



International
Network of
Street Papers

Annual Report
2019-20

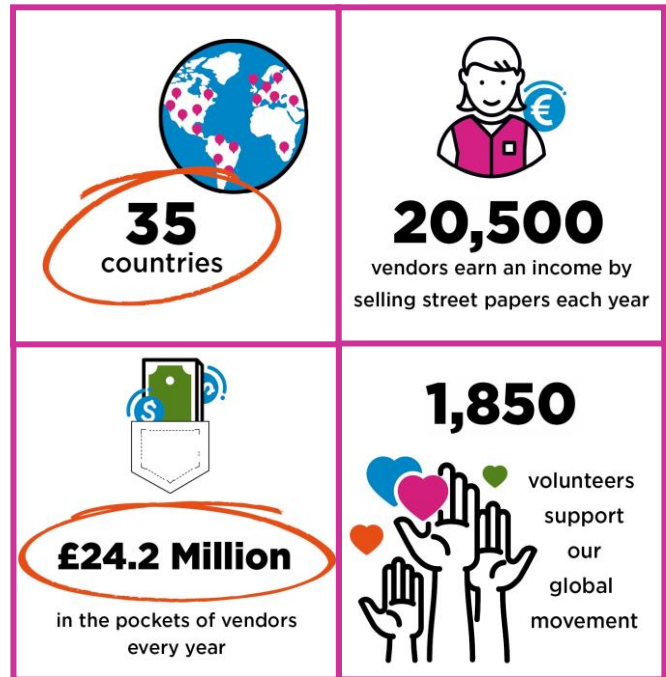


The impact of our work in 2019:

INSP supports the [global street paper network](#) to alleviate poverty and homelessness and promotes social enterprise and innovative solutions to social problems.

In 2019-20 we had a successful and impactful year, which included the following key highlights:

- Throughout 2019, we marked our 25th anniversary year with editorial content, branding, social media campaigns, and celebrated at our 2019 Summit.
- We provided intensive support to new and emerging street papers throughout the year and we welcomed 2 new street papers to the network (from Peru and Canada).
- We focussed on developing our sustainability strategies, including developing our fundraising strategy, drafting a new relationship-building strategy; and doing the research and groundwork for a full strategy review in 2020.
- We created new resources and increased member engagement in the 'INSP Hub'.
- We increased member engagement and increased the quality and impact and quality of our News Service (editorial service for street papers).
- We delivered our '25th Anniversary' Summit in Hannover, with a focus on technology, sustainability and the next 25 years.
- We increased member engagement in the INSP awards and secured a high-profile judging panel.
- We delivered our annual #VendorWeek event with an increase in member engagement and a dramatic increase in our social media impact.



Support through the INSP hub:

Our 'Guides and Resources' service has gone from strength to strength since being launched on the INSP Hub in 2017, giving street paper staff access to a treasure trove of street paper knowledge and expertise. In 2019 we achieved the following:

- We added 33 new resources to the Hub, bringing the total number of individual resources to 113.
- 615 resources were downloaded by 131 unique users (street paper staff) from 75 INSP members in 30 countries (79% of the entire street paper network).
- Since the launch of the service, 87 street papers (183 individual street paper staff) had downloaded 1,105 resources.
- 92% of the network had access and awareness of the service, exceeding our targets.
- At the end of the year we had a pipeline of 15 new resources in development, with many more ideas for others.

INSP News Service:

Our online editorial service is delivered through the INSP Hub, providing editorial support and resources to street papers to build their capacity and quality, and increase vendors' sales.

- Content: In 2019-20 we collated, edited, translated and uploaded a total of 645 articles.
- Member usage: 77% of our members published nearly 3 million words of content, including 2,258 stories.

- **Translation:** Our team of over 100 translators volunteered their time to more than 200 translations for the network, in INSP's 25 languages. Alongside our network of volunteer translators, we continue to work closely with non-profit organisation Translators Without Borders who provide us with high-quality translations across various language combinations.
- **Media partnerships:** We continue to work with Reuters News, Inter Press Service (IPS), Open Democracy, and InDepth News, the Bureau of investigative Journalism and The Conversation, who all provide editorial resource to us free-of-charge.

Global Street Paper Summit in Hannover:

Our [2019 Global Street Paper Summit](#) was hosted by German street paper Asphalt in Hannover, to mark the 25th anniversaries of both INSP and Asphalt.

Some highlights from the 4-day event include:

- 120 delegates from 50 street papers in 25 countries attended the event. [[View all event coverage here](#)]
- Welcome Reception hosted by Mayor Kramarek in the Town Hall, which included 2 specially curated exhibitions – one on homelessness during the Nazi period; and the other showcased a photography project for homeless people. [[Read more about the welcome and exhibitions here](#)].
- Our annual 'INSP Talks' event focussed on technology an innovation, with 'Ted' style presentations from street papers from the UK, Denmark, South Korea, Mexico and Australia on augmented reality, Mobile Pay, Artificial Intelligence, Podcasting, and cashless payments.
- To mark INSP's 25th anniversary, delegates heard from INSP's founding Chair Mel Young (Homeless World Cup co-founder) and INSP's current Chair Fay Selvan discussing the past, present and future of the street paper movement. [[Read a transcript of the interview](#)].
- A keynote from Orit Kopel, co-founder of WikiTribune; and founder of a social enterprise aimed at empowering women into leadership. Orit spoke about fake news, Wiki-based journalism and raising women's voices. [[Read more about Orit's keynote](#)]
- A keynote from data analyst Ray Serrato exploring how extremist sentiment in disparate countries is being stoked using social media. [[Read more about Ray's keynote](#)]
- The Summit also hosted the 2019 INSP Awards ceremony. The INSP Awards had a record 365 entries from street papers, across the 11 editorial and impact categories. [[Read about the award winners](#)].
- 16 breakout sessions, including workshops, presentations and discussion groups on a range of topics, including editorial development; vendor support & training; responding to challenges; staff wellbeing; strategic planning; operations; and the Theory of Change model.
- INSP staff presented a new 'Membership Benefits Catalogue' to members.
- A team of student consultants (FreshSight) presented the findings from their consultancy project on quantifying the value of INSP's support to members.
- During the AGM, INSP board member Paola Gallo (Switzerland) retired, and members voted Nikoleta Kosovac (Serbia) to the board.
- Achieved overwhelmingly positive feedback from Summit delegates



#VendorWeek:

#VendorWeek celebrates the 9,000 street paper vendors around the world who are using their local street paper to work themselves out of poverty. Through the innovative use of social media and celebrity supporters – as well as close collaboration with our 100+ street paper members in 35 countries – #VendorWeek challenges perceptions of homelessness and poverty. It also raises the profile of INSP and street papers around the world, engaging a new audience of readers, and increasing sales at a traditionally quiet time of year.

2019 #VendorWeek highlights:

- 48 street papers in 25 countries participated in #VendorWeek (a 5% increase from the previous year).
- We created a crowd-sourced video featuring 28 papers from 19 countries, starring vendors from across the globe “waving” at each other across split screens, celebrating the diversity and international reach of the street paper movement.
- Impressive social media impact of the #VendorWeek hashtag: 850 contributors; 1,608 Tweets; 21.5 timeline deliveries (nearly double the timeline deliveries of the 2018 event).
- Resources created and shared amongst the network, including a #VendorWeek poster and INSP infographic, which were translated and used in print and on social media by many street papers.

Regional networks:

At the start of 2019 we launched a project which had been in development for a number of years. INSP North America is an INSP project established to better support street papers in the US, Canada and Mexico and has 3 key aims:



- Increase the impact and sustainability of North American street papers.
- Raise funds from North American sources to support the project and fund core activities.
- Serve as a pilot model for other regional street paper development projects.

The project is a partnership between INSP and our Seattle-based street paper Real Change, Real Change being the fiscal sponsor of the project, providing operational support, resources and capacity. (The Founding Director of Real Change also sits on the INSP board). The project is led by our team in Glasgow and managed by a Project Director Israel Bayer, who is the Former Executive Director of our Portland street paper and has many years’ experience of working with and supporting North American street papers. Over the course of the year, we achieved the following:

- Initiated regular contact with almost all of the North American street papers, providing regular and intensive support and resources.
- Began supporting several new start-up street papers.
- Secured pro bono support and expertise to oversee the production of a universal vendor training video, as an invaluable resource for street papers, accessed through the INSP Hub.
- Secured pro bono support to produce a series of layout / design templates for street papers, as resources to be accessed by all INSP street papers via the INSP Hub.
- Raised funds from North American donors support the project in its first year (2019).
- Developed a fundraising strategy to support the project in 2020 and beyond (including targets for support from individual donors, corporate sponsorship, and foundations in North America).
- Secured some of the funds required to continue the project into 2020 (all from N. American donors).
- Began the process of submitting proposals to US-based foundations for funding, including the Gates Foundation.

Furthermore, we have continued to support and encourage other regional collaborations:

- The Asia-Pacific street papers met in Osaka in February 2020 for their second annual meeting supported by INSP board member Steven Persson from Big Issue Australia.
- Due to travel restrictions in place as a result of the pandemic, the German-language conference scheduled for April 2020 was postponed to 2021. Board member Sarah Britz who speaks German is able to converse with members and start-ups in the region and, with the support of an interpreter, facilitated a video call for German speaking members to discuss the impact of the pandemic on their organisations and their response.