

Strategy for the National Minorities



- **This strategy covers the national minority groups that speak Finnish, Meänkieli, Romani Chib, and Yiddish, as well as the Sámi people and the cultures of these groups. The Sámi are Sweden’s only Indigenous people and therefore hold a distinct and legally recognised status within Swedish society.**
- **The public service broadcasters have a shared responsibility to preserve, strengthen, and produce editorial content aimed at the national minorities. This strategy sets out how Sveriges Radio will fulfil this mandate during the period 2026–2033.**

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Many Voices, Many Languages – for a Broader Sweden

Our starting point is digital media consumption

We guide audiences towards minority languages and cultures

- Conscious and diverse language choices inspire and reach wider audiences
- Content about minorities also accessible to the majority
- Cultural knowledge for broad audiences
- Music entertains and fosters identification

We focus on original news and podcasts

- Topics that engage minority communities and may also be relevant to wider audiences
- Investigative and constructive journalism offering unique perspectives
- The voices of those directly affected foster closeness and understanding
- Collaboration within Sveriges Radio and across public service to reach broader audiences

We are always close to our audiences

- Our audiences recognise their language, culture, and everyday life in our content
- Close dialogue with audiences through our output, social media, and in-person engagement
- Children and young people from minority communities have a voice in our output
- Well-known profiles help build close and trusting relationships with audiences