S-COM

Sustainable Communication Aisbl

Annual Report 2025



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Dear,
2025 has been a pivotal year for S-Com. Beyond consolidating our network of members, we dedicated ourselves to defining a clear advocacy strategy and articulating the political priorities that guide our work. In a Europe where democracy, the rule of law, media pluralism, and fundamental rights face increasing pressures, from disinformation and corruption to inequality and declining trust in institutions, our mission has never been more important.
We envision a Europe where citizens are empowered to exercise their rights, engage actively in democratic life, and participate confidently in public debate alongside diverse voices and perspectives. Communication, through media, culture, civic initiatives, and co-creative projects, is at the heart of this vision. It is the bridge between policy and people, translating complex societal challenges into meaningful dialogue, civic action, and community engagement at both local and European levels.
This year, we focused on strengthening our advocacy framework, defining strategic content priorities, and ensuring that all our initiatives, from media freedom and civic engagement to cultural innovation, advance our vision of social transformation. We expanded collaborations with European networks and institutional partners, reinforcing our ability to influence policy dialogues, mobilize civil society, and create lasting impact.
Looking ahead to 2026, our goal is to deepen partnerships, engage new members, and continue developing initiatives that turn evidence, research, and creativity into action. Together, we aim to make communication a tangible force for a more just, inclusive, and resilient Europe.
With gratitude and determination,

Valentina Zoccali
General Director, S-Com

INTRODUCTION

This annual report provides an overview of S-Com's activities and achievements in 2025, highlighting the organization's role in promoting democracy, media pluralism, civic engagement, and social inclusion across Europe. It covers our key projects, partnerships, and initiatives in advocacy, youth participation, investigative journalism, cultural and media innovation, and communication.

The report also presents our digital presence, including social media growth and online platforms, and details the impact of our cross-border collaborations. By documenting the strategies, outcomes, and lessons learned, this report aims to offer a clear picture of how S-Com translates research, culture, and communication into actionable solutions for democratic and inclusive societies.

It serves as a resource for members, partners, funders, and stakeholders to understand our strategic priorities, evaluate our work, and identify opportunities for future collaboration.

IDENTITY AND MISSION

S-Com AISBL (Sustainable Communication) is an international non-profit association headquartered in Brussels, Belgium. Founded in 2005, S-Com acts as a think-tank and network for communication professionals, researchers, institutions, and NGOs working at the intersection of sustainability, innovation, and social justice._We are a European member association specializing in sustainable communication—by which we mean communication that supports democracy, as well as social, cultural, and environmental challenges. We focus on how communication can help people participate, speak up, and feel included in society, with special attention to minorities.

Our work aims to contribute to reducing misinformation and to transforming policy objectives into meaningful dialogue with citizens and civil society organizations.

Vision

At S-Com, we believe that communication is at the heart of social transformation. It shapes shared knowledge, fosters participation, and enables more just and inclusive societies. In today's Europe, where democracy, rule of law, pluralism, and fundamental rights face pressure from disinformation, corruption, inequalities, and declining trust in institutions, our mission is more critical than ever.mocracy, combat corruption, and uphold the rule of law.

We envision a Europe in which citizens are empowered to exercise their rights, participate actively in democratic life, and engage confidently with diverse voices and perspectives. Communication, through media, culture, civic initiatives, and co-creative projects, serves as the bridge between policy and people, translating complex societal challenges into meaningful dialogue, civic action, and community engagement at both local and European levels.

Our Role and Strategic Focus:

- **Strengthening Democracy, Rule of Law, and Civic Engagement:** We support citizenship education, media literacy, and digital skills to foster informed participation. Our work addresses issues such as corruption and accountability, equipping citizens and civil society to understand, monitor, and engage with governance processes at local and EU levels.
- **Supporting Media Freedom and Pluralism:** Independent media and human rights defenders are essential to public debate, transparency, and accountability. We promote collaborations between journalists, civil society, and communities to strengthen investigative journalism, expose corruption, protect freedom of expression, and counter threats such as SLAPPs and disinformation campaigns.
- **Leveraging Culture and Creativity for Social Resilience:** Europe's cultural and creative sectors, including audiovisual industries and co-creative community initiatives, are central to identity, innovation, and societal wellbeing. We foster collaboration, co-creation, and cross-border mobility to amplify European cultural works, strengthen social cohesion, and build societal resilience to political, environmental, and technological challenges.
- **Promoting Inclusive and Participatory approaches:** Our initiatives ensure that all citizens, including minorities, women and young people, can participate in decision-making processes at local and EU levels. Through civic tech, artistic initiatives, and structured dialogue platforms, we help transform policy objectives into tangible, community-driven actions that strengthen democracy, combat corruption, and uphold the rule of law.

ORGANISATION AND GOVERNANCE

Management Board

- **President:** Antonio Pio Lancellotti (Political Scientist & Journalist)
- **General Director:** Valentina Zoccali (Culture & Inclusive Communication Expert)
- **Treasurer and Administrative Manager:** Marcello Aglietti Zanon (Engineer & EU Research Policy Expert)

Members

- **Innovation&Development Consulting (BE)** - full member
- **Net7 (IT)** - full member
- **Tele Radio City Onlus (IT)** - full member
- **Islamic Human Rights Commission (UK)** - adhering member
- **Repubblika (MT)** - full member
- **Cinemovel Foundation (IT)** - adhering member

KEY INITIATIVES & ACHIEVEMENTS

Projects

S-Com advanced a portfolio of major European projects in 2025, including:

Radical Green – Increasing citizens' participation in the green transition through art performances and cultural initiatives (2025–2027) is funded by the Citizens, Equality, Rights and Values Programme (CERV, Citizens Town strand). Aligned with the New European Bauhaus, the project brings together six municipalities and organizations to enhance youth engagement in the green transition through artistic and cultural approaches. It involves people aged 18–30 in climate action, collaborating with artists, designers, and experts to co-create sustainable and inclusive solutions at both local and European levels. The initiative features six international events across five countries, complemented by locally led activities where youth groups share outcomes within their communities. Key results include the creation of a European Climate Action Community, the implementation of a shared sustainability action, and the development of a "Radical Green Pact" to strengthen young people's role in environmental policymaking.

S-Com's Role: S-Com leads WP6, coordinating project management, communication, and cross-partner collaboration, ensuring effective implementation, reporting, and quality control with all partners involved. It is also responsible for organising key moments such as the final event in Brussels (October 2027) and supporting the development of communication and dissemination activities. S-Com in partnership with Schaerbeek Municipality plays a central role in facilitating Local Climate Action Groups by supporting participatory processes that engage young people and municipalities in developing artistic and climate-focused initiatives.

RESPOND – Rescuing Democracy from Political Corruption in Digital Societies (2024–2029): The project, funded by the Horizon Europe programme, investigates political corruption and undue influence in digital societies, aiming to safeguard democracy and restore citizens' trust in democratic institutions. The project analyzes political finance, lobbying, revolving doors, and media capture across 27 EU countries and 11 neighboring states, exploring how corruption operates, how it is perceived by elites and citizens, and how digital technologies can support anti-corruption strategies. RESPOND combines interdisciplinary research, co-creation with stakeholders, and innovative tools to strengthen citizen monitoring and democratic integrity.

S-Com's Role:
S-Com, together with its affiliated entities NET7 and Tele Radio City, coordinates all communication, dissemination, and exploitation activities for the project. Our work enables research partners to adopt targeted, multichannel strategies to promote results and stimulate public debate on political corruption. In practice, we animate the project platform and social media channels, manage relationships with stakeholders, oversee the newsletter, and produce project podcasts, ensuring the project's outputs reach diverse audiences and generate impact across Europe. Through these actions, S-Com strengthens the visibility of RESPOND, facilitates stakeholder engagement, and promotes informed discussion on democracy and anti-corruption in digital societies.

- https://open.spotify.com/show/1yTZnMOqssP6xBrqaQlFQi
- https://www.youtube.com/@RESPOND_EU

The S-INFO project (2024-2026) is a two-year European initiative funded by the European Commission under the Creative Europe – Media Pluralism program. It is a partnership involving four countries: Italy (Tele Radio City), Belgium (Sustainable Communication – S-Com), Romania (Context – Asociația Jurnalistilor De Investigații), and Malta (Repubblika). Its mission is to support civil society organisations and independent journalists by promoting press freedom, media pluralism, and high-quality investigative journalism. The project addresses disinformation, toxic discourse, and societal polarization, offering training, collaborative tools, and resources for journalists and media professionals.

S-Com's Role:
In Belgium, S-Com played a central role in implementing project activities and coordinating all communication and advocacy efforts. In 2025, our focus was on supporting journalists in developing investigative research projects (two for Belgium: https://sinfo-project.eu/winning-story/green-energies-grey-areas/ and https://sinfo-project.eu/winning-story/the-missing-part-sexual-exploitation-of-minors-in-french-speaking-belgium-the-great-blindness/), conducted by journalists in collaboration with civil society organisations and
guided by two mentor journalists affiliated with S-Com. Beyond these research projects, we create a "No Democracy Without Journalism" campaign and a manifesto for sustainable information, reinforcing the link between independent media, democracy, and citizen engagement.
S-Com also managed the transnational collaboration platform connecting journalists and activists, organised safer spaces for reporting on sensitive topics, and hosted the final event at the European Parliament to define the project's next advocacy strategy.
S-Com ensured that gender perspectives and inclusivity were integral to all training and reporting activities, while also addressing societal polarization and promoting constructive dialogue on contentious issues. Our work strengthened the capacity of journalists to produce investigative stories with social impact, fostering collaboration across borders and empowering civil society actors to advocate for a more just, pluralistic, and resilient media landscape.

The Urban Decolonization Walks (UDEW) - (2024–2026) project explores decolonial perspectives in European urban spaces, using participatory narratives to engage local communities and young people. Its goal is to raise awareness of the legacies of colonialism and imperialism, examining contested public monuments and promoting critical thinking among participants. The project aligns with the EU Anti-Racism Action Plan 2020–2025 by combating stereotypes and fostering inclusive dialogue on Europe's colonial past, its consequences for migration, discrimination, and societal perceptions, and by encouraging participation of racial and ethnic minority youth at local, national, and European levels.

S-Com's Role:
In Belgium, S-Com implemented the project's activities and managed the project platform connecting participants and stakeholders. In 2025, we organised four workshops on art and public space using an intersectional decolonial approach, involving over 50 young people in walking tours, reflections, and discussions on colonial heritage in urban environments:

- Artivism in decolonising public spaces collaboration with Slameke

- **Reclaming the Body: Decolonisation through Movement**
- **Possible Decolonial Futures: Let's Rethink Our Minds**
- **Décolonisation et féminisme : exploration des luttes féministes et décoloniales**

We also coordinated the multichannel communication campaign for the project and in collaboration with Tele Radio City produced the project video, amplifying outreach and engagement.
https://www.youtube.com/watch?v=0FJL-WN7z38

Genre Médias (2023–2027), implemented by S-Com in partnership with Nighthawks Production and funded by the Fédération Wallonie-Bruxelles (FWB) Collectif culture 2023, tackles sexism and biased representations of sexuality in the media. The project aims to raise awareness among young people, promote inclusive and diverse portrayals, and provide practical tools for media literacy. The project includes the creation of a network of women working in the media sector, aimed at fostering collaboration and mutual support. It also foresees "Safer Space" meetings with media and communication professionals to analyze sexism in online media, better understand trends and stereotypes, and identify ways to challenge and deconstruct them. Another key activity is the co-creation of a dedicated platform for women media professionals https://genremedias.be/mediatheque/ . In parallel, portraits of the participating professionals are produced by young people involved in the workshops, giving visibility to their experiences and careers. The project also includes the development of a media library collecting relevant materials and resources. Finally, meetings are organized with the young participants who contributed to the workshops, focusing on the creation of a manifesto and an analytical framework.

https://genremedias.be/

Sex on the screen
For 2025, Genre Médias partnered with the association Corps Écrits to launch a focused initiative addressing stereotypes in sexualities. This specific project was funded by Alter Egal (FWB).

Key activities and outputs:

- Capsule videos and pedagogical guides: We produced six educational video capsules accompanied by fiche pédagogiques, designed to support media literacy professionals and field practitioners in recognizing and addressing sexism in media content. https://genremedias.be/sex-on-the-screen-videos-and-fiches-pedagogiques/

- Safer Spaces for media professionals: S-Com organized workshops for women and gender minorities in media to share experiences, analyze sexist content online, and co-create strategies for action.
- Digital platform and media library: S-Com managed the mediateca and project social media channels, creating a hub for video content, tools, and a database of media professionals to foster networking, mentorship, and solidarity.
- Youth workshop and participatory project: In collaboration with L'institut Supérieur de Formation Sociale et de Communication (ISFSC) , communication students participated in a workshop where they created video portraits of women in the media and contributed to a manifesto and analytical framework aimed at challenging sexist representations.

Through these activities, S-Com led communication ensuring an intersectional and gender-sensitive approach throughout the project. The work strengthened capacities for media literacy, promoted professional solidarity among women in media, and contributed to a more inclusive and reflective media environment in Belgium.

LesBi At Work (2024–2025) conceived and implemented by S-Com and supported by equal.brussels (the Brussels-Capital Region) and the City of Brussels, addresses the persistent invisibility and discrimination faced by lesbian, bisexual, and pansexual (cis and trans) professionals in the Belgian workplace. The project aims to document these experiences, highlight inspiring career paths, and provide practical tools to foster inclusion and equality. Key activities included an online survey (January–May 2024) collecting nearly 200 responses from LGBTQIA+, feminist, and union networks, a call for testimonies, and a roundtable on 28 May 2025 during Pride Month, bringing together participants from health, culture, entrepreneurship, and public policy sectors.

https://www.youtube.com/watch?v=-8YbVI-kpII

The project also produced sustainable resources, such as an online survey platform and a network of witnesses, creating safe spaces for dialogue and concrete recommendations for transforming workplace environments.

The findings revealed persistent invisibility, self-protection strategies with significant psychological costs, lack of training and institutional tools to address systemic discrimination, and ambivalent behaviors in so-called progressive environments. Recommendations include mandatory LGBTQIA+ training, integration of discrimination in psychosocial risk assessments, creation of support networks, and promotion of positive and diverse role models.

SERVICES

Schaerbeek Municipality - hate speech online

S-Com delivered a dedicated training programme for the Municipality of Schaerbeek on the topic of cyberviolence, designed to strengthen local understanding and response capacities. The training, delivered in collaboration with lawyer Audrey Adam, consisted of two 1.5-hour sessions held on 2 and 9 April, focusing respectively on online hate speech and revenge porn.

Each session combined legal and practical perspectives, providing participants with an overview of the applicable legal frameworks, real-life case studies, and tools for prevention, identification, and response to cyberviolence. Particular attention was given to the roles and responsibilities of local authorities in supporting victims and coordinating with relevant services.

The training brought together municipal staff, local police officers, representatives of local associations, and elected officials, fostering a multi-stakeholder exchange and reinforcing cooperation among key actors at local level.

IARI – Innovative Approaches to Refugee Integration (2025–2026)

Linkedin: www.linkedin.com/company/iari-project

The IARI project, funded by the European Social Fund, aims to improve social and labour market inclusion for displaced people from Ukraine (DPU) in Poland and Italy. It focuses on bridging the gap between DPU qualifications and available job opportunities, while promoting mutual exchange of best practices among partners. Over 18 months, the project implements local interventions, including social services, job counselling, language courses, vocational training, and entrepreneurship support, targeting over 2,600 beneficiaries. A Best Practice Toolbox will also be developed to guide NGOs, institutions, and private stakeholders in designing inclusive strategies.

In 2025, S-Com was invited by Red Nova to support WP7 (Communication & Social Media) and WP8 (Stakeholder Engagement & Dissemination).

S-Com role included:

- Designing and implementing the project's communication and social media strategy, ensuring targeted, multichannel outreach.
- Developing the project landing page and maintaining social media channels to enhance visibility and stakeholder engagement.
- Supporting partners in co-creation processes and monitoring communication activities.
- Organizing local engagement initiatives, including webinars, online events, and the coordination of feedback from civil society actors.
- Managing the production of newsletters and content to promote project outputs and foster dialogue around employability and social inclusion.
- Support stakeholders engagement
- Organise the final event

PARTNERSHIPS & NETWORK GROWTH

In 2025, S-Com continued to expand its collaborations with European networks and institutional partners, maintaining active engagement with initiatives such as the Digital Skills and Jobs Coalition, Pact for Skills and New European Bauhaus (EU Commission initiative).
We also strengthened ties with CHANCE – Civil Hub Against Organised Crime in Europe, and WISE4All, building cross-sector alliances across culture, youth participation, and innovation.
These partnerships have reinforced S-Com's presence in policy dialogues, research on communication, and grassroots mobilisation, enabling more coordinated action at local, national, and European levels.
Looking ahead, 2026 will focus on reactivating existing partners and identifying new collaborations, while 2027 will mark 10 years of WISE4All, offering the opportunity to organise a high-level event in the European Parliament to reaffirm the platform's values and strengthen its network of stakeholders.

COMMUNICATION & OUTREACH

The website serves as the primary repository for project outputs and institutional information but has limited interactivity and visual appeal. Navigation could be improved, and integration with social media to increase audience retention and cross-platform engagement. **www.scom.eu**

Instagram

- **Followers**: 587
- **Posts**: 228
- **Content Type**: Visual storytelling, project updates, workshop photos, short videos, event announcements.
- **Analysis**: Instagram shows steady growth and serves as a strong channel for engaging younger audiences and highlighting field activities. Its visual nature is well-suited to project storytelling, though the reach is still modest.

Facebook

- **Followers**: 2.400
- **Content Type**: Longer-form posts, project updates, articles, reports, events, and videos.
- **Analysis**: Facebook has the largest audience among S-Com platforms, making it effective for detailed project communication and resource sharing. Engagement could be improved through interactive posts, event promotion, and discussion-driven content.

LinkedIn

- **Followers**: 255
- **Content Type**: Professional updates, European projects, networking, advocacy, and publications.
- **Analysis**: LinkedIn is ideal for institutional visibility, policy dialogue, and partnerships with European stakeholders. Current engagement is limited, suggesting room to increase reach through strategic, insight-driven content.

Mastodon & Bluesky: newly created, expanding S-Com's presence in decentralized and alternative social media spaces. Created to reach audiences that prioritize open, community-driven platforms, and to experiment with new forms of engagement outside mainstream networks.

S-Com's social media channels are all showing growth, with Facebook reaching the largest audience and Instagram being particularly effective for visual storytelling. LinkedIn has strong potential for institutional engagement. In 2026, the focus should be on consolidating content strategy, enhancing engagement, leveraging multimedia outputs, and aligning campaigns with advocacy and youth-focused initiatives.

FINANCIAL SUMMARY
(INDICATIVE)

In 2025, the following percentage breakdown of total revenue can be distinguished based on the source of payments (funders, service recipients, and members):

- funding (grants) from European institutions 55%;
- subsidies from Belgian institutions 28%
- consultancy fees 4%
- membership fees 5%
- others 8%

In compliance with Belgian regulatory frameworks for international non-profits (AISBL status), S-Com prepares detailed financial statements annually approved by the General Assembly of the AISBL, reflecting transparent use of resources toward mission-driven activities.

CHALLENGES & OUTLOOK

In 2025, S-Com faced several key challenges, including navigating the rapidly evolving digital media landscape, addressing societal polarisation on sensitive issues such as gender and sexuality, and ensuring sustainable funding to support cross-border participatory projects. Implementing multi-country initiatives required careful coordination, particularly in fostering collaboration between journalists, civil society, and young participants, while maintaining high standards of inclusivity, ethical reporting, and media literacy.

Looking ahead to 2026, S-Com will focus on **deepening the impact of ongoing projects** through rigorous evaluation and targeted follow-up, supporting investigative journalism, education initiatives, and campaigns for inclusive media.

The organisation will also **strengthen existing partnerships, involve new members, and consolidate its advocacy strategy** to maximise influence at local, national, and European levels.

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