

Right Livelihood

Stockholm, September 2024

Impact Report 2024

With a focus on events during the calendar year 2023

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Our mission

Right Livelihood is a courage-powered community for social change. We have been standing up for our mission to honour and support courageous people solving global problems since 1980. The purpose of the Swedish Foundation according to our statutes is “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.”

We are committed to peace, justice and sustainability for all.

By honouring courageous change-makers and providing them with life-long support, we amplify their voices, enhance their protection and provide extended networks for greater impact.

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 2023, which can be found on our website.

2023 was the third year within 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 three of the strategy added. We also 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?

For over 40 years, we have presented the Right Livelihood Award to four individuals or organisations annually. By recognising the actions of brave visionaries and building impactful connections around the world, the Award boosts urgent and long-term social change. 194 Laureates from 76 countries have received the distinction to date.

The Award was founded in 1980 following the Nobel Foundation’s rejection of a proposal to create two new prizes to honour individuals committed to advancing social justice and environmental causes, especially highlighting change-makers from the Global South.

Today, our work goes beyond only presenting the Award. We provide Laureates with long-term support. We work to raise their profile, highlight their solutions, provide protection when their lives and liberty are in danger and link them and their innovative solutions to academia.

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.

We believe that lasting change requires concerted action based on diverse solutions. We do our part by nurturing a growing community of courageous change-makers, connecting them and their solutions worldwide.

Partners and target groups

The Laureates have always been the focus of all our work. 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 are dependent on good media connections and key partners such as a network of academic institutions, the UN Human Rights Council in Geneva, and a wide range of civil society organisations, mainly in Sweden, Germany and Switzerland.

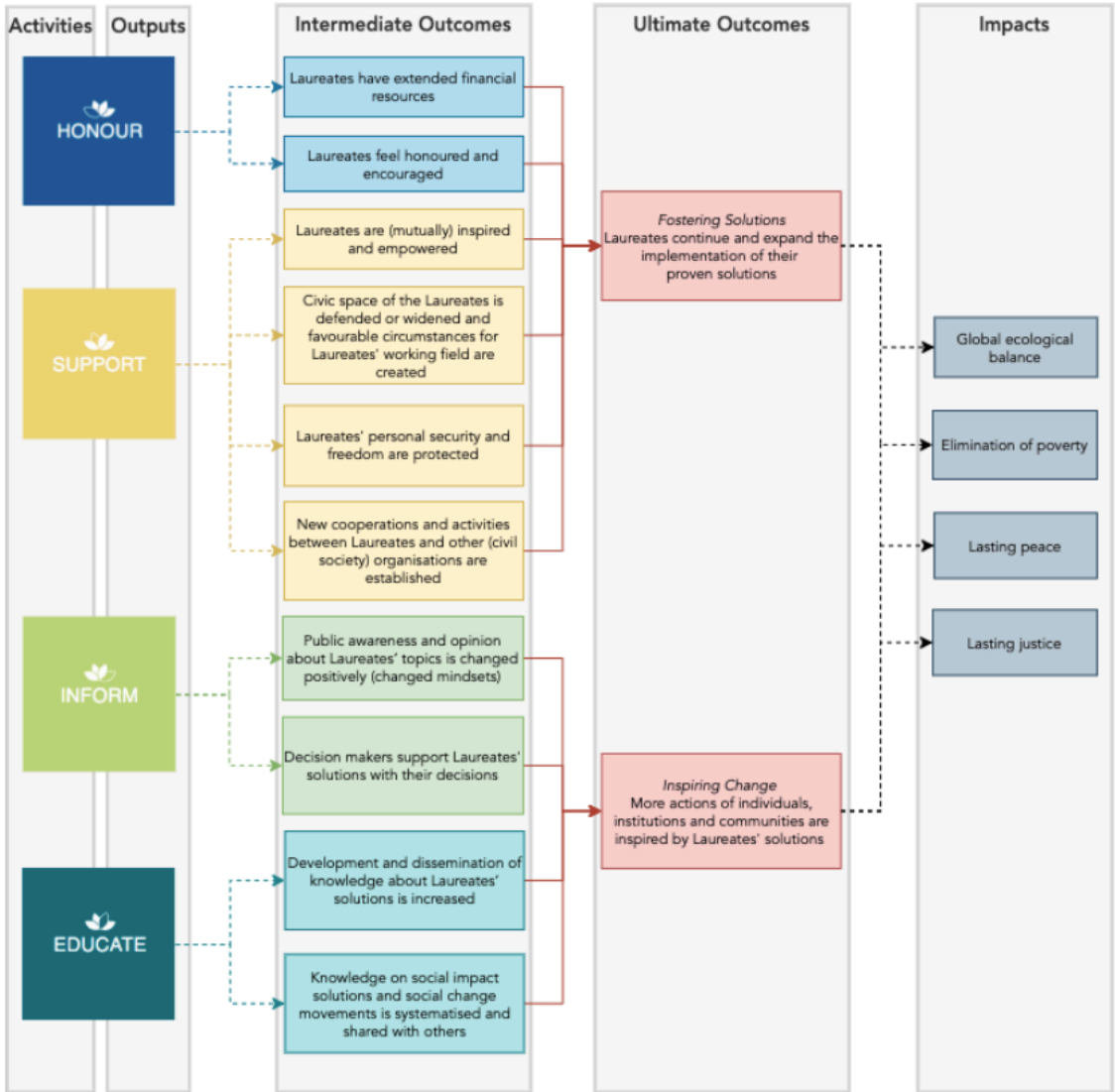
Target groups of our work vary depending on the activity, and include mostly decision-makers, civil society groups, activists, students and engaged citizens. For the announcement of new Laureates and the Award Presentation, the message should feel relevant to a larger group of informed citizens. Our 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 younger generations;
- **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 majority of our funding are larger gifts from a small number of private donors and their bequest. In addition, we receive a few grants from other organisations or foundations. For more information, see our 2023 Annual Audited Report on our website.

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 group in the Swedish and German parliament, are of central importance to what the Foundation wants to achieve.

The Foundation's total operating costs in 2023 amounted to SEK 58 906 295.

Indicators and result in relation to Right Livelihood's Strategy

In our current 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 for the year 2025. Leading up to that, each year, the team defines working objectives that are in line with the strategic goals. During our regular evaluation, we look at these objectives, corresponding activities and how they have been executed, as well as any outcome or impact that is directly measurable in the short-term.

The numeric data presented below is being collected and assessed as part of this regular evaluation processes at the end of each quarter, as well as after larger projects took place. In some cases, we use external tools to collect data, e.g. media analytics tools for comparing our communications efforts.

We recognise that external factors outside of our control can 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.

The focus during 2023 was on the development of protection work including supporting Laureates who are forced to live and work in exile, increasing the audience and reach of the annual Award presentation, as well as producing our own visual material highlighting the work of the Laureates.

Honour:

Diversity of new nominations

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

2023: 47% women / 35% men / 17% organisations / 1% Other
(2022: 42% women / 38% men / 20% 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

2023: 41% (2022: 42%)

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.

2023: In October 2023, a staff member visited 2021 Right Livelihood Laureate Marthe Wandou in Yaounde, where we organised a workshop ahead of the Universal Periodic Review of Cameroon. Together with ALDEPA and other Cameroonian civil society organisations, we identified the most pressing issues surrounding women and girls' rights in crises areas and drafted relevant recommendations to Cameroon. At that workshop, Marthe Wandou welcomed the creation of the coalition of civil society organisations present and openly said she hoped it would help strengthen advocacy efforts around the UPR and implementation of other future projects.

(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, which we have not prioritised.

2023: It is difficult to estimate the number of viewers for 2023, as we ended our cooperation with the Swedish newspaper Expressen. Snippets of the Award Presentation were picked up by 13 channels in eight countries, according to the European Broadcasting Union's media tracking as of February 9, 2024. The media hits included stations such as BBC News and France 24 Arabic, with large audiences. Potential reach of 40 million US

citizens through the TV Channel Free Speech TV (who cannot afford tracking the number of viewers).

(2022: 1.2 million potential viewers on our own channels, Expressen and Dagens Nyheter)

Support:

The Foundation's level of contacts and cooperation with Laureates are tracked and 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 liaison; 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

2023: level 0: 52 (18 non-existent contact due to for example jail sentence; and 34 non-reciprocal) / level 1: 52 / level 2: 42 / level 3: 12; deceased with no legacy-holder: 36

(2022: level 0: 40 (13 non-existent; 27 non-reciprocal) / level 1: 70 / level 2: 36 / level 3: 9)

Educate:

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

2023: a) 350+ books and publications collected until now; b) one MOOC with 1551 participants

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

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.

2023: one fellowship programme for climate activists with 15 fellows from Africa, one comprehensive training with Laureates for activists and students.

(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.

2023: 11 press releases, 78 articles on our website and one op-ed
(2022: 14 press releases, 58 articles on our website and four op-eds)

Number of followers 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).

2023 (compared to the baseline in 2020): Twitter/X +33%; Facebook +15%; Instagram +121%; YouTube +134%; LinkedIn +262%. 155 039 website users* in 2023 (*Google Analytics (GA4) has removed the “unique pageviews” metric.)

(2022: Twitter +27%; Facebook +2%; Instagram +103%; YouTube +91%; and LinkedIn +176%. 165 200 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%

2023: No new figures, we decided not to do a poll yet.

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

Target for 2025: 10 000 articles.

2023: 6 144 articles
(2022: 7 500 articles)

The future

On the basis of the nominations received from all over the world as well as the engagement with the network of Laureates, Right Livelihood is witnessing the global decline of democracy, the rise in armed conflicts and the climate and sustainability crises first-hand. These alarming trends make the work of Right Livelihood and its Laureates even more important. Increasingly, Right Livelihood receives bequests and larger gifts from donors who recognise that Right Livelihood has one of the best global overviews and supports some of the most impactful change-makers when it comes to initiatives for urgent global transformation.

While the continuation of current global trends points towards a worsening of the abovementioned crises, Right Livelihood finds it important to uphold the understanding that other development paths are possible. The future that Right Livelihood works towards is a global society where a spirit of human courage, active citizenship, solidarity and a sense of economic sufficiency will be shared by a large part of the population, with a multitude of actors - more diverse, more connected, and more in numbers than today - providing solutions for the common good. In working towards this future, Right Livelihood has the potential to be among the most impactful civil society organisations inspiring and supporting civic engagement and acting as a reliable signpost against misinformation and fragmented discourses.

In the coming year, one of our focus areas will be to explore visiting and supporting Laureates directly in the locations where they live and work. Solidarity visits have in the past proven to be an impactful measure, and we are looking to revive and develop this method after the years of more digital and distance support following the global pandemic. In addition, we are going into a new strategy process, aiming to refocus our organisational path in the coming years. An important part of this work will be to further improve and connect how we measure impact connected to the new strategic goals.