or editor-in-chief. Threats were made against the reporter in employee Facebook groups, and on the eve of revelations in our newspapers, the director appeared positively in the national media more than once.

Last year, we revealed the possibility that a striking and long-standing peak in lung cancer cases around the factory could never be linked to the company. Tata Steel was not allowed to be mentioned in an official report as a possible cause of the disease, according to documents Vuijk requested under the Government Information Act.

After three successive requests and by making omitted documents visible, he discovered that the director of public health services himself had banned his employees from linking all those cancer cases to Tata Steel. Air pollution from the steelworks had to be discounted as a possible cause, in favour of alternative causes such as "lifestyle" and smoking habits, even though these are not so different from areas with much lower rates of lung cancer. Not long after this, the National Institute for Public Health and the Environment published a report making a clear connection between lung cancer in local residents and the steelworks.

The revelation in our newspapers of the removal of Tata Steel from these documents caused a stir across the country and the Lower House devoted a hearing to it. Tata Steel recently promised – under pressure from the negative publicity – to take a greener course. We will of course continue to follow closely whether and how this promise is made good.



Brian Farrell
Editor-in-chief
Sunday World

Sunday World offers its readers a weekly mix of crime reporting, tasteful showbiz stories, entertainment news and sport.

Founded
1973

Daily readership print
534,300

Daily readership online
68,500

Podcasts
Crime World

Journalists employed
31

www.sundayworld.com



Reporting on the crisis on your own doorstep

Tabloid readers care about the climate too. Their interest is aroused when they see it close to home and in their wallets.

The climate change crisis made headline news in 2021, but world opinion doesn't necessarily reflect Sunday World opinion. As tabloid journalists, we believe we don't share the same responsibilities as our broadsheet colleagues. We have a different agenda. A different audience, and a different approach. The subject of the COP26 conference in Glasgow – Greta Thunberg and the growing global climate crisis – simply does not register with "red-top" readers.

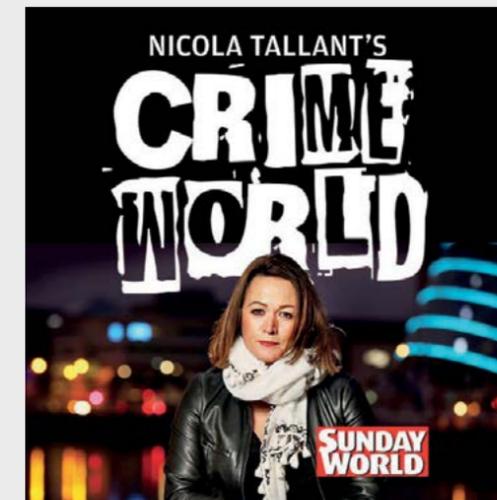
But that's not to say they don't care. Of course they do, but in a different way. A more local way, a more personal way. If a seismic world event is going to register with them, it must hit them in two places – their homes and their pockets. The focus of Sunday World has always been to highlight the plight of the "little person" and bring their story to national prominence. With the launch of our website in October 2020, we see greater scope to cover issues like climate change – but these issues must be affecting smaller communities.

Reducing China's carbon emissions is of little consequence to the farmer who has been warned that Ireland may need to cull up to 1.3 million cattle to reduce greenhouse gases in the agriculture sector. But what our readers will care about is if the coastal home they're planning to leave to their grownup children is going to be submerged by 2030, and that's where the story is for us. Global crisis reflected locally. As an outlet that has never been dependent on the news cycle, our "think smarter, think smaller" philosophy has always been a key strength, and highlighting the crises that exist on our own doorstep remains our primary focus. For us too, "change" has been very much at the forefront of our thinking in 2021.

In 12 short months the Sunday World has transformed from a standalone weekly tabloid newspaper to a fully operational 24/7 newsroom focusing on digital products. Our website traffic continues to grow at a hugely encouraging rate, proving that our brand of hard-hitting journalism is now attracting a newer, younger audience. In the realm of audio, *Crime World*, a podcast focusing on domestic and international crime that we launched in November 2020, has exceeded every expectation.



The *Sunday World* philosophy is: think smarter, think smaller. Including on the climate



Visual of the *CrimeWorld* podcast.

Hosted by Sunday World investigations editor Nicola Tallant, the show now has more than 110,000 weekly plays and regularly tops the Apple and Spotify podcast charts. The success of the series is testament to the trusted reputation of our title and the hard work of Nicola herself. It's also due in no small part to the co-operation and contributions of the wider Mediahuis group. Our colleagues at the Irish Independent, Sunday Independent, Belfast Telegraph, NRC, De Telegraaf and GVA have regularly appeared as expert guests and their willingness to participate gives us great encouragement for our planned expansion in the audio market. We have also witnessed a dramatic change in our printed edition. Although the single-copy market continues to be incredibly challenging, Sunday World has held its position as Ireland's biggest-selling tabloid and several key initiatives are already in the early stages of production.

In July 2020, our TV magazine underwent cosmetic surgery – a jab of Botox and a nip and tuck – and a brighter, younger-looking glossy was born. The transformation and reader reaction has prompted us to commission a full redesign of the newspaper, which we expect to complete in the early spring. The face of our industry may be changing at a rate of knots, but the core values championed by the Sunday World – local, local, local – is one thing that will never change.



Paul Jansen
Editor-in-chief
De Telegraaf

De Telegraaf is an institution in the media landscape. The newspaper determines the conversation with controversial revelations and sharp opinions. As such, the title serves a very broad audience in print and online. This popular newspaper is all about independent, accessible journalism.

Founded
1893

Daily readership print
959,300

Daily readership online
1,496,000

Number of subscribers
(print + digital)
417,823

Podcasts

Afhameren met Wouter de Winther, Het land van Wierd Duk, Kick-off Eredivisie, Kwestie van Centen, Formule 1, In gesprek met Paul Jansen, Inchecken, Delta Tango, De Zaak Ontleed, Zo doet zij dat, Generatie T, Ongefilterd, Werelds! and Cultuur & Media

Journalists employed
228

www.telegraaf.nl

De Telegraaf

Dissent is essential

**Global warming is a fact for De Telegraaf too.
But critical journalism is more important than ever.**



Demonstrators take part in a climate protest in the centre of Glasgow, Scotland, on 24 September 2021. Photo: Ewan Bootman

Are *De Telegraaf* journalists climate deniers? I get that question every now and then, invariably from people who don't read us. The assumption is that we are in the sceptical camp because our reporting on the subject is critical. That should be a plus – critical journalism – but in the climate debate it makes people suspicious.

We opposed the Hague Climate Agreement of 2018, for example. Not because we deny that the Earth's temperature is rising – that is a fact – but because the costs of the proposed mitigation measures in the original plan were mainly passed on to citizens by a cabal of vested interests, even though the public are not the big polluters.

We also pulled apart the country's expensive climate ambitions to take the lead in the EU. Not because we think greening is nonsense, but because that desired pioneering role ignores reality: that the Dutch CO2 footprint is too small to have any impact on warming if reduced. So it's no more than symbolic politics. And what value does that have when, as in the case of development aid – where for years we were one

of the few member states to meet the UN standard – we've seen that good examples aren't always followed? Foreign countries simply think we are much less important than we've deluded ourselves we are.

Climate change is undeniably one of the great challenges of our time. For years, we've had a correspondent on this issue and have been covering the topic from many sides, making it relevant to our readers, with room for both alarmists such as Urgenda founder Jan Rotmans and critics such as nuclear energy advocate Michael Shellenberger. That dissent is essential. As with the corona crisis, there is much fear and much is new. Yet the media seem less critical of the climate, for example when it comes to spending billions. There must be more. The fable of wood-burning biomass as a sustainable energy source has been punctured. Nuclear energy is still regarded with great suspicion.

So we followed the developments at the climate summit in Glasgow critically. I noticed that many newspapers seemed to be drawing from a different tap, with leading headlines and alarmist reporting. Media scaremongering and journalists swapping their role of reporter for that of campaigner – was that something *De Telegraaf* was guilty of?

We prefer to keep our distance. Not because we doubt science or believe in a flat Earth. But because science and politics are intimately entwined in the climate debate. It's reminiscent of the days of the Club of Rome. And if that episode taught us anything, it is that the combination of science and politics is by no means infallible.



Just as with Covid, there is fear and unexplored territory around the climate

Suddenly, nothing was safe from the water

In the summer of 2021, large parts of Belgium, the Netherlands, Germany and Luxembourg were flooded. Photographers brought the consequences to life, because sometimes words just aren't enough.

De Limburger received a number of Awards of Excellence" at the European Newspaper of the Year ceremony for its photojournalistic approach to the flooding.

High water in Maasbracht (Limburg, Netherlands) seen from a helicopter.
Photo: Stefan Koopmans





Left: Owner cleans up a flooded oil mill in Heerlen (Limburg, Netherlands).

Photo: Bas Quaedvlieg

Right: People build a dyke with sandbags in Well (Gelderland, Netherlands).

Photo: Mara van den Oetelaar

Below right: Boat on the water in Klompstraat in Heerlen (Limburg, Netherlands).

Photo: Bas Quaedvlieg



The disastrous floods in the summer of 2021 affected large parts of Belgium, the Netherlands, Germany and Luxembourg. Rivers burst their banks, towns and villages were flooded and thousands of people were evacuated. The damage was enormous. Many Mediahuis newsrooms suddenly found themselves literally in the middle of the climate news. Journalists and photographers worked around the clock for weeks in the flooded areas, often under high pressure and in difficult circumstances.

One of those photographers was Bas Quaedvlieg, a freelance for more than 25 years, with De Limburger as his journalistic client. "They were days I will never forget," says Bas, looking back on the events. He was the first person to see the rising water in his own street in Heerlen and reported it to the news editor. "It had been raining steadily for days, but on that Tuesday the rain was even heavier. The sky was black and raindrops the size of marbles were falling; something I'd never experienced before. In no time, the street was flooded. And soon afterwards, water bubbled up from the toilet and from the shower. It seeped downstairs."



Right: Evacuation in full swing in Valkenburg (Limburg, Netherlands)
Photo: Johannes Timmermans

Left: High water in Brommelen Geulle (Limburg, Netherlands) seen from a helicopter.
Photo: Stefan Koopmans

Below left: The clean-up begins in Valkenburg (Limburg, Netherlands).
Photo: Mitchell Giebels



Bas didn't wait any longer to call the Limburger newsroom. "At first they didn't believe me," he says, laughing. "It won't be such a big deal," was their reaction. I quickly recorded a short video and sent it to my colleagues. And then it was all hands on deck!"

The journalists at De Limburger did indeed pull out all the stops, just like their colleagues at other titles. Reporters and photographers went out into the area to show what was happening. That wasn't easy, says Bas. Not only because the circumstances were difficult, but because there was so much suffering. "These are the moments when, as a press photographer, you flick the switch, get to work and have only one goal in mind: to capture this disaster as well and as completely as possible for our readers. And yes, that includes the grief and despair of the people affected, who see their homes or businesses flooded. I saw a lot of misery. For all these people, I hope a disaster like this will never happen again, but unfortunately I have no confidence in that."



Evacuation of residents in Valkenburg
(Limburg, Netherlands).
Photo: Annemiek Mommers



Ria Kraa
Editor-in-chief
Friesch Dagblad

Friesch Dagblad is the link in Frisian society that gives meaning to the story behind current affairs through its social involvement and personal approach. Regional and self-willed with a Christian basis and for a wide target group.

Founded
1903

Daily readership print
26,400

Daily readership online
4,800

Number of subscribers
(print + digital)
8,908

Podcasts
1000 dagen and *De Friese velden*

Journalists employed
29

www.frieschdagblad.nl

FrieschDagblad
Vol overtuiging.

It's not easy to live sustainably

Sustainability is about daily dilemmas too.
Friesch Dagblad columnist shared her struggles.

"Saying to someone's face that I don't find their flight acceptable, I can't do that." It's a typical opening sentence from Dorine van den Beukel, arch-pessimist about the climate, who keeps up the spirits of herself and the reader with columns full of practical micro-heroics in the battle that is "living as a sustainable human". Stumbling and getting up. Two steps forward and one step back. Sometimes despondent, more often hopeful. A real workhorse. Tries out her mother's old sewing machine. Washes, spins and knits wool from Frisian sheep, because we can't throw it away just because it doesn't yield anything! She grows beans, cooks them and makes them into burgers so she doesn't have to buy plastic packages of salty meat substitutes. Makes her own potting soil, because those bags from the garden centre contain peat from vulnerable peatlands. Can't take her broken smartphone for repair, with its inbuilt obsolescence. And thinks about how to talk to the neighbours about their weekend in Venice.

A good old-fashioned word for sustainability is "stewardship" – a familiar term for a newspaper with Christian roots, even if it's difficult to put into practice. But once we got the hang of it, it worked better and better. In 2003, when the paper celebrated its centenary, we didn't organise a gala party but a tree planting day for our readers. In 2011, sustainability got its own fixed page. It was called "Better", thus addressing the central question: how can we take better care of the earth? Correspondent Theo Klein searched constantly for visionaries and pioneers, talked to them and shared their warnings and criticisms, their ideas and plans.

Five years later, we stopped. Not because the newspaper was done with it, and certainly not because the world was now clean. On the contrary. We'd had so much to say about sustainability in the meantime that it no longer fitted on that one page. "The subject has become so commonplace that it's outgrown its separate status," Theo wrote on the last Better page in February 2016.

So he ended that single page, but not the entire beat, and started writing even more on the topic. He brought the rest of the editorial staff with him and made sure commentators never lost sight of the subject. He advises sub-editors, invites opinion writers, keeps his columnists on their toes. There are now three of them.



Do I dare challenge the neighbours about their weekend break in Venice?



Front page of Tuesday 12 November 2021 of *Friesch Dagblad*.

The political critic Sybrand Frietema de Vries: "I am a republican in heart and soul but Majesty, do something!" The provocative analyst Frans Debets: "The government compensates consumers for the high cost of gas. The fact that consumers also joined in the madness of welcome bonuses and irresponsibly cheap contracts gets less attention. What do you think of this statement: energy is too important to be left to the energy companies."

And then there's Dorine. One of those strange, new, erratic summer storms smashed a tall tree, still full of leaves, onto the old tiled roof of her house. She laments her distress – and then promptly invites the readers to share in her renewed courage. "We will start planting fast-growing protective trees this autumn as windbreaks, coolers and native biodiversity promoters. Willow, ash and lime trees to the rescue!"



Alan English
Editor-in-chief
Sunday Independent

Quality newspaper published on Sundays only. The *Sunday Independent* includes national and international stories, news, current affairs, sport and entertainment.

Founded
1905

Daily readership print
687,000

Daily readership online
761,000

Journalists employed
22

www.independent.ie

Sunday Independent

Climate news always costs you readers. Or does it?

A paper doesn't score easy newsstand sales with stories about the climate. Yet there have been initiatives in 2021. And there will be more.

I'm not going to pretend that the *Sunday Independent's* coverage of the climate story has been impressive. I'm not especially proud of what we've done, in the way I have been of our Covid-19 coverage. But what I can say with certainty is that our coverage during 2021 was a lot better than in 2020. I am also sure that it will improve further in 2022.

Maybe we should allow ourselves some credit, though. In covering the climate change story, we did things this year that represented a big step forward for our paper.

Perhaps most significantly, under the editorship of Leslie Ann Horgan, our *Life* magazine produced a special Sustainability Issue in July 2021. The magazine examined numerous aspects of how our society can live a more sustainable life. Every columnist wrote about it – some for the first time. Every feature was designed to get people thinking about how they can make a difference to a more sustainable planet. As Leslie Ann wrote in her introduction to the magazine, our hope was this special issue might be a starting point to get readers interested in what sustainability means to them. I'm sure there will be another special edition in 2022.

During the year we did another two things that strike me as notable. We hired a new columnist for our Opinion section – the acclaimed young Irish novelist Naoise Dolan – and asked to her educate our older readers about the realities of climate change, to explain why young people are angry and frustrated about global inaction about it.

I should add that Naoise was far from the only voice on the subject in the Opinion pages during the year – we published far more columns about climate than in any year before.

What else? Well, on Sunday 31 October, we made a little bit of history. It was the first time in its 121-year history that the *Sunday Independent's* main front-page story was about carbon emissions. In my weekly Letter from the Editor that week, I acknowledged that our coverage of the climate story has not been good enough, but promised that we would get better.

”

For the first time in 121 years, our front page in October was about carbon emissions



The special sustainability issue of the *Life* supplement.

In that *Life* magazine Sustainability Issue, one of the interviewees said the following: “Whenever you start talking about the environment, you lose people – and I guess that’s my challenge.”

In Ireland, the newspaper market is dominated by single-copy sales. Unlike in Belgium or Holland, Luxembourg or Germany, we don't have a tradition of print subscription sales – of guaranteed sales, basically. That means the *Sunday Independent* front page is judged by the market each and every week – and sales rise or fall accordingly, depending on what uncommitted readers think of what they see above the fold in our broadsheet newspaper. I admit I was worried that leading the paper with a story about emissions would hurt us that week. I was happy to be proved wrong – sales held up strongly.

We'll take that as our encouragement for 2022. We can and will be better in covering this hugely important story – and we can take our readers with us on the journey.



Sander Warmerdam
Editor-in-chief
Leeuwarder Courant

Leeuwarder Courant has been the newspaper of and for all of Friesland since 1752, with ever-reliable and independent news. It's the heartbeat of Friesland with a finger on the pulse of current events. Named after its capital but the newspaper of the entire province, the oldest in the country.

Founded
1752

Daily readership print
142,600

Daily readership online
63,000

Number of subscribers
(print + digital)
66,741

Podcasts
Radio Koko

Journalists employed
71

www.lc.nl

LEEWARDER COURANT 

No doomsday scenarios, but no indifference either

In 2019, hundreds of angry farmers entered the *Leeuwarder Courant* offices. And the climate debate hasn't calmed down since then.

Is a crisis less serious if it happens slowly? Of course not. But the reaction of leaders, politicians and the people is different in an acute emergency. In a train crash, an attack or a health crisis, the authorities can take decisive action against the culprits, hold the perpetrators accountable for their actions and comfort the victims. Good for a politician's image and unambiguous for the press: right and wrong are clear and the stories appeal thanks to their urgency, relevance and human drama.

It's different when it comes to a crisis that, for a large part of the population, happens under the radar. Climate change is not yet very noticeable, 2050 is a long way off and few people are prepared to change their lifestyles. This isn't short-sighted or exclusive to the Dutch; it's only human, as a study by psychologist Neil Weinstein demonstrated in 1980. He showed that people are generally unreasonably optimistic about the dangers they face. This can also be seen in people who refuse to be vaccinated against Covid: "It won't be that bad."

In our modern world, inextricably connected via social media of all kinds, there's another factor feeding Weinstein's optimism bias: pseudoscience. The debate, be it Covid, nitrogen or climate change, is fed and coloured by incorrect or deliberately misleading information. This dis- or misinformation reassures the doubter. The alternative truth provides a comfortable excuse for not facing the hard facts of a crisis.

Before the corona crisis put society under such pressure, the heated debate was about nitrogen and climate intervention. At the end of 2019, about 100 farmers burst into the *Leeuwarder Courant* building to loudly proclaim their disagreement with the facts we'd published about biodiversity, changing landscapes and the future of farmland.

Separately, a few months before, we'd started a monthly column aimed at separating facts from (pseudo) opinions in the climate change debate. On 5 October 2019, Professor Rik Leemans of Wageningen University wrote his first contribution for the LC Klimaatpanel. On the first Saturday of the month, renowned climate scientists bring readers up to date on the state of affairs in their field in a series of accessible essays. No sensationalism, no political posturing: just the



The Straatberaad project, via a citizen forum, led to the first Frisian Climate Declaration



The Street Consultation on the climate in Snakkerburen, Leeuwarden (Netherlands), where citizens discussed sustainability. Photo: Jacob van Essen

facts. We continued in this vein in 2021 during the pandemic. At key moments, such as the recent Glasgow climate conference, we asked panel members for their analysis of the agreements.

To get close to the reader, we organised the Street Consultation with a civil society organisation. In addition to a series of articles and opinion pieces, we held a citizens' forum in which people could have their say on what they thought was important. It resulted in the First Frisian Climate Declaration.

Everyone is convinced of the relevance, but it remains a challenge for journalists – including us – to capture the urgency of climate change in tangible stories. We don't want worst-case scenarios, but neither do we want indifference. Sticking to the facts and asking human questions: that's our job.



Liesbeth Van Impe
Editor-in-chief
Het Nieuwsblad

Het Nieuwsblad is an accessible, broad-based newspaper. It follows current affairs from near and far and dares to take a stand. *Het Nieuwsblad* is a reliable source of information and a guide to life in today's world.

Founded
1929

Daily readership print
1,089,146

Daily readership online
1,452,645

Number of subscribers
(print + digital)
203,152

Podcasts
Het Punt van Van Impe, Slimmer Leven, De Stemmen van Assisen, Sjtocast, De Koers is van ons, Vrolijke Vrekken and Caf praat

Journalists employed
141

www.nieuwsblad.be



In the same storm, not in the same boat

The Covid crisis provides us with many lessons for climate reporting. If we do our job well, we don't talk down to people and we speak out where we have to. This is how we shape the national conversation.



Flooding in Li ge (Belgium) 15 July 2021. Photo: Belga photo agency

For a while this summer, it seemed as if the corona crisis was over and would seamlessly pass into the climate crisis. Heavy flooding in the south of the country provided incredible images. Climate activists seized the opportunity and wondered aloud why we couldn't do for climate what we had done for Covid. Why wasn't it on the front page every day? Why not highlight the urgency every day? Why not get down to work together to solve this problem too?

The parallel between the two crises is interesting, but in journalism it can often pay to turn things on their head. Perhaps we can approach this crisis in a completely different way. We probably even should.

Covid has taught us that disaster reporting has a pain threshold. Yes, the situation is serious. But repeating that in an endless loop has not proved to be the best way to keep people focused. We also need hope, voluntarism, a feeling that we can get a grip on the situation. This must also be found in our reporting, with insight and depth, with tips and perspective, with a sense of proportion and understanding of the fact that people cannot, and don't want to, be worrying about the world's problems 24/7.

The pandemic also defined more sharply the sphere of experts. There is the field of science, where there is no place for fact-free discourse, for demagoguery and fake news. We must rigorously protect this boundaries. But there is room

for doubt and progressive insight, especially when it comes to the solutions. Here, we must do our utmost to ensure the diversity of insights is reflected.

Then there is the field of politics, where the ultimate responsibility for weighing up priorities lies. We have learned to respect that distinction too during the Covid crisis. Neither populism nor technocracy will save us.

And finally, there's the lesson that while we may all be in the same storm, we're not necessarily in the same boat. Climate is – if that's possible – an even greater challenge than Covid. Ecologically and globally, but also socially and financially. The Matthew effect could also be called Tesla syndrome or the heat pump illusion. These are solutions that not everyone can afford. It's up to us, journalists, to keep our finger on the pulse throughout society, to get into every bubble.

This is perhaps the most important lesson from Covid: a crisis leaves our rich society, our democratic system, creaking at the seams. We underestimate the fear and anger, we dismiss the uncertainty, at our peril. If we do our job properly, we won't be paying mere lip service, we will be speaking up where we have to, and we will shape the national conversation in a way that means everyone feels heard and there's real support for the fight against climate change. It will be necessary. It's up to us to learn the lessons from the last crisis so we can tackle the next one.



Eoin Brannigan

Editor-in-chief
Belfast Telegraph
and Sunday Life

Belfast Telegraph is published six days a week and distributed in Northern Ireland. Its sister newspaper, *Sunday Life*, is published weekly. It includes regional, national and international stories, news, current affairs, sport and entertainment.

Founded
1870

Daily readership print
148,100

Daily readership online
207,000

Number of subscribers
(print + digital)
7,134

Podcasts
Ulster Rugby

Journalists employed
63

www.belfasttelegraph.co.uk



The local climate hero now gets a prize too

Every reader is interested in green issues, if it's local or personal.

We have three different audiences to consider. Our print readers are split in two between what's perceived to be the more traditional *Belfast Telegraph* cohort and our tabloid, *Sunday Life*. Then we have our online audience at BelfastTelegraph.co.uk which is different again and it's often assumed more literate and engaged when it comes to environmental and climate issues.

However, it's dangerous to generalise and say one audience is more interested in climate change than another – the reality is our traditional readers are just as interested in green issues, especially when they have an adverse effect on their income. Fuel prices have surged in 2021, with energy companies in a race it seems to increase prices faster than each other. Those stories have performed very well for us – and chimed with our readers on all platforms.

The *Sunday Life* runs a very successful Spirit of NI awards every year – it's a popular scheme which honours Northern Ireland's "unsung heroes", those ordinary people whose extraordinary deeds mark them out from the pack. It's not just popular with readers, it also attracts sponsorship and real interest from the business community. This year we introduced a Climate Hero award, which was won by Adam McGibbon, a Belfastman who persuaded the British government to change a decades-old policy to stop pumping billions into overseas fossil fuel projects.

Such initiatives don't exist in a vacuum – this award sparked subsequent stories on Adam and his campaign. Just a few of weeks ago we published a follow-up reporting that 20 other countries, including huge polluters like the United States and Canada, had pledged to follow the British government's lead by 2022.

This story was in the *Sunday Life*, a tabloid more renowned for its hard-hitting crime stories on the one hand and bright showbiz on the other. A good news story is a good news story, whether it's about climate or not.

COP26 demanded we get some local voices to talk about the issues and we devoted pages to the event. We tried out a young columnist, Rosalind Skillen who was a Future Leaders delegate at the conference, and we're looking forward to using her - and others with different perspectives - again.



A good news story is a good news story, whether it's about the climate or not



Sunday Life Spirit of Northern Ireland winner Adam McGibbon. Photo: Kevin Scott

Like many other publishers, the *Belfast Telegraph* has been accused of taking its eye off the ball on the environment. As budgets were cut and specialisms sidelined, the role of environment correspondent, along with other in-house positions such as health, education and crime, disappeared. We've reinstated most of those positions and we're actively seeking consistent voices to write on climate change for the years ahead. It is more on our minds now than it had been – but that only reflects wider society. In our latest opinion poll, among the usual political topics we posed an environmental question which confirmed the local public has huge concerns over climate.

We at the *Belfast Telegraph* and *Sunday Life* began to turn back the tide in 2021. To keep our readers and subscribers informed and up-to-date, we'll need to continue that trend in 2022.



Evert van Dijk

Editor-in-chief
Dagblad van
het Noorden

Dagblad van het Noorden knows what's happening in the region and what's important to the people who live there. The newspaper presents this in an independent and reliable manner. *Dagblad van het Noorden* is the link between northerners and what's relevant to them regionally.

Founded
1888

Daily readership print
212,200

Daily readership online
81,000

Number of subscribers
(print + digital)
91,986

Podcasts

De Kofferbakmoord, In het hart geraakt, Hongerige Wolf, Radio Milko and *Radio Meerdijk*

Journalists employed
97

www.dvhn.nl

DAGBLAD VAN
NOORDEN HET

It began with the Miranda email

A concerned young mother set many colleagues in the newsroom thinking with one email about the climate. Those ideas are now becoming reality.

We call it the Miranda email. Miranda is a member of the editorial staff and a mother of two young children. When the latest report from the IPCC – the UN climate panel on, among other things, the dramatic warming of the earth and rising sea levels – was published this summer, she suddenly became very worried about the future of her children. The immediate reason was all the nappies that her children were getting through.

She shared her concerns with the newsroom. At the end of her evening shift, just before midnight, her sincere message landed in her colleagues' inboxes. We are a news company, she wrote, and we help determine how our readers see the world. We have influence. What role can we play?

Of course, *Dagblad van het Noorden* publishes a lot about climate change and sustainability. Groningen is the hydrogen capital of the Netherlands. From large – like Gasunie and Eemshaven – to small: the hydrogen truck builders of Hyzon in Winschoten. In 2020, two colleagues wrote an extensive series about sustainability. Since spring 2021, three columnists have been publishing weekly articles on sustainability on dvhn.nl. Their duty: to help our readers take a step in the right direction. The issues include electric vehicles, buying clothes (preferably not yet another cheap shirt), housekeeping and food.

And, of course, there were many – critical – stories about the climate summit in Glasgow, from the front page to the opinion page. Yet the Miranda email elicited a lot of reactions from colleagues. How can we keep people's attention if there's no news hook? What do we do to help our readers without beating them over the head with depressing scenarios (or dismissing the problem because it will take too much to solve...)?

In the meantime, a working group of 10 editors was formed to respond to the Miranda email. They're working on a proposal for 2022 on what the newsroom's contribution could be. Should there be a dedicated climate correspondent? How do we get it into our heads that for every issue, we always have to consider and report on the consequences for the climate? A new ferry from Eemshaven to Norway: is that more climate-friendly than flying or driving? How much electricity do bitcoins actually consume? And not just as a grumpy



Learning to state the climate effect in all reports. Just factually



Various columnists publish articles about sustainability on dvhn.nl.

extra article that's only read by the people who are already doing their best, but stating it directly in our reports, just like we would with a price or weight, for example. How much of an activist does *Dagblad van het Noorden* want to be when it comes to the climate? Are we writing about climate change or should we always call it a climate crisis?

And then there's the question of how climate-(un)friendly we are as a company, and as members of the editorial staff. What can we do ourselves? The same group of editors is considering that, too. From your own coffee mug to cycling to work, from vegetarian snacks at the Christmas party to lowering the thermostat at home. Because if you're measuring others, you have to be able to justify your own actions too.

The year of the climate and Covid, lots of Covid

The major themes of 2021 were clear. But each journalistic organisation chooses for itself the topics and angles that suit its own audience.

A selection of front pages of the various titles within Mediahuis, including the German newspapers that have been part of the group since early 2022. The weekend chosen was 6 and 7 November 2021, when the major climate summit was held in Glasgow (31 October to 12 November). Although that summit led to a great deal of journalistic output in the weeks before and after, most newsrooms put other subjects in the shop window that weekend. Not surprisingly: with this type of meeting the result only becomes clear towards the end. The effects of that other crisis, the pandemic, were visible on the front pages almost everywhere in one way or another.





Mediahuis believes unconditionally in independent journalism and strong, relevant media that makes a positive contribution for people and society

Source: The Mediahuis mission (www.mediahuis.com)



De Limburger

Bjorn Oostra
Editor-in-chief
De Limburger

De Limburger,
independent, reliable and
inspired journalism for
Limburg and its citizens.

Founded
1846

Daily readership
285,300

Daily readership online
143,000

Number of subscribers
(print + digitaal)
111,240

Podcasts
Luister De Limburger,
Het verhaal van Nicky
Verstappen, Project 46, De
Limburger Voetbalpodcast
and *De Limburger*
Brandstof

Journalists employed
134

www.delimburger.nl

A tidal wave at Valkenburg: this is how climate becomes a crisis

What started as a heavy shower quickly became a flood of unprecedented magnitude. Climate change has hit Limburg unexpectedly close to home.

The climate crisis: a remote concept that has nothing to do with us? The IPCC, global warming, Urgenda and a rising sea level: topics a regional newspaper has no need to cover?

Ever since that storm in early July that transformed Limburg's Heuvelland from a picturesque landscape to a disaster area overnight, we know better. The consequences of the climate crisis couldn't be any closer to home. Tens of thousands of Limburgers had to flee their homes in a hurry, as for many hundreds of people their worst nightmare came true. Terrified, they wondered: How high will the water rise? What's the damage? When will I see my home again and what state will it be in? Our colleagues, too, experienced first-hand the consequences of the rapidly rising rivers. Some had water in their homes, others managed to prevent the worst with sandbags.

The week of the disaster began like any other. Nothing much seemed to be happening. On my way to the office, I heard a weatherman say something about heavy showers that were expected to hit Limburg a few days later. While it didn't sound too dramatic, it seemed a good idea to send a reporter to the village where, two weeks earlier, the water had poured down the streets several centimetres high. You only have to experience something like that twice in a short time... During the day on Monday, a graphic we received from a British weather bureau looked a lot more dramatic. Bright colours over Limburg suggested that it could become heavy.

Though we were prepared, the cloudburst that hit the heart of South Limburg at the end of Tuesday afternoon still came as a surprise to us. In no time, the A79 motorway was flooded. The word "unprecedented" was used for the first time – and not for the last.

The image of the completely flooded motorway was the start of an unprecedented operation for *De Limburger*. From one moment to the next, it became a crisis. Dozens of journalists reported around the clock on what we first called severe flooding. That changed when Valkenburg was hit by a tidal wave. In the group chat, to which more and more reporters were being added, one dramatic film followed another. Around midnight, reporter Claire van Dyck updated the online editor on duty about the rapidly deteriorating situation while up to her waist in water.



We wrote hundreds of reports and stories. Sometimes in the middle of the water



High water in Valkenburg (Limburg, Netherlands).
Photo: Annemiek Mommers

The extent of the disaster only became clear in daylight. From our headquarters in Sittard, we sent reporters from one emergency to the next. People were brought to safety by loaders. Nursing homes were evacuated, and the hospital in Venlo had to be cleared immediately.

We produced hundreds of messages and stories, sent out dozens of push notifications. Our reach grew to unprecedented levels, and thanks to that crisis reporting, we gained a few hundred new subscribers.

Climate change is no longer something that happens elsewhere. It's no longer just about melting ice caps, flooding in Bangladesh or forest fires in Southern Europe. Climate change is close to home. It touches our readers' hearts. Before you know it, a shower lingers for two days and there's half a metre of water in your house.



Luxemburger Wort

Roland Arens

Editor-in-chief
Luxemburger Wort

The *Luxemburger Wort*, market leader in Luxembourg, is the most important quality newspaper for local, national and international news. In addition to the traditional daily newspaper sections, *Luxemburger Wort* also publishes dossiers, in-depth analyses and exclusive news.

Founded
1848

Daily readership print
125,600

Daily readership online
97,700

Number of subscribers
(print + digital)
48,114

Journalists employed
68

www.wort.lu

Alarmism alone will not get us anywhere

Readers are very concerned about the climate, but they want to keep driving using petrol. What role should journalism play?

The importance of environmental protection and nature conservation in Luxembourg's public consciousness and in national politics has steadily increased in recent decades. A decisive milestone was the public resistance in the 1970s that prevented the construction of a nuclear power plant in the border village of Remerschen. Today, the site is a nature reserve, while a nuclear reactor stands in Cattenom, France, less than 12 kilometres away as the crow flies, much to the displeasure of the Luxembourgers.

The increased ecological awareness of the population also has consequences for all issues related to climate change. This was confirmed once again by the survey on political sentiment that the *Luxemburger Wort* conducts twice a year. In the latest edition in November 2021, 57% of respondents put climate change in fourth place among their greatest concerns. This is an increase of eight percentage points in only six months.

For us as journalists, it is both a duty and a challenge to report appropriately on an issue that worries an increasing number of readers, but that at the same time seems distant to many. How can the media portray the reality of climate change and make it tangible without appearing too frightening or preachy? How can readers be advised to make the necessary changes in their personal behaviour when, according to our survey, 64% of those questioned are against the planned abolition of combustion engines from 2030?

In the *Luxemburger Wort* newsroom, climate protection and sustainability have been an issue for many years, not just since the major climate conferences. A very practical question concerns, for example, the thorny issue of fuel tourism. Tax revenues from the sale of cheap fuel at Luxembourg petrol pumps have been sending billions of euros into the state coffers year after year but make it more difficult to achieve the country's climate goals.

It is certainly one of the most urgent tasks in journalism to describe and make visible the changes in the climate, especially in our region. That's why our reporters visited the disaster areas in Pepinster, Belgium, and the Ahr valley, Germany, barely an hour's drive from Luxembourg. And, of course, we reported extensively on the floods in the country itself in July. The "flood of the century", which this time mainly hit the east of the country.

In addition, we see it as our duty to look beyond our own horizon, beyond our own region, and to try to show global connections. Our correspondents report from places where climate change is already endangering people's livelihoods, but they also report on the glaciers of the Alps, the melting ice in Alaska and oil production in the Arctic. During COP26, we published a series of articles with positive examples of how to protect the climate. These included a report on the



Flooding in the streets of Echternach (Luxembourg).
Photo: Guy Jallay

world's largest floating office building in Rotterdam and the production of bio-methane in Italian vineyards.

One of the many experts we heard from on the topic of climate was the political scientist François Gemenne, who primarily researches environmental, geopolitical and migration issues. In the interview, in October, he raised a question that should make journalists think: "If you constantly point out dangers and are alarmed, doesn't that create the illusion of action?"

The impact of climate change will increasingly affect all areas of public life, from social justice to international conflicts. This has an impact on our reporting, where regional solutions and strategies for adapting to the new conditions are becoming more central to journalistic work.



Cormac Bourke

Editor-in-chief
Irish Independent
& Independent.ie

The quality *Irish Independent*, published Monday to Saturday, is known for its authoritative and reliable journalism: national and international stories, news, current affairs, sport and entertainment.

Founded
1905

Daily readership print
533,300

Daily readership online
761,000

Number of subscribers
(print + digital)
31,206

Podcasts
The Left Wing, The Throw-In, The Big Tech, Real Health and The Indo Daily

Journalists employed
149 (including The Herald)

www.independent.ie

Irish Independent

Recycling? Or just producing less?

**Climate seemed less of an issue in Ireland than in Europe.
But that's changing, including in the Independent.**

When the print edition of the Irish Independent was first published on 2 January 1905, it carried a message on the fourth page of its slender eight-page broadsheet debut, setting out its mission, under a simple one-word headline: "Ourselves".

Included in its description of how it would build a relationship with its readers was the following paragraph: "The *Irish Independent* ... will justify its claim to be a national journal, independent in fact as well as in name. It holds itself free to help on every good cause which is for Ireland's benefit. It will place our country's interests above those of any party and it will not seek to exploit any section or individual."

Surely in the year 2021, the best of good causes "for Ireland's benefit" has to be the matter of climate change?

It is a difficult story to tell, with many different impacts. It doesn't seem that the issue has preoccupied the public mind in Ireland in recent years as much as it has in many of our EU neighbours. However, the mood is changing. The public has a sense that all is not well.

The Irish Environmental Protection Agency has warned about increased heavy rainfall in Ireland in autumn and winter, with greater likelihood of flooding, more and stronger storms, a rise in sea levels and, in summer, extra likelihood of heatwaves.

The Central Statistics Office says Ireland had the second highest emissions of greenhouse gases per capita in the EU, behind Luxembourg, adding that agriculture was the sector with the highest emissions in Ireland, followed by transport.

Agriculture accounts for almost 160,000 jobs. In a country that relies heavily on foreign direct investment, the manufacture of food and drink products is Ireland's most important indigenous industry, according to business group IBEC.

To perhaps oversimplify, for the purposes of emphasis, the challenge for us and our readers is around food, farming and cars – all central to life in Ireland.



Asking questions isn't so difficult. Finding clear answers, that's difficult



Flooding from Storm Barra. Photo Gerry Mooney

Our plan remains simple. As always in the Irish Independent, we must explain the issues in a simple, clear and meaningful way to which our readers and listeners can relate. What does it all really mean?

The questions are far easier to pose than it is to even put parameters on the answers. In operational terms, thanks to the joint efforts of environment correspondent Caroline O'Doherty and farming editor Margaret Donnelly, in the autumn we established a climate change steering group to begin to discuss the practical implications of the challenges. Its work is only at the very beginning.

As another small step, we have hired eco entrepreneur Anne-Marie Tomchak to pen columns on the issues around climate change.

These moves have already led to interesting debates – and disagreements – about how we frame our stories. There is an increased awareness of the importance of language and the need to educate our team. There is also increased awareness of the danger of greenwashing and of the merits and demerits of concepts that seemed to be set in stone. More recycling? Better to produce less in the first place, no?

There will also be an ongoing debate about how to avoid reducing the narrative to the "cost" of fighting climate change – while also informing our readers that the petrol and diesel in their cars will be ever more expensive.

It's a complex story that has many meanings.



Frederik De Swaef
Editor-in-chief
Gazet van Antwerpen

Gazet van Antwerpen is the largest newspaper in the largest city in Flanders, Antwerp. It is the most important source of information for and about the city and the wider region. In addition, the newspaper reports on world news with a sharp eye.

Founded
1891

Daily readership print
358,488

Daily readership online
358,488

Number of subscribers
(print + digital)
69,849

Podcasts
Omroep Onderwereld,
GVA Podcast

Journalists employed
54

www.gva.be

GAZET VAN ANTWERPEN

The demise of an island state also affects the people of Antwerp

The diary of a Belgian activist gave readers of the *Gazet* a look behind the scenes of the climate summit in Glasgow. This is what brought it home.



Anuna De Wever in Ghent (Belgium) during a "school strike" protest by Youth for Climate on 22 October 2021. Photo: James Arthur Gekiere/Belga

"We were in the car at six this morning to avoid being late for the meeting with Alexander De Croo because of the long queue at the conference centre," wrote climate activist Anuna De Wever in her diary from the COP26 summit in Scotland. Whether she was in an electric car, our readers never found out, but through her eyes they got a unique insight into the most important conference of the year. It wasn't about coronavirus, but about the long-term health of the planet.

But, as with Covid, not everything in Glasgow was as mature and solution-oriented as you would expect in a life-threatening crisis. "We came out of the meeting disappointed and frustrated. Later that day (...) there was sighing and laughing in disbelief because of all the clichés in De Croo's speech."

Anuna also directed our gaze, however, to leaders using their position to structurally tackle climate change. "One of the remarkable statements today came from Surangel Whipps Jr, the president of the Pacific island state of Palau," she wrote.

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The Gazette wants to give more and more young voices a platform

"You might as well bomb our islands instead of making us suffer, only to witness our slow and fateful demise.' He speaks the truth. So many speeches about ambition when we know that with the current goals (which so many politicians defend) we are letting down millions of people around the world."

This passage in Anuna's column made us think of Stefan Claes. The man from Brasschaat is honorary consul general of Palau in Belgium. From his stately desk in the Antwerp municipality, he sketched for us in clear terms what climate change already means for people on the islands. He's not just making a racket about the climate crisis, he's also providing nuance and has an eye on solutions. "In Belgium, climate change is creating little 'benefits' here and there: warmer weather or being able to grow wine more easily. There are no such advantages in Palau. The climate is a complex issue that will be the subject of much discussion."

The premium article featuring Stefan Claes was one of the most read articles that day. Anuna's diary provided several interesting ideas to make the climate crisis concrete for our readers in Antwerp. We want to continue on this path with *Gazet van Antwerpen* in 2022. Quality journalism, preferably with a regional slant, that also generates a large digital reach and can entice new subscribers. But also to give a platform to different voices, such as the young non-binary activist, that resonate with all those who feel young in the city. At the *Gazet*, we not only want to be among the Antwerp icons such as the cathedral or Wannes Van De Velde: we also want to be alongside The Jane and Tourist LeMC.



Jim Hayes

Editor-in-chief
Mediahuis Ireland
Regionals

Mediahuis Ireland's portfolio of newspapers includes 12 weekly regional newspaper titles, namely *The Kerryman*, *The Corkman*, *Drogheda Independent*, *The Argus*, *Bray People*, *Wicklow People*, *Wexford People*, *Gorey Guardian*, *Enniscorthy Guardian*, *New Ross Standard*, *Fingal Independent*, *Sligo Champion*, and one weekly magazine, *Ireland's Own*. These newspapers publish local and regional news and sports.

Founded
1891

Daily readership print
314,900

Daily readership online
69,000

Journalists employed
50



Seaweed also tells a story

Regional titles can convey global messages to readers on the subject of climate. That's where columnists like the "sea gardener" are important.

There was a revolution in our regional newsrooms in 2021: a digital revolution. As a result, we now have more eyes on our writers and our journalism than possibly any other time in a long publishing history dating back to the early years of the 19th century.

It has to be said that the move from what was very much a print model to a fast news, digital-first operation was at times tortuous, frustrating, even exhausting. Still no pain, no gain, and across our 12 local newspaper titles we've now completed what we like to call phase 1. Now heads are high looking towards the future rather than looking back over our shoulders, longing for the days when print was the only show in town. Phase 2 is on the way (but that's another story).

2021 was all about the "C" word. Not Covid, but communication. We're reaching a bigger audience and doing it well.

That was acknowledged at the 2021 Local Ireland Media Awards. Mediahuis Ireland Regionals won the top awards in five categories, the most of any newspaper group and a record haul for us. *The Kerryman* won Best Front Page with a Covid-themed full-page image of a priest celebrating Mass in a church without a congregation. The headline read "Unprecedented" and that just about sums up a year in the regionals when we utterly transformed our digital news offering, with editors and journalists working from kitchen tables and spare rooms. Who knew this was even possible?

We often say the best local news is all about people – not just our readers but our staff reporters and our contributors, our community journalists and opinion writers. Writer and naturalist Jim Hurley pens one of the longest-running weekly newspaper columns in Irish journalism. He's written more than 2,000 articles on the natural world since his first Nature Corner in the *Wexford People* in 1981. Recently, in his column now syndicated across our regional titles, Jim shared a sobering thought: "The immediacy of the threats facing us from extreme weather events and rising sea levels cannot be ignored. As things stand, we are ill prepared and time is running out."



Local stories, well researched and constructed, can carry powerful global messages



Sea gardener Marie Power. Photo: Celtic Routes

As journalists we have a responsibility to put climate action high on the news agenda. It brings a specific set of challenges to local newspapers, but local stories, well researched and constructed, can and do carry powerful global messages.

Nobody knows the effects of climate change on our coasts better than "sea gardener" Marie Power, an expert on sustainable seaweed foraging and cooking who I interviewed in September on a windswept beach as the Atlantic Ocean lapped at our heels. In describing her seaweed gathering, Marie was inadvertently setting out a manifesto for us all to follow, both as a news organisation and as individuals: "It brings with it a responsibility to nature: to limit our impact, to take only what's necessary... to minimise trampling and to leave nothing behind."

Next year marks 100 years since the foundation of the Irish state. Our local newspapers, most of which predate that period, have helped shape public opinion over the course of that century. Now, even in the depths of a pandemic, we can't afford to take our foot off the pedal.



Thomas Thelen
 Editor-in-chief
 Aachener Zeitung en
 Aachener Nachrichten

Medienhaus Aachen is firmly rooted in the region with all its distribution channels. We are the number one news portal. We inform and interpret. We are fast, but never superficial.

Daily readership print
 266.000

Daily readership online
 133.160

Number of subscribers
 (print + digital)
 77,344

Journalists employed
 111

 **Aachener Nachrichten**

 **Aachener Zeitung**

Journalism remains important as a news source

The floods in Germany proved once again the importance of reliable news media. Including when the time comes for uncomfortable questions.

First came the rain. Then the tide. Streams became rivers that swept with them cars, houses and people. A tragedy struck parts of our region that exceeded almost everything that had been experienced before. Days of continuous rain destroyed countless livelihoods that had been painstakingly built up over decades. Suddenly the climate catastrophe was no longer in the distance: it burst into the consciousness of the local people with its destructive power.

When it began to rain on 14 July 2021, the early news desk shift had no idea what was in store for them and their colleagues in the next few days and weeks. Despite all the changes in journalism, one truth persists: in extreme situations, the competence of journalists is particularly important. Here they can surpass themselves, which is why these moments, far from conventional procedures, can become great moments for newsrooms.

While celebrating this as a success would be inappropriate, given the suffering that befell many people, understanding how important a role we as reporters and news providers continue to play in society is a source of considerable motivation, especially among young colleagues.

The flood disaster became a digital test for our editorial team, which we were only able to pass because we had done our due diligence. Mobile on-site operations, functioning online workflows, with speed as the overriding principle and without losing sight of journalistic reliability. In the disaster, people in need looked for and found the information they urgently needed on our platforms. What had been shown in the pandemic has been confirmed: people are turning to the media they can trust. The people in the region trust us!

This is also reflected in the fact that they donated €3.5 million to our People Help People campaign for the flood victims, and these funds are now being sent to where they are most urgently needed. The period of reconstruction, which will take years, has begun. Staff who were on duty day and night in the affected areas, and who have faced the after-effects of the experience themselves, are following up this reconstruction.



The flooding disaster was a digital test for our newsroom. And we passed it



Flooding in Eschweiler (Germany). The Stoltenhoff bridge collapses under the force of the water. Photos: Sonja Essers, Irmgard Röhsele

But journalism must not end with benevolent coverage of the rebuilding process. We have a special responsibility when it comes to asking the unpleasant questions. How did this catastrophe come about? Was there any evidence that escaped attention? What alarm systems were there and why did they appear to fail?

Perhaps even more important is a look to the future: what lessons can we learn from it all? At the regional level, for example, when it comes to local disaster prevention. But also at the global level when it comes to worldwide efforts to combat climate change. Perhaps 2021 will go down in history as a turning point. Because the consequences of climate change have also reached the privileged countries of the north with full force, and human-created climate change can no longer be ignored.

TALK ABOUT
WHAT YOU
KNOW
AND WHAT
YOU DON'T
KNOW

What is journalism without trust? The trust of readers and listeners who open their newspaper, website or app every day or every week to catch up with what's happening in the world. That could be the outside world, but just as easily the world that starts on our own doorstep. Within Mediahuis, which publishes news titles in five countries, each editorial team chooses its own tone, its own insights and considerations. But what the journalists have in common is the desire to be trusted by their audience. That is the connection.



The Mediahuis sustainability programme is called IMPACT. Within that programme, there is an important place reserved for journalism. Pluralism, trust, transparency and knowledge sharing are the pillars on which this policy rests. Mediahuis stands for independent and diverse journalism, an essential part of the democratic constitutional state. A core value of the company, in other words. In 2021, Mediahuis also became a co-investor in Pluralis, an investment fund that supports independent journalism and pluralistic reporting in European countries where the conditions for this are not always good.

Within the IMPACT programme, news teams are encouraged to actively discuss how trust in journalism can be safeguarded. In a world of constant and rapid change, that trust is essential.

Transparency is inextricably linked to trust. The digital news consumer has countless sources at their disposal. Often from broadcasters who are not clear about their background or their newsgathering methods, and who sometimes deliberately spread disinformation. Professional news brands, such as those of Mediahuis, are all about transparency. Share what you know, but be honest about the questions that have not yet been answered. Readers value that, as the past two years have shown time and again during the Covid pandemic.

Knowledge sharing is also an important part of IMPACT. Journalists learn daily, from their colleagues, and from the people they speak to for their stories. But in the hectic, deadline-driven reality of the newsroom, there isn't always room for systematic training or for discussions on topics that have an impact on many different levels. Within Mediahuis, academies have been set up that, for their own titles and collectively, organise courses, discussions and knowledge sessions that are of interest to journalists and where they can pass on knowledge to each other.

The journalistic annual report, of which this is the second edition, gives a good overview of the diversity of titles within Mediahuis. It's great, and very interesting, to see how all newsrooms, from national to regional, from daily to weekly, work every day to inform and entertain their audience. Journalists can also draw inspiration from it, by reading how colleagues at other titles have launched projects or otherwise begun a new journalistic adventure.

Climate change is this year's topic for the journalistic annual report, and it is of course also part of IMPACT. In October 2021, Mediahuis joined the Science Based Targets initiative (SBTi) and committed to an ambitious reduction in emissions, with the aim of limiting global warming to 1.5°C. The steps towards this goal will be closely monitored and made visible in transparent figures. As it should be at Mediahuis.



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Mediahuis has committed to an ambitious reduction in emissions. We will make the steps towards this visible in transparent figures. As we should

Thank you!

This edition of the Journalistic Annual Report again contains many beautiful, interesting, inspiring examples of journalistic efforts. The public - readers, listeners and viewers - see only the end products, at most with the name of one or two journalists or photographers. None of these productions would be possible without the efforts and creative engagement of our designers, editors-in-chief, photo desks, producers, digital editors and all the colleagues in the newsrooms and other parts of the group who, day in and day out, ensure the titles can fulfil their journalistic duty.

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An Steylemans
Maud Dekker

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Graphic design Yannick Mortier
Niels Vrijdag

Art direction Anne-Marije Vendeville

2022 | www.mediahuis.com



