

Right Livelihood

Stockholm, September 2023

Impact Report 2023

With a focus on events during the calendar year 2022

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Our mission

“1. The name of the Foundation shall be the RIGHT LIVELIHOOD AWARD FOUNDATION. The Foundation shall have its registered office in Stockholm, Sweden.

2. The purpose of the Foundation shall be, by presentation of Right Livelihood Awards, to promote scientific research, education, public understanding and practical activities which:

- contribute to a global ecological balance;
- are aimed at eliminating material and spiritual poverty;
- contribute to lasting peace and justice in the world.

The Foundation shall also support and report on the projects for which awards are presented.”

Content and limits of this report

This report briefly explains the goals of Right Livelihood within the framework of its mandate as above quoted from its statutes, which target groups we want to reach as well as if and how we believe that the work we do contribute towards our goals. We include a short version of our Theory of Change and what resources we use to get there. For more details on how we use our resources, we refer to the Annual Report for 2022, which can be found on our website.

2022 was the second year with the strategy for 2021–2025, which has a large focus on becoming more visible, more engaging and more forward-looking. For each part of Right Livelihood's work (honour, support, educate and inform), goals and indicators of how well we reach our goals have been prepared and a brief account of how we are performing year two of the strategy added. We also try to address some of the experiences and learnings we take with us into the future in order to make our work even more impactful.

Right Livelihood – what and why?

Right Livelihood is all about, and has been since its start in 1980, promoting collaborations to build societies of wellbeing instead of the individualistic, consumer focused societies with growing gaps between rich and poor and environmental degradation. Because we have not been able to solve these interlinked issues, though known to us for at least 50 years, we are now in a very precarious and urgent situation where we, in order to limit the suffering we see today, while saving the planet for future generations, need an urgent societal transformation on a scale the world has never experienced before and in a very short time period. We need to rid the Earth of poverty, limit the climate and biodiversity crises, fight for democracy and human rights while promoting peace and demilitarisation. We need to work on all of these areas simultaneously to make it right.

The Right Livelihood Award was created to make solutions to many global challenges more visible for policy makers to make use of them. The announcement of Laureates of the Award is an opportunity for Right Livelihood to highlight these change makers' examples of *how* social change is achieved. Right Livelihood has also always aimed to continue the relationship with the Laureates to build networks among them and with close partners that will amplify their work. Today, there are 190 Laureates from 74 countries.

More specifically, we do this by:

- **honouring** and continuously **supporting** Laureates who work with a broad spectrum of issues and perspectives for a just, peaceful and sustainable world for all;
- **linking** the Laureates to each other and with our partners for support and exchanges;
- contributing to Laureates' **security and protection** when they are threatened because of the work they do;
- highlighting their issues at the **UN** through our consultative status;
- active **cooperation with academic institutions** to inform about methods and tactics for societal change and to bridge the gap between activism and academia; and
- continuously **informing** the public about their work on our own channels as well as through active press and advocacy work.

Partners and target groups

The main focus of all our work is the Laureates. Everything we do should be relevant to and in some way strengthen individual Laureates, their network or issues they are focusing on. To spread knowledge about their work, we need good media connections and key partners such as the network of academic institutions, the Human Rights Council in Geneva and a wide range of civil society organisations, mainly in Sweden, Germany and Switzerland.

Target groups vary depending on the activity, but main groups include decision makers, civil society groups, activists, students and engaged citizens. For the announcement of new Laureates and the Award Presentation, the message should feel relevant to a much larger group of informed citizens. Our target audience is continuously discussed internally (and with partners) to ensure that our voice is having the most impact and reaching key groups.

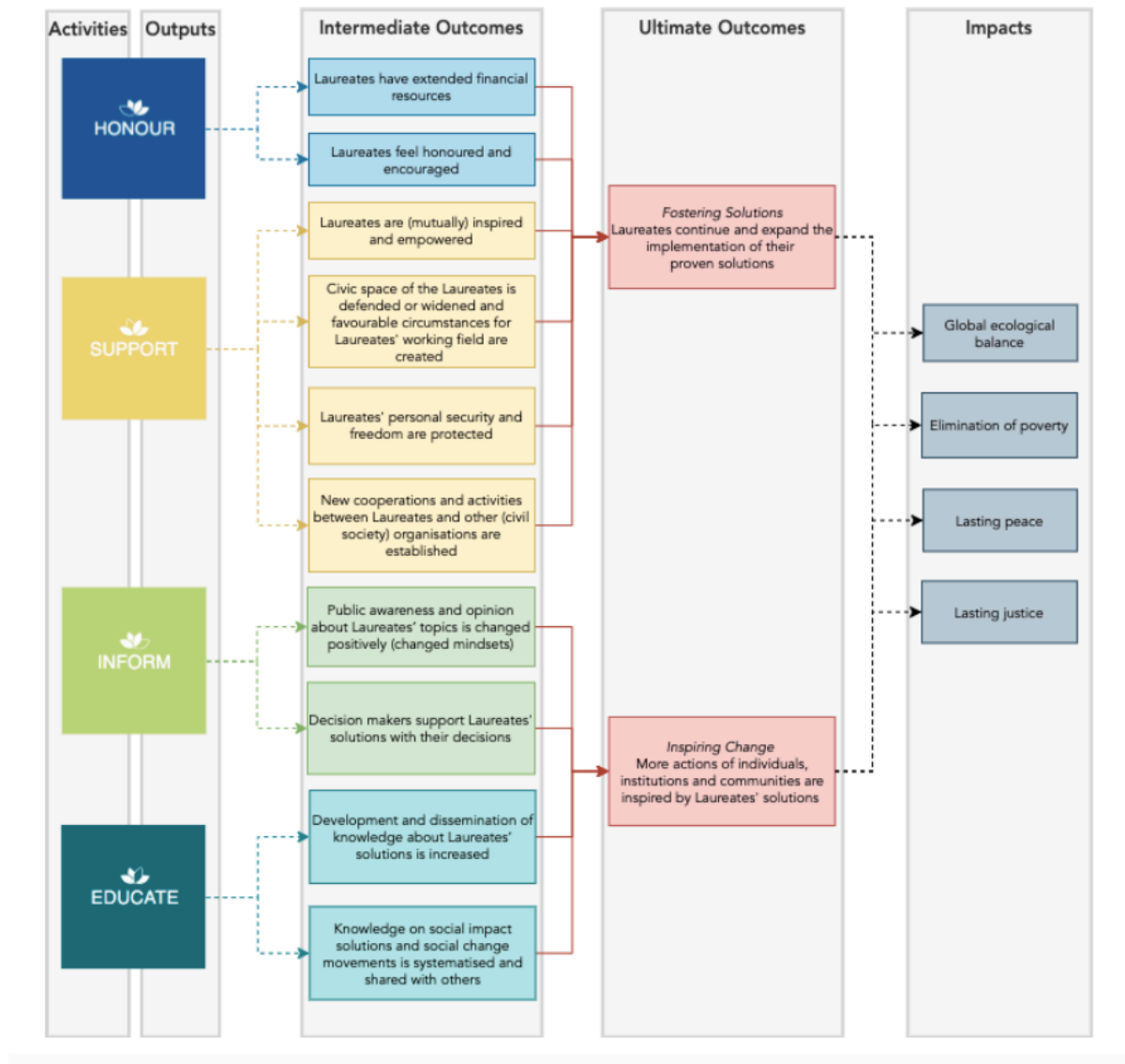
Theory of Change

We divide our work into four parts:

- **Honour:** A careful selection process and a public Award Presentation of high quality;
- **Support:** Long-term support for increased impact and protection of threatened Laureates;

- **Educate:** Being a bridge between academia and activism by making sure Laureates' methods and experiences are spread to the academic world and a new generation;
- **Inform:** Press and other communications work, including advocacy, to highlight Laureates' work and overall situation.

Below is a simplified picture of how we work towards the goals we want to achieve.



Resources

Without our donors, we would not be able to carry out our work. The Foundation is unique in Sweden in that the income comes almost exclusively from a rather small number of donors who support us with relatively large amounts (for more information, see our 2022 Annual Audited Report on our website).

The rental cost for the Geneva office is covered by the Swiss Agency for Development and Cooperation.

Without the dedicated and professional staff (at the time of writing eight people in Geneva and 13 people in Stockholm), Board members, Jury members, advisors and other close partners, we would not be able to carry out our work.

The network of Laureates around the world, including those who carry on the legacy of Laureates who have passed away, are not only our main target group, but also the basis for all our work.

The collaboration the Foundation has with key organisations and networks, such as the UN, Concord Sweden, civil society organisations, especially in Stockholm and Geneva, and cross-political party groups in the Swedish and German parliament, are of central importance to what the Foundation wants to achieve.

The Foundation's total operating costs amounted to SEK 56 863 014.

Indicators and result in relation to Right Livelihood's Strategy

We have identified a need to improve our reporting on impact. During 2022 a group of staff from across the team had the task of developing how we define and work with impact as well as how to ensure we gather stories which exemplify our impact. During 2022, increasing the organisation's understanding of how to work with impact was prioritised. During the Spring of 2023, the focus has been to document the work and embed it in our operations. This is however an ongoing development that will continue.

We recognise that external factors outside of our control can also impact what we are trying to achieve. In evaluations and monitoring of results we will always try to take these into account, name them, and estimate the degree to which they may have affected our impact.

In our Strategy running until 2025, Right Livelihood has set specific goals to be reached within each work area. For each goal, specific indicators and targets are defined with for 2025.

Honour:

Diversity of new nominations

Target for 2025: 40% women / 40% men / 20% organisations

2022: 42% women / 38% men / 20% organisations
(2021: 33% women / 45% men / 22% organisations)

Percentage of nomination reports to the Jury with a high confidence level

Target for 2025: 40% or more are considered to be at high confidence

2022: 42% (2021: 40%)

Laureates and partners express how meetings we arrange help them become more efficient and we can provide concrete examples of this.

Goal for 2025: To have a good tool in place to measure this and to be able to show at least one concrete such example for each meeting.

2022: Sporadic results from a number of meetings we have arranged (same as 2021).

Number of TV channels that show the entire Award Presentation and interviews with the Laureates, or who report on this, as well as how many we potentially reach through these channels, as well as the specific number who watch these programmes (when such data is accessible).

Target for 2025: Having the Award Presentation and interviews shown to a substantially larger audience compared to the base year 2020 with 160 000 viewers.

It is really difficult to get accurate figures on viewings since what is counted is often how many opened the video link which does not say anything about for how long they watched. To get more accurate figures around the number of viewers is really expensive.

2022: 1.2 million potential viewers on our own channels, Expressen and Dagens Nyheter (2021: almost 200 000). Potential reach of 40 million US citizens through the TV Channel Free Speech TV (they cannot afford tracking the number of viewers).

Support:

The Foundation's level of contacts and cooperation with Laureates are tracked and where we evaluate the connections with numbers, where level 0 = Laureates we lacked contact with during the year (both non-reciprocal and non-existent); 1 = regular monitoring; 2 = strategic temporary intervention (meetings, linking Laureates with each other and partners etc.); 3 = proactive planning with Laureates to increase the impact of their work.

Target for 2025: level 0: 5 / level 1: 150 / level 2: 40 / level 3: 5

2022: level 0: 40 (13 non-existent contact due to for example jail sentence; and 27 non-reciprocal) / level 1: 70 / level 2: 36 / level 3: 9
(2021: level 0: 32 / level 1: 78 / level 2: 3 / level 3: 2)

Educate:

Regarding providing existing and new educational material in cooperation with the Right Livelihood College and the Global Campus of Human Rights and the use by academics and activists.

Target for 2025: a) complete collection of books/ publications in the Graduate Institute's library (Geneva) collection of books by Right Livelihood Laureates + online catalogue of books, publications and films, b) three MOOCs/year with a total 10.000 participants.

2022: a) 350 books and publications collected until now b) two e-learning formats (one being a MOOC) with 1025 participants in total.

On creating a hub for transformative learning:

Target for 2025: one fellowship programme for activists with 15 participants; one comprehensive training programme with Laureates for activists + students, one Summer School per year for 50+ participants.

2022: one fellowship programme for climate activists with 16 key climate justice activists in Europe.

Inform:

Number of press releases and unique articles published on our website as well as number of published op-eds.

Target for 2025: 25 press releases and unique articles on our website of high quality and five op-eds.

2022: 14 press releases, 58 articles on our website and four op-eds

(2021: 11 press releases, 44 articles on our website and two op-eds)

Number who follow us and engagement on social media and website.

Target for 2025: + 300% (from 2020 level: Twitter; 7 300, Facebook; 15 500, Instagram; 2 100; YouTube; 1 000; LinkedIn 1 100) and 300 000 unique visits to the website (2020: 134 000).

2022 (compared to the baseline in 2020): Twitter +26,5%; Facebook +2,3%; Instagram +103,1%; YouTube +91%; and LinkedIn +176,3%. 165 200 unique visits to the website in 2022.

(2021: Twitter +18,7%; Facebook -1,2%; Instagram +42,3%; YouTube +5,0%; and LinkedIn +87,7%). 160 000 unique visits to the website)

How many people know about our brand?

Target for 2025: Sweden: 26%; Germany: 8.5%; Switzerland: 16.5%; USA: 6.2%

2022: We have not done any opinion poll in 2022. Plan this for 2023 – mid-through the Strategy.

Articles in the media where Laureates are referred to as Right Livelihood Laureates.

Target for 2025: 10 000 articles.

2022: 7 500 articles (2021: 5 100 articles).

The future

With reference to the present combined global crises regarding not least climate, biodiversity, water and democracy, the feeling of urgency for the transformational societal change we need is getting stronger with each passing year. Right Livelihood Laureates have been speaking about the need to completely change our economic system, based

on fossil fuels, extraction and exploitation, to diminish the widening gap between rich and poor with a fairer distribution of resources, and to transform our food production system since the start of the Award in the 1980s - and before that. How we as an organisation make the best use of the resources we have and how we speak about the urgency in a way as to not scare people off to passiveness, but instead inspire people to become actors, is continuously discussed within our team and with our closest partners. We aim to convey the message that hope is created when we act together for peace, justice and sustainability – for all.

During the coming year, Right Livelihood will put a larger focus on spreading the methods and tactics that our Laureates have used/are using to reach real results – as one way of supporting those already active and those who are inspired to action. We will also improve how we communicate about why Right Livelihood highlights such a wide variety of global issues. In this regard, we will work more on overarching themes across our work to highlight the importance of understanding how our global challenges are linked. We will also strengthen our team capacity when it comes to our theory of change and how to continuously develop it.

In the light of the combined global crises, including the expansion of autocracies, we are continuing to experience how individual Laureates and their organisations are targeted by governments and corporations to make their work harder or impossible. A growing number of Laureates need to leave their home countries. We have therefore started a new programme with our partner the Global Campus of Human Rights to support Right Livelihood Laureates and Global Campus partners forced into exile, to support them in different ways, but especially for them to be able to continue their crucial work in their new locations.