



Nordic Journalist Centre Strategy for NJC 2026-2030

Background

The **mission** of the Nordic Journalist Centre (NJC) is to utilize the strong cultural community and the shared Nordic values as a means to strengthen independent journalism in the Nordic region, as well as in the Nordic neighbouring areas: the Baltics, Russia, Belarus, and Ukraine.

The **vision** of the Nordic Journalist Centre is to maintain and further develop a **resource centre** for Nordic journalism. The centre has created added value for journalists, editors, and media houses across the entire region.

With years of regular support from the Nordic Council of Ministers (NCM) and industry stakeholders in the Nordic countries, the NJC has for more than 65 years been able to offer professional development through continuing education, exchanges, workshops, seminars, etc.

The NJC is the only Nordic organization whose purpose is to develop, implement, and offer continuing education and upskilling of journalists from across the entire Nordic region.

The NJC collaborates with media organizations throughout the region, including journalists' unions, publishers' associations, media houses, media support organizations, NCM offices in the Baltics, and relevant civil society organizations. For this "persistent effort," the NJC was awarded the "Nordic Cooperation Prize 2024" in Stockholm on June 13, 2024.

The media are undergoing a series of extensive transformations and face competition from international tech giants and social media platforms lacking professional standards for journalistic ethics, "fact-checking" or source criticism. Media business models and journalistic storytelling methods must keep pace with this development. This means that journalists continuously must be qualified through continuing education. In other words, there is a need for "lifelong learning," and most issues in the

Nordic region - from climate change, pollution, and the environment to security and defence policy - transcend national borders.

Focus on the Nordics, neighbours, climate, the Arctic, defence, and security

Recent efforts have strengthened climate journalism and contributed to an understanding of the interaction between humans and nature in the Nordic and Arctic regions, including the internal relations between Nordic countries and their interaction with Nordic/Arctic neighbours. In the period 2021-2025, NJC has had a strong focus on developing new course concepts and methods within Nordic climate journalism. This was achieved in collaboration with Nordic partners through the Nordplus project "Nordic Educational Network for Innovative Climate Journalism."

The war in Ukraine has fundamentally altered the security architecture of the Nordic and Arctic regions. In light of this, the NJC - supported by the "Nordplus Adult Program" - has entered into a new, multi-year collaboration with several Nordic educational institutions regarding the upskilling and professional development of journalists focusing on security and defence policy reporting. The project "A new security landscape – new methods for Nordic journalists" will run from 2024 to 2026. The goal is to develop and test pedagogical methods and tools to achieve a boost in knowledge regarding defence and security.

"The Nordic Region 2030"

Through its work, the Nordic Journalist Centre aims to strengthen the journalistic dimension of the vision of the Nordic region as a model region leading up to 2030. Towards 2030, the NJC will follow up on the strategic priorities of the Nordic Council of Ministers. The Nordic Council of Ministers has formulated its vision, "The Nordic Region 2030" which aims to develop the Nordics into the world's most sustainable and integrated region.

"The Nordic Region 2030" has identified three strategic priorities: (1) a green Nordic region, (2) a competitive Nordic region, and (3) a socially sustainable Nordic region.

Citizens' active participation in the green, social, and economic transition requires solid, fact-based, and credible information. Solid and credible information requires independent, professional media that can communicate national policies and scrutinize them on behalf of the citizens.

This information task requires a professional press corps capable of understanding the challenges, communicating the transition initiatives, and translating them into credible, actionable information. This necessitates ongoing professional development and upskilling, allowing journalists to meet the complexities of the modern media environment.

The Nordic Neighbouring Areas 2030

The NJC's long-standing activities in Northwestern Russia were brought to a sudden halt by Russia's invasion of Ukraine on February 24, 2022. After more than 10 years of effort - in close cooperation with Russian partners and with support from the Nordic Council of Ministers - everything was shut down.

NJC will continue to maintain our cooperation with Russian journalists in the form and to the extent possible.

The goals are:

- To empower Russian journalists in exile through professional development, enabling them to report on Russian developments from abroad and provide independent information to the Russian public.
- To strengthen independent Russian journalists and develop new skills that can be applied and become valuable in a future Russia where freedom of expression and freedom of the press prevail.

Neither climate change nor security policy is confined by national borders. Therefore, it is crucial that journalists, including those in the Nordic neighbouring areas, are able to exchange knowledge, methods, sources, and information. This can provide all citizens of the region with a fair and credible picture of the living conditions of the entire region.

The NJC will continue its support for and collaboration with independent journalists in the region and their media in exile. Support for and collaboration with Ukrainian journalists is also a priority in the coming period.

Activities

Leading up to 2030, the NJC will focus on elevating professional standards through specialized training and collaborative projects. The goal is that, upon completion, participants:

- Are equipped to deliver credible, independent reporting while mastering emerging technologies such as artificial intelligence, open source intelligence, and advanced data journalism. Crucially, they must also maintain a critical perspective on the use of these tools.
- Are able to ask the necessary critical questions of those in power and stakeholders.
- Can act as a corrective to an overwhelming amount of more or (often) less credible information spread on social media.
- Constitute a counterweight to "fake news," disinformation, and conspiracy theories.

Focus areas in the coming years will continue to be climate change, security policy, and the conditions for the Nordics to remain the world's most sustainable and integrated region.

NJC activities in this period will include:

1. **Continuing education and upskilling** for Nordic journalists, focusing on climate, security policy, green transition, social sustainability, and economic competitiveness. The NJC will strengthen the offering of relevant continuing education and upskilling of journalists from North Atlantic nations (Iceland, Greenland, Faroe Islands) and the Åland Islands. The NJC should also contribute to clarifying needs within the field.
2. **Thematic courses, seminars, study trips, etc.** on environment, climate, the Arctic, the North Atlantic, and security and defence policy. Example: Greenland - An Arctic Nation in Transformation.
3. **Establishment of professional networks** in the Nordics including neighbouring countries (Baltics, Russia, Belarus, and Ukraine), for the purpose of knowledge exchange, professional development, and collaboration on transnational themes, news, and background stories.
4. **Media literacy programs** aimed at journalists, decision-makers, and media users, strengthening the ability to distinguish between facts and fakes, disinformation, and journalism in an increasingly fragmented media landscape. Example: Between Facts and Fakes in Ukraine.
5. **Research, communication, conferences, etc.** for politicians, media, and experts on current topics related to politics, society, and media. Example: Press trip to Arctic Norway (Arctic Frontiers).

Organization

The NJC is an independent Nordic institution, administratively and legally hosted by DMJX - Danish School of Media and Journalism in Aarhus. The NJC is led by a broadly composed cross-Nordic Advisory Board, consisting of six experienced representatives of media and journalism in the Nordics. The group's task is:

- To ensure a broad anchoring of the NJC's work in the Nordics and neighbouring regions.
- To contribute ideas and proposals for the NJC's work.
- To develop strategy and action plans for the NJC.
- To provide input and feedback on NJC activities via the newsletter and other channels.

Daily operations are managed by a Director, who hires the necessary staff within the framework of the NJC's overall finances.

Financing

The NJC is primarily funded by grants from the Nordic Council of Ministers and other relevant foundations, e.g., The New Democracy Fund (DK), STUP (NO), Nordplus Adult, as well as participant fees in the form of course tuition.

The NJC is a non-profit organization. All funds will thus be used in accordance with its purpose.

The NJC operates under an agreement with the Danish School of Media and Journalism regarding the use of premises and other services.

Aarhus, January 2026

Valeria Helander, Chair of the NJC Advisory Board, Investigative Journalist at Sveriges Television.

Olav Njaastad, Vice Chair of the NJC Advisory Board, Mentor UiB/sujo, former Head of News and Documentarist at NRK, former President of the Norwegian Union of Journalists, Risør/Oslo, Norway.

Sigrún Stefánsdóttir, Journalist and Associate Professor of Journalism at Akureyri University, Iceland.

Leif Lønsmann, former Director of Radio at DR (Danish Broadcasting Corp), Concert Hall Director, Head of Development, and Head of the Radio Documentary Group. Copenhagen, Denmark.

Lena Skogberg, Nordic Correspondent in Copenhagen for Hufvudstadsbladet, Helsinki, Finland.

Linda Lundin, Editor-in-Chief at Arbetarbladet, Bonnier News, Sweden.

John Frølich, Director, Nordic Journalist Centre, Aarhus, Denmark.