Message from New Internationalist

Dear Friends

We are pleased to share with you the highlights, facts and figures from the 2021-2022 financial year at New Internationalist. An incredible start to the year saw 1,000 people join our international co-operative, with 800 existing co-owners investing for a second time in order to fund our three-year business plan. For those who are new to New Internationalist, here’s a bit about us: Our flagship bi-monthly magazine publishes coverage of the world’s movements for change, with a focus on the Global South. For both print and digital audiences, New Internationalist lays the ground for readers to take action against injustice and create a better world. We also run the online Ethical Shop, as well as publishing popular calendars and diaries and award-winning books via our imprint Myriad.

As we approach our 50th Anniversary in 2023, we want to start by saying thank you to all of our friends and co-owners for your incredible ongoing support.

Warmest wishes from The New Internationalist Co-operative

In 2021-22, our community stretched across 73 countries, 16,000 readers (digital and print magazine subscribers), with an additional 280,000 people enjoying access via libraries, universities and schools.
Our journalism

Buoyed by the outpouring of co-owner support at the start of the year, the magazine went from strength to strength. Our international network of journalists continued to bring us important and under-reported stories from across the globe – from new angles on the world’s biggest upheavals to the ways communities are coming together to change things for the better.

Our magazines this year

**May-June 2021  Vaccine equality: who gets it?**
In 2021, Covid-19 vaccines were the world’s great hope, but not everyone had equality of access. This edition made the internationalist case for fair vaccination.

[link](nin.tl/VaccineEquality)

**July-August 2021  Myanmar: the world must do more**
You messed with the wrong generation.’ We looked at how the February 2021 coup united millions in Myanmar to stand up to a ruthless regime.

[link](nin.tl/WeMustDoMoreMyanmar)

**September-October 2021  Who gets to eat?**
Hunger is growing throughout the world, yet we produce more than enough food to feed everyone. This magazine investigated the far-reaching inequalities in our global food system.

[link](nin.tl/WhoGetsToEat)

**November-December 2021  The future of work**
The worldwide jolt of the Covid-19 pandemic revealed the fault-lines in the world of work. We explored the threats – old and new – and the possibilities.

[link](nin.tl/FutureOfWork)

**January-February 2022  Romani Lives Matter**
Despite centuries of shared history, European nations continue to marginalize and oppress their Romani citizens. With Romani contributors, we made the case for change.

[link](nin.tl/RomaniLivesMatter)

**March-April 2022  Jailbreak: reimagining justice**
Why pour billions of dollars into increasingly militarized police forces and groaning prisons, which don’t keep us safe? And what could the world look like without them?

[link](nin.tl/JailbreakReimaginingJustice)

Online

Our website received almost **1.7 million** page views over the year.

We published several thoughtful web exclusives – including ‘Eritrea: how did we get here?’ and ‘Ukraine: what can internationalists do?’. And the most read article online was economic anthropologist Jason Hickel’s feature on British complicity in the Bengal famine. Pieces from our Food Justice Files also appeared in the top 10 most read list, including ‘10 steps to end world hunger’; and ‘When KFC came to Kenya’.

In 2021 our magazine one three Independent Media Association awards: Best Environmental Reporting, Most Innovative Print Publication and International Reporting of the Year.
From the Front
Whether it be the COP26 climate conference, the impact of the Taliban takeover in Afghanistan, or the invasion of Ukraine, our From the Front series has covered some of the biggest stories of the year. Funded by the Polden Puckham Charitable Foundation, the two-year web series, features fresh perspectives on conflict, peace and environmental protection.

We’ve also published under-reported stories from the frontlines of struggles across the world. Our global network of journalists has covered communities resisting fossil fuel giants, mining and environmental destruction from the UK to South Africa; West Papua to India. From the Front has also celebrated people working for peace, including community safety without the police in Brazil and Puerto Rico; an arms factory turned community centre in Italy; and Indigenous people in Mexico taking back local democracy and making their towns safer and greener in the process.

You can view the series here: nin.tl/FromThefront

The Food Justice files concludes
In the second year of this series, funded by the European Journalism Centre, co-editor Hazel Healy got a unique opportunity to influence high level policy-makers when she was invited to present at a UN FAO pre-summit. September saw the culmination of the series with our Big Story, Who Gets to Eat? In January 2022 Hazel presented a BBC World Service radio documentary, Tale of a tiny fish: nin.tl/TaleOfATinyFish

Reaching out
In April 2021 we hosted a special online panel discussion on vaccine inequality in conjunction with our magazine on the topic. We heard from Sarojini Nadimpally, public health researcher and co-founder of Sama, a Delhi-based organization that bridges the public health and women’s movements; and Heidi Chow of Global Justice Now. Our team have also talked at a number of public events, and in the media: Co-editor Amy Hall spoke about ‘economics for liberation’ at an event with the Ubele Initiative Young Emerging Leaders Collective; to journalism students at Kingston University and as part of the New Humanitarian’s ‘decolonizing the media’ process. In early 2022 co-editor Conrad Landin appeared on BBC Radio Ulster’s Newsline and at a NUJ Dundee branch meeting to discuss the Romani Lives Matter magazine. Following feedback at the 2021 AGM, the magazine began pursuing syndication opportunities to raise both our profile and income.

Hazel Healy travelled to Senegal as part of The Food Justice Files journalism series, to investigate a dysfunctional food chain that sees superfood sardines disappearing off the cost of West Africa.

From The Long Read; ‘When KFC came to Kenya’. Kabugi Mbæ wrote about the soaring obesity rates in Sub-Saharan Africa and a looming major health crisis as part of our Food Justice files series. May-June 2021 magazine. BRIAN INGANGA
The Ethical Shop

This year we have been able to focus our energies on marketing and product selection for the Ethical Shop, after we stopped running Amnesty International’s online store in the previous year. A new partnership with the Soil Association, selling their branded cards, has got off to a promising start. We are excited to continue working together and helping to spread the word about the charity’s vital work. We have also started selling merchandise on behalf of the Free West Papua campaign.

Sales of our products in 2021-22 were better than we expected, and we have maintained a strong relationship with wholesale customers too. The streamlining of New Internationalist Publications to focus on our popular calendar, diaries and core book titles has worked very well.

In this coming year we are steeling ourselves for new challenges ahead, as our customers face increasing economic uncertainty and costs continue to rise. But we are proud to be continuing to work hard to make fair trade and ethically sourced products available to our shoppers.

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

You can find more of the beautiful books published by Myriad this year here: nin.nl/Myriad

A More Perfect Union by Tammye Huf – winner of the Diverse Book Awards 2021

The Bread the Devil Knead by Lisa Allen-Agostini – shortlisted for the Women’s Prize for Fiction 2022

The Roles We Play by Sabba Khan – winner of the Jhalak Prize 2022, shortlisted for the Broken Frontier Awards: Best Graphic Non-Fiction 2021, longlisted for the Royal Society of Literature Ondaatje Prize 2022, and a Guardian Book of the Year 2021

The Day I Fell off My Island by Yvonne Bailey-Smith – shortlisted for the Society of Authors’ Paul Torday Memorial Prize 2022, Royal Society of Literature Christopher Bland Prize 2022, and the Authors’ Club Best First Novel Award 2022

Coma by Zara Slattery – winner of the British Book Design and Production Awards 2021

She Clown and Other Stories by Hannah Vincent – shortlisted for the Edge Hill Prize 2021

Putin’s Russia by Darryl Cunningham – shortlisted for the Broken Frontier Awards: Best Writer 2021

Want to join a global movement to reduce waste as well as ensuring that suppliers are treated well and paid fairly?
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‘Abundance of Love’ milk chocolate postcard, sold in our online Ethical Shop, is produced by Arthouse Unlimited, a charity that represents a collective of artists living with complex neuro-diverse and physical support needs.
Meet the New Internationalist Team

Staff Team 2021-22

Accounts and Finance
Katalin Szombati
Finance Co-ordinator

Administration
Mary Murray
Administrator

Design Team
Andy Kokotka
Designer

Ethical Shop
Emma Blunt
Merchandising and stock manager
Fran Harvey
Production manager

Magazine
Amy Hall
Co-editor
Conrad Landin
Co-editor
Dinyar Godrej
Co-editor
Hazel Healy
Co-editor
Vanessa Baird
Co-editor
Husna Rizvi
Web commissioning editor

Publications
Chris Brazier
Publications editor
Fran Harvey
Production manager
Candida Lacey
Publishing director (Myriad)
Corinne Pearlman
Creative director (Myriad)

Web and IT
Charlie Harvey
IT manager

New Internationalist was instrumental for me as a teenager in being aware and passionate about global inequality and environmental issues. My hope is that the magazine and organisation will be there to inform the next generation too.

Jasper Lee, co-owner

New Internationalist’s independent journalism is vitally needed! I love the unique structure of NI and hearing from the wide diversity of voices from around the world that contribute to this community.

Josephine Howitt, co-owner

Co-owner board members
NIC also has a co-opted member: Kiran Gupta.

Directors 2021-2022
New Internationalist Publications (NIP) is run as a worker’s co-operative and is a wholly owned subsidiary of New Internationalist Co-operative Society (NIC), which is co-owned by our readers.

Vanessa Baird
Emma Blunt
Dinyar Godrej

Amy Hall
Charlie Harvey
Fran Harvey

Hazel Healy
Conrad Landin
Rob Norman

Katalin Szombati
Laura Veitch

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Finances and business plan

The year in finance
Despite a challenging financial landscape, New Internationalist Co-operative weathered the storm thanks to the support of our readers, and we began the year on a high, with a successful community share offer.

For those who have recently joined us, the business of New Internationalist Co-operative (NIC), is carried out by our two subsidiary companies: New Internationalist Publications (NIP) and Myriad Editions.

The NIC accounts show the impact of the incredible co-owner investment through the increase in share capital in 2021-22, as well as the transfer of £90,000 of investment to NIP. The remainder of the capital remains with NIC to be used to carry out the activity set out in the 2021 business plan for future years.

Our 2021 business plan forecast a £102,127 NIC loss for 2021-22 but, as our accounts show, this turned out to be a £64,467 loss. NIP did better than forecast but this includes the write-off of a £57,767 loss from Myriad. However, we are not expecting further losses from Myriad for 2022-23.

Looking ahead, we expect to see much of the forecast NIP loss reflected in the 2022-23 accounts. This is because some activity due to take place in 2021-22 had to be pushed into the following year, and costs will be reflected there instead. There was also a difference between the way ‘deferred income’ – the amount of subscribers’ money that we hold for magazines that we haven’t yet delivered to them – has been calculated between our new in-house subscriptions system, and the external company we used previously.

You can read a more detailed report on our finances in our Audited Annual Accounts.

Business plan: how we are doing
In 2021, we set out our three-year strategy to plug the gap caused by the impacts of the Covid-19 pandemic and build our customer base to help make our whole organization more sustainable. We were blown away by the support of our co-owners, old and new, in raising the investment we needed to make this happen, and over this year we have been able to start putting this plan into action.

We have achieved a lot over these 12 months, including the mammoth task of bringing subscription fulfilment in-house. This has involved setting up an entirely new system for subscription administration which has enabled us to converse with our subscribers directly, vastly improving the customer service we provide. Our focus on this has meant that other plans for growing subscriber numbers have been delayed. However, it has given us a stronger foundation from which to launch the remainder of our business plan, by giving us greater flexibility and by ensuring that readers are more inclined to subscribe for longer.

Our Ethical Shop has continued to do well and has shifted to all-year round buying, and we now major on successful products, and more practical day-to-day items, topping up when required rather than placing large up-front orders to reduce risk. New Internationalist’s publications are now focused on those that are profitable – calendars and almanacs.

With the new system now in place, 2022-23 has seen the launch of our new digital strategy, with some exciting changes to the website in the pipeline. The cost of living crisis may present new challenges for bringing in and retaining subscriptions, as well as Ethical Shop customers. However, we have seen little sign of that so far and continue to be encouraged by the level of new interest in the magazine.
Who we have worked with this year

We collaborate with many media outlets, funders, social-change organizations and other institutions in order to take our global-justice message to the widest possible audience. Here are just some of the people we have worked with this year:
Co-owner spotlight

The Easier English initiative

I remember using New Internationalist texts with my English for Speakers of Other Languages (ESOL) classes 30 years ago. The learners loved the topics – not the sort of texts they usually get in English Language Teaching (ELT) coursebooks! But I could only use them with high level learners, as the language was so complex. Complex topics together with complex language are really difficult – but I felt strongly that I wanted to teach English via real global justice issues, make learners aware of issues behind the mainstream news, motivate learners to work towards global justice, and train teachers how to teach with this type of material.

So, in 2012 I talked with the New Internationalist team, together with my husband John, and we agreed to set up the wiki: eewiki.newint.org – with simplified articles for English learners, and ready lessons to help and inspire other ESOL teachers to use the articles. To promote the wiki, I have presented at several ELT conferences, and then, in 2018, put some of the lesson material together into a series of three booklets: ‘Global Justice in Easier English’.

Last year, I wrote a series of 5 lesson plans to accompany the complementary subscriptions to New Internationalist for 6 universities and colleges in sub-Saharan Africa, as part of the community share offer; Save Our Stories 2021, and have received positive feedback from several teachers on these, that the plans, and the wiki, have helped raise awareness about topics such as discrimination and sensitive gender issues.

Being involved with New Internationalist makes me feel I’m involved, in some small part, with the huge topics and issues themselves, and that maybe, spreading more understanding of these issues can help bring about positive changes.

Linda Ruas, co-owner

We’d like to express our gratitude for everything that Linda has done to support New Internationalist.

Thank you all

To our incredible band of 4,600 co-owners, our dedicated Friends of New Internationalist who generously give each month and those who thoughtfully choose to leave New Internationalist a gift in their will, we are bumbled by your support and we simply wouldn’t be here, publishing our social and environmental justice stories without you.

To our Common Council of co-owners over the year – Anna Bardos, Emily Fairman, Felix Küchler, Frank Formby, Ger Doherty, Kenneth Allan, Kiran Gupta, Lawrence Sistka, Lucy Scurfeld, Nick Johnson, Nick Plant, Rakesh Prashara and Shirley Jackson – you have truly inspired us, have given us pause for thought and have been by our side at our regular online discussions and meetings, sharing your wisdom.

If you are interested in getting involved with New Internationalist and / or in supporting us in any way, please contact laura.veitch@newint.org for further information or to arrange a telephone call. You can also reach her via our Oxford office telephone number +44 (0)1865 403 345.

From The Big Story article ‘Do Romani Lives Matter?’. Govanhill, in the south side of Glasgow, is home to around 3,000 Roma. Here Romani dancers take part in a parade through Govanhill for International Roma Day, April 2017, Jan-Feb 2021 magazine. CONRAD LANDIN