What we do

New Internationalist is a multi-stakeholder co-operative that publishes a magazine, books and runs the Ethical Shop. We have been standing strong through thick and thin for nearly 50 years, our purpose to champion equality and to work tirelessly to confront social, environmental and economic injustice on a global scale.

Message from New Internationalist

Dear friends,

After a time of much upheaval at New Internationalist we’re pleased to be able to share our co-operative’s highlights from the tumultuous year that was 2020-21.

As this period began, the tragedy of the Covid-19 pandemic was beginning to spread around the world. As lockdown closed down many of our sales channels, we switched to remote working – and kept the presses rolling.

Lessons from the Pandemic was the Big Story topic for our September-October 2020 magazine but we were careful not to sideline other concerns, covering the age-old struggle of the Kurds in our July-August edition (a subject voted for by our co-owners). Other pre-planned magazines on Care (November-December 2020) took on new significance.

Our final magazine of this period, Democracy on the edge, was home to our successful Save Our Stories community share offer. We welcomed over 1,000 new co-owners to our co-op and surpassed our £350,000 target, securing funds for a Covid-19 recovery plan and deepening democracy. We also saw fundraising success with a generous grant for our Food Justice files series.

Positive news came too from our online Ethical Shop, which increased sales as it became an even more important resource for those who choose to shop more ethically, and the fair trade suppliers who rely on this income. And we published nine titles through our Myriad imprint, including the award-winning New Daughters of Africa in paperback and The State of the World Atlas. For more on all this, read on.

Finally, it’s thanks to the loyalty and appreciation of our readers, shop customers and supporters that New Internationalist is still thriving. The emergency of the past year required some difficult choices – with great sadness we said goodbye to two long-standing co-op members – but as New Internationalist fast-approaches our 50th Anniversary we are full of ambition and holding fast to our vision: to inform, educate and change the world for the better.

Thank you all for your incredible support.

The New Internationalist Co-operative
Save Our Stories – we did it!

We’re excited to welcome over 1,000 new co-owners who invested in the Save Our Stories community share offer, which invited our readers to join New Internationalist. We now have an amazing total of over 4,600 reader-owners.

When Covid hit, we were already walking a financial tightrope – breaking-even in independent print media continues to be tough. We knew that we needed to take urgent action to weather the storm and to give us longer term stability too. Amazingly, our target for the SOS campaign of £350,000 was surpassed, totalling £373,000.

Thanks to this incredible support, we were able to set the wheels in motion for a Covid-recovery business plan. This includes: taking magazine fulfilment in house, improving our supporter journeys and increasing the impact of our journalism.

Thanks to the subscription-rewards offered to co-owners in return for their investment, the share offer also brought the opportunity to increase our reach with 1,000 new subscriptions, at least 10 per cent of which are destined as gifts to educational institutions and advocacy groups.

Co-ownership is vital to New Internationalist – and to our editorial independence. We’ve been a workers’ co-operative almost since inception, operating a flat, equal-pay, non-hierarchical structure. Since our first community share offer in 2017, we’ve been owned by our readers, who are the custodians of our vision.

It’s due to the support from our reader-owners that we can continue to be – to quote a co-owner – ‘one of the only media that is not influenced by interests of external economic or political powers’. We have the freedom to write about the issues that mainstream media side steps, to respond to the pressing crises of our times and plot equitable paths that benefit all humanity – not just the few.

A heartfelt thank you to everyone who supported the Save Our Stories campaign.
Our magazine: a better world is possible

It’s been a fast-paced year in the media. The unfolding Covid-19 pandemic has been inseparable from issues of inequality and our journalism has focused on this, as well as under-reported stories and burning global issues, including the biodiversity emergency, hunger and the fight for clean air.

The year brought challenges for the magazine, as newsagents closed their doors and our face-to-face marketing came to a complete halt. During a time of great isolation for so many, we drew heart from New Internationalist readers who told us how our magazine has helped them stay connected to people who share their values. We’re proud to be publishing unique global stories, which scrutinize the powerful – and provide a vision for a kinder, fairer world.

We have been NI subscribers for over 40 years. It has been a source of inspiration and critical information for many civil society campaigns we have been involved with.

Alan Herbert, co-owner

In 2020-21, our community stretched across 75 nations, 15,000 readers (digital and print), with an additional 250,000 people enjoying access via libraries, universities and schools.

To subscribe and receive our printed and/or digital magazine go to: subscribe.newint.org/product-category/subs/

In an article titled “Why I matter” Seirian Sumner gave voice to a creature of amazing ecological value, despite its reputation as a pest. USGS/UNSPALSH
May-June 2020  The fight for clean air
If humans have nothing else in common, it’s that we all need to breathe. But over 90 per cent of us are breathing air that is unsafe. This edition focused on air pollution – a global health crisis that kills seven million people each year, and explored what it would take to get clean air for all. [link]

July-August 2020  Betrayed again: why we must back the Kurds
Published at a time of Turkey’s increased aggression against the Kurds at home, in Syria and Iraq, this edition provided a clear insight into the complexities of the Kurdish struggle for self-determination. It made the case for Western help for the friends who had led the fight against Islamic State. [link]

It’s hard to talk of any good that might come out of the tragedy and upheaval of Covid-19, but it has taught us important lessons on almost every topic you care to mention. This edition took stock of what we might learn and shared some ideas of how to create a better, fairer future. [link]

November-December 2020  A caring economy: what would it take?
Care is what keeps us all going. Yet this work – which is disproportionately carried out by women and the most marginalized – is undervalued and ignored. With the world amid a deepening crisis of care, accelerated by Covid-19, this edition asked, what would it mean to have an economy focused on care? [link]

January-February 2021  The biodiversity emergency
Pointing out the increasingly fraying threads of the diversity of life on our planet, this edition placed centre-stage the indigenous peoples who live closest to nature and are its true guardians. More than conservation alone, we argued that what the natural world needs is an end to overexploitation and commodification. [link]

March-April 2021  Democracy on the edge
This edition picked its way through the various threats imperilling democracy in our time – populism, disinformation, polarization, the invasion of privacy, dark money and propaganda – and offered pathways to change and strategies of fighting back. [link]

Lucy Provan and Alice Rowsome wrote about a revolution that brought down Sudanese strongman Omar al-Bashir: YASMIN EL-NOUR AND DUHA MOHAMMED
Our digital journalism

Within this period, New Internationalist published articles almost daily (around 260 features, of which 63 were web exclusives). Our stories attracted over 2.1 million page views and 1.45 million visitors to newint.org.

Thanks to a two-year Polden Puckham grant we got a special commissioning boost for stories on peace and environmental protection. This meant we were able to highlight the impacts of the Myanmar coup on ethnic minorities; draw attention to a Cambodian environmental defender’s draconian arrest and trace the global repercussions of a potential international ecocide law. The series — titled From The Front — has boosted bylines from writers of colour, as well as writers from the Global South.

Among the most popular stories this year were: a Long Read by the inimitable Professor Danny Dorling, who dispelled common myths about population growth; now-associate editor Vanessa Baird’s Big Story distilling the Kurdish quest for statehood; Amy Hall’s powerful report that laid bare the global nature of police violence; and — for the Food Justice files — epidemiologist Rob Wallace’s feature, which traced the origins of pandemics to the corrosive network of industrial agriculture, making a powerful case to heal the metabolic rift between ecology and economy. Of the most-read pieces this year, we are proud to note that 60 per cent were authored by women.

In terms of the geography of our readership, we were delighted to see an uptick in readers since last year in Majority World countries such as the Philippines (46 per cent), United Arab Emirates (7 per cent), Bangladesh (16 per cent) and Nepal (60 per cent).

Finally, we collaborated with the Oslo Peace Forum to co-publish a series of interviews which went behind the scenes with diplomatic negotiators who are trying to end the world’s worst conflicts. Our partnership with The Mediator’s Studio, the podcast of the Oslo Forum has given our readership a window into to peacemakers such as Betty Bigombe, who tells us what it was like to reason with the notorious Joseph Kony, leader of the Lord’s Resistance Army in northern Uganda.
Reaching out

Despite the challenges of the pandemic, we were able to do more than publish our flagship magazine. In fact, it seemed more important than ever to reach out at a time when so many were isolated.

The fight for clean air

New Internationalist brought together experts and campaigners from across the world, who discussed how best to clean up our skies. Speakers included Indian environmental journalist Aruna Chandrasekhar and Rosamund Kissi-Debrah, who lost her daughter Ella Roberta to asthma in a highly polluted borough of London. nin.(CleanAirEventVideo)

Sharing the love

In the summer when so many of us were locked down, we launched a ‘share New Internationalist for free’ campaign. This gave co-owners the opportunity to share free access to the magazine for a month, not only with family and friends but with schools, community organizers and campaigners. Over 2,000 new readers viewed our digital ‘reading room’ internationally; sharing with night shelters, drop-in cafes, schools, youth clubs, libraries and more. We also gave away over 30 annual subscriptions to organizations nominated by co-owners.

Elsewhere in the media and beyond

New Internationalist co-editors continued to represent our magazine at a range of online events, with co-editor Vanessa Baird appearing at the Media Democracy Festival 2021 and Amy Hall chairing a panel at the annual conference of independent media regulator IMPRESS.

East Marsh United are working very hard to make a difference in one of England’s “left behind” areas. It is enlightening to hear stories of people’s struggles from all over our shared planet – it gives all of us heart.

Billy Dasein of East Marsh United – Recipient of free advocacy subscription

A street in East Marsh, Grimsby during lockdown. LEE COULBECK
Food Justice files

Who gets to eat? This was the framing question for our Food Justice project, which launched in September 2020.

The Food Justice files was supported by a £105,000 Publishers Grant from the European Journalism Centre (EJC) through a fund that’s supported by the Bill and Melinda Gates foundation – which has no editorial say over content. Our eight fellow grantees included de Volkskrant (Dutch equivalent of The Guardian), French investigators Disclose and Vanity Fair.

The 12-month collaborative project paired co-editor Hazel Healy with Kenyan/British Geographer Christina Hicks from Lancaster University. They combined scientific expertise with storytelling and explainers to dig into why hunger persists in a world of plenty and propose how to re-order our food systems so that everyone gets to eat. The journalism - a mix of data and facts, long-form analytical articles, interviews, short news and opinion pieces - focused primarily on sub-Saharan Africa with stories ranging over crisis-levels of hunger, food production and cookery.

Ethiopian journalist Tesfa-Alem Tekle interviewed farmers whose forest-based foodgrowing has sustained the southern highlands for millennia while writer and activist Charlie Spring covered the scandalous rise of food banks in Britain. We ended the year with a mouth-watering piece from Kareem Arthur who met rebel chefs de-colonizing diets across East and West Africa.

At a time of intense debates around food, we are proud to report that our Food Justice files content has reached policymakers who have the capacity to make changes. Readers have praised the output as ‘eye opening’, offering a ‘new perspective’, valued its ‘focus on the poorest’ and praised it as ‘timely’ and ‘important’. The UN Special Rapporteur for the Right to Food is one notable cheerleader of the series, with articles also shared by Oxfam, opinion-forming writers, researchers and journalists. Our analysis has been included in academic resources and used in policy spheres to shape debates.

Food justice files is due to conclude in November 2021. To read all the stories, visit: newint.org/special/food-justice-files
Book publishing

Myriad Editions

**New Internationalist**’s imprint Myriad Editions, which publishes beautiful graphic novels and titles that challenge inequality, introduced nine books this past year, including the paperback edition of the award-winning *New Daughters of Africa* and the latest edition of Dan Smith’s *The State of the World Atlas*. While the pandemic prevented live events, we ran several well-attended online events, starting with the launch for Nicholas Royle’s *Mother: A Memoir*, and ending with the launch for *You, Me & The Sea* in collaboration with Jarrolds, Norwich.

Hannah Eaton’s *Blackwood* was selected among the Guardian’s best graphic novels of 2020 and Jenny Robins’s *Biscuits*, winner of the 2018 Myriad First Graphic Novel competition, was selected as Book of the Month in several lists from comic bookshops. We managed to hold the 2020 competition repurposing the entries digitally for judging online, and held the prizewinning event as part of the virtual Lakes International Comics Art Festival. The winner, *Cyberman*, will be published in 2022. And finally, we’re very pleased to let you know that Tammye Huf’s *A More Perfect Union* has recently won the Diverse Book Awards.

The Myriad books published in the year:

- *Mother: A Memoir*, Nicholas Royle
- *Pondweed*, Lisa Blower
- *New Daughters of Africa* (paperback), Margaret Busby
- *Your Still Beating Heart*, Tyler Keevil
- *Blackwood*, Hannah Eaton
- *A More Perfect Union*, Tammye Huf
- *Biscuits*, Jenny Robins
- *You, Me and the Sea*, Elizabeth Haynes

![Image of Myriad Editions book cover]
New Internationalist publications
For decades we’ve been publishing books tackling social and environmental injustice and artfully designed calendars and diaries, alongside our magazine.

This year saw us transition to a slimmed-down operation with a focus on publishing our successful diaries and calendars. Sales of these annuals were boosted by co-publishing partnerships with Amnesty UK, Amnesty France, La Cimade and Traidcraft.

Our published New Internationalist books continue to sell through a variety of channels. The 2019-title Oleness versus the 1% by Vandana Shiva (now with a new epilogue on Covid-19 and Bill Gates) continues to be popular alongside One World Anthology (published April 2009) and One World Two (published June 2016).

The new titles published in the year:
One World Calendar 2021
World in your Kitchen Calendar 2021
Women of the World Calendar 2021
Family Calendar 2021
One World Almanac 2021
Plan B Diary 2021
The Amnesty Diary and Notebook 2021
The AKO Caine Prize for African Writing 2020 Shortlist

YOU CAN BUY • newint.org/books
OUR BOOKS HERE • myriadeditions.com

THE AKO CAINE PRIZE FOR AFRICAN WRITING 2020 SHORTLIST

"The future of African literature is bright."
Brittle Paper
Our Ethical Shop

Our online shop supports fair trade and ethical suppliers, and provides an income stream for New Internationalist magazine. This year the shop has seen both highs and lows. With so many of our customers ordering online, we dropped our printed, paper catalogue and concentrated instead on digital marketing, backed-up with leaflets. While this reduced our income, it saved on costs, and we exceeded our budgeted sales target.

In particular, our decision to stock more food and ‘activities to do at home’ was well received by customers. In the Christmas selling season our calendars, diaries and Christmas cards were popular and we were pleased to see the new Women of the World Calendar do really well.

As of 2021, we were no longer selling to Amnesty customers. They moved their mail order business – which we supplied and ran on their behalf – to Spark E-tail, a subsidiary of the distribution company Whistl. While the challenge will be to make a profit with a substantially smaller customer base, the change reduces our risk substantially. This will offer us a chance to focus our energies on the Ethical Shop, which will be bolstered by a new partnership with the Soil Association. We have developed a bespoke range of Christmas cards for them and they will be in the Ethical Shop this autumn.

In partnership with gebana, we supply fresh and juicy fair trade fruit from Greece, direct to our customers. UNSPLASH/MIRANDA FRITZ

Zaytoun: plant an olive tree

We have been buying from Zaytoun for several years. Founded to support Palestinian farmers through fair trade, they are a Community Interest Company with 100 per cent of their profits reinvested into furthering this mission.

In 2020, we joined a project between Zaytoun and Trees for Life, a tree planting programme run by the Palestine Fair Trade Association (PFTA), which so far has sponsored the planting of over 135,000 trees. Our Ethical Shop customers pay £25, which funds the planting of an olive tree and in return they receive a certificate and a bottle of olive oil.

The PFTA supports farmers whose land has been damaged or lost due to the Israeli occupation of their lands (by the military or settlers). Priority is given to young people and women who are starting out in agriculture, as well as established farmers. The programme offers a unique opportunity to take peaceful, positive action in support of Palestinian farmers.

Want to join a global movement to reduce waste as well as ensuring that suppliers are treated well and paid fairly?
YOU CAN SHOP HERE: ethicalshop.org
The year in finance

The pandemic meant a tumultuous year for our businesses which is carried out in New Internationalist Co-operative’s two subsidiary companies: New Internationalist Publications and Myriad Editions. But due to cuts, streamlining and re-orientating our business, combined with fundraising gains and one-off support due to Covid-19, we were able to secure a small profit in 2021.

Total income (turnover) £2,166,141

- Book publishing and contracts 21%
- Myriad Editions 70%
- Magazine + digital journalism 34%
  - subscriptions and newstand 84%
  - advertising and royalties 6%
  - grants and donations 10%
- Online shops 42%

Total expenditure £2,092,316

- Book publishing and contracts 28%
- Myriad Editions 70%
- Magazine + digital journalism 25%
  - fundraising costs 7%
- Administration 10%
- Online shops 37%

New Internationalist Co-operative Limited

Group balance sheet consolidation for the year ended 31 March 2021

<table>
<thead>
<tr>
<th>NIC</th>
<th>NIP</th>
<th>Myriad</th>
<th>Consolidation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Fixed assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
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<td></td>
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<tr>
<td>Investments</td>
<td>600,185</td>
<td>5,451</td>
<td>210</td>
<td>600,185</td>
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<tr>
<td>Current assets</td>
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<tr>
<td>Stock</td>
<td>-</td>
<td>74,074</td>
<td>85,458</td>
<td>-</td>
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<tr>
<td>Debtors</td>
<td>-</td>
<td>208,788</td>
<td>69,704</td>
<td>(150,044)</td>
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<tr>
<td>Cash at bank and in hand</td>
<td>18</td>
<td>380,343</td>
<td>23,645</td>
<td>-</td>
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<tr>
<td>Creditors: amounts falling due in less than one year</td>
<td>(10,400)</td>
<td>(424,089)</td>
<td>(321,632)</td>
<td>292,573</td>
</tr>
<tr>
<td>Net current assets/(liabilities)</td>
<td>(10,382)</td>
<td>218,616</td>
<td>(142,738)</td>
<td>142,529</td>
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<tr>
<td>Total assets less current liabilities</td>
<td>589,803</td>
<td>245,229</td>
<td>(142,528)</td>
<td>(457,756)</td>
</tr>
<tr>
<td>Creditors: amounts falling due after more than one year</td>
<td>-</td>
<td>(43,688)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net assets/(liabilities)</td>
<td>£589,803</td>
<td>£201,541</td>
<td>£(142,528)</td>
<td>£(457,756)</td>
</tr>
<tr>
<td>Reserves</td>
<td></td>
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<tr>
<td>Share capital</td>
<td>706,539</td>
<td>10</td>
<td>100</td>
<td>(110)</td>
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<tr>
<td>Other reserves</td>
<td>-</td>
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<td>-</td>
<td>(600,175)</td>
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<tr>
<td>Revenue account</td>
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<td>(398,644)</td>
<td>(142,628)</td>
<td>142,529</td>
</tr>
<tr>
<td>589,803</td>
<td>201,541</td>
<td>(142,528)</td>
<td>(457,756)</td>
<td>191,060</td>
</tr>
</tbody>
</table>
Our partners

We collaborate with many media outlets, funders and social-change organizations in order to take our global-justice message to the widest possible audience. Here are just some of the partners we have worked with this year.
Meet the New Internationalist Team

**Staff Team 2020-21**

**Accounts and Finance**
- Samuel Gormley: Accountant
- Katalin Szombati: Finance Co-ordinator

**Administration**
- Mary Murray: Administrator

**Design Team**
- Andy Kokotka: Designer
- Juha Sorsa: Designer

**Ethical Shop**
- Emma Blunt: Merchandising and stock manager
- Bev Dawes: Marketing manager
- Fran Harvey: Production manager
- James Rowland: Mail-order advisor

**Magazine**
- Amy Hall: Co-editor
- Vanessa Baird: Co-editor
- Dinyar Godrej: Co-editor
- Hazel Healy: Co-editor
- Husna Rizvi: Web commissioning editor
- Laura Veitch: Funding and engagement co-ordinator
- Michael York: Advertising manager
- Rob Norman: Marketing manager
- Olivia Addington: Campaign co-ordinator

**Publications**
- Chris Brazier: Publications editor
- Candida Lacey: Publishing director (Myriad)
- Corinne Pearlman: Creative director (Myriad)
- Lauren Burlinson: Promotions manager (Myriad)

**Web and IT**
- Charlie Harvey: IT manager

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**Directors 2020-2021**

Directors in the year 2020-21 of *New Internationalist* Publications (NIP) which is run as a worker’s co-operative. NIP is a wholly owned subsidiary of *New Internationalist* Co-operative Society (NIC) which is co-owned by our readers.

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Co-owner board members
NIC also has two co-opted members: James Rowland and Kiran Gupta.
Our Common Council

This year our Common Council of co-owners really took off. This group of 14 co-owners join co-op staff for Zoom meetings from all round the world including Ireland, Scotland, US, Australia, Switzerland, Canada, South Africa and the UK, three times a year.

The Common Council is tasked with providing critical friendship and a place in which to discuss and reflect on issues and ideas relating to the work of New Internationalist.

The Council helped to shape and run our 2020 AGM, where close to 100 co-owners joined us for our first ever entirely online meeting of this kind.

The thoughts and feedback gleaned from the AGM breakout rooms – facilitated by CC-members – helped to inform the backbone of our new business plan. The group also got behind the Save Our Stories community share offer; supporting our co-owner launch, sharing the campaign with friends and contacts and helping to inspire the rewards in the campaign: free subscriptions to schools and community groups. They are currently actively taking part in envisioning the future of the Common Council and its synergy with the New Internationalist co-op.

**The New Internationalist has been with me for the past 10 years. Although it’s a tough read at times, it has made me feel part of a community that cares and given me hope that we can make a better world together. Independent journalism cannot exist without our support!**

Co-owner

Common Council members over the year:


If you are interested in joining the Common Council, please email laura.veltch@newint.org for more information.

This Word Cloud is comprised of the hundreds of comments left by people who invested in the Save Our Stories Campaign. The larger the word, the more often it was used by co-owners WordClouds.com.
Thank you to our community

We’d like to say a big thank you to everyone that we have worked with this year.

A special shout out goes to our 4,600 band of co-owners who have stood up for our journalism and become part of our movement for change.

Edgar Roberts, co-owner

How can I help?

Here are some of the many ways that our supporters get involved:

**Friends:**
Our Friends make a regular donation to *New Internationalist* of between £2 and £15 a month. Friends receive a Christmas letter, occasional newsletters on the impact of their donation and invites to *New Internationalist* events. Email friends-of-ni@newint.org for more info.

**Patrons:**
Our online readers give between £3 and £14 every month to boost and sustain our online presence. They help us to commission ground-breaking stories from across the world. In return they receive an exclusive cultural digest. Find out more at patreon.com/newint

**Sponsors and one-off givers:**
Some of our supporters choose to donate to *New Internationalist*, to fund coverage of specific issues that they care about. Sponsor a magazine subscription for a grassroots organisation or school or chip in with one-off gifts. Email laura.veitch@newint.org to find out more.

**Legacy pledgers:**
Some of our readers choose to leave a gift for *New Internationalist* in their will. Giving in this way helps *New Internationalist* to keep publishing the stories that matter so that we can inspire future generations. Every gift, large or small, makes a difference. Email laura.veitch@newint.org if you would like to know more.

**Co-owners:**
We are holding our community share offer open for anyone who has only just seen the Save Our Stories campaign and missed the deadline, or for those who would like to increase their shares. You can invest any amount from £50. By investing you will get the chance to be more involved with *New Internationalist*, share your ideas, have your say and receive regular newsletters. You can invest online here: nin.tl/InvestInNI

Almost all co-owner comments included in this Annual Report come from SOS campaign 2021: https://www.crowdfunder.co.uk/new-internationalist