

## Vision, Mission and Values

This strategy sets RTÉ on a sustainable path where public service media (PSM) will be re-imagined for a new generation. It aims to connect with and engages everyone, wherever they are.

On that path, RTÉ will continue to deliver high-quality, distinctive Irish content across its traditional channels and services, while it grows and experiments in the digital space. In an increasingly global and more competitive market, RTÉ will put audiences at the centre of its thinking and will adapt to remain relevant to all audiences

### **RTÉ's Vision**

To champion Irish culture by captivating audiences with trusted, engaging and challenging content; celebrating our country's rich diversity; and cultivating Ireland's talent.

### **RTÉ's Mission**

To enrich Irish life with content that challenges, educates and entertains.

**Outward looking**

Have a deep understanding of its audience and their needs.  
Invest time and energy in monitoring changes in the media landscape.

**Creative**

Be resourceful and innovative in how it makes its content.  
Be brave – take risks and be willing to learn from failures.

**Respectful**

Treat people, including staff and partners, with respect, even when it challenges.  
Nurture trust by being fair and open about the decisions it makes.

**Sustainable and accountable**

Manage its business in a responsible manner.  
Be accountable to each other within RTÉ and to audience and stakeholders.

**Collaborative**

Work together, bringing the 'One RTÉ' organisation to life.  
Join forces with partners to meet the needs of RTÉ's audience.

**Transparent**

Make decisions openly.  
Be upfront about the reasons for the actions taken.

**RTÉ's Values**

As an organisation and individually, RTÉ will be outward looking, creative, respectful, sustainable and accountable, collaborative and transparent. It will also demonstrate the following behaviours: