

**Public-interest news is defined as** news and other information from identifiable producers and distributors committed to high ethical standards and best practices in journalism, who can be held to account by the public. This content must be accessible to the public, who should be able to understand it, and assess for themselves its benefits.

**300+**

participants from inside, outside, and alongside the news industry

**10**

consultations with industry, policymakers and regulators, civil society, and academia

**03**

in-person plenaries over 4.5 days

**02**

survey techniques, including questionnaires and a Delphi study

**01**

public-interest news definition - and a clear vision for a process to secure its future

# How can the supply of trustworthy public-interest news in the UK be secured?

## NEWS FUTURES 2035 FINAL REPORT AND CALL TO ACTION

Over 18 months, the News Futures 2035 initiative brought together more than 300 thought leaders from various backgrounds, including industry, policy, regulation, civil society, and academia. Their goal? To address concerns about the sustainability of trustworthy public-interest news.

The initiative confirmed these concerns are valid, but also highlighted that solutions exist. A key outcome was a clear definition of public-interest news. This definition emphasises the importance of identifiable news producers and distributors working together. This would ensure high-quality information is accessible to everyone. The public must also be literate enough to understand the news, evaluate its credibility, and have practical means to address grievances.

The News Futures 2035 report calls for a united front. It urges all stakeholders to work together in a structured and inclusive manner. This collaboration aims to address these critical issues and pave the way for action through the creation of the News Futures Forum.

The Forum will be a structured, multi-stakeholder process operating under the Chatham House Rule. It will foster mutual understanding among participants and inspire collaborative actions to ensure a reliable supply of trustworthy public-interest news in the UK for the next decade - and beyond.

## PRINCIPAL INVESTIGATOR

**Dr François Nel**  
Reader in Media Innovation and Entrepreneurship at the Media Innovation Studio (MIS), University of Central Lancashire

**Dr Kamila Rymajdo**  
Post-Doctoral Researcher, Media Innovation Studio, University of Central Lancashire

## STEERING BOARD

**Jeremy Clifford**  
Director, Chrysalis Transformations

**Alison Gow**  
Editorial Consultant and Fellow of the Society of Editors

**Alan Hunter**  
Co-founder, HBM Advisory

**Jonathan Heawood**  
Executive Director, Public Interest News Foundation

**Lisa MacLeod**  
Director, Head of EMEA, FT Strategies

**Emma Meese**  
Director, ICNN

**Inga Thordar**  
Chief External Relations Officer, Ocean Barn Foundation

**Laura Zelenko**  
Senior Executive Editor, Bloomberg News

## PROJECT TEAM

**Dr Bruno Tindemans**  
Erasmus University Rotterdam and Chief Foresight Officer for the government Department of Works in Brussels

**Alain Wouters**  
Strategy Consultant, formerly of the group planning department at Shell

## CONSORTIUM

Bloomberg  
Chrysalis Transformations  
Digital Editors Network  
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Independent Community News Network  
Media Innovation Studio,  
University of Central Lancashire  
Public Interest News Foundation  
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Download the News Futures 2035 reports and register your interest in the News Futures Forum here <https://bit.ly/newsfutures>

