



BARBARA KUŽNIK

Born in the mid-seventies in Trbovlje, one of Slovenia's most industrial towns, I grew up surrounded by contrasts — between progress and pollution, community and change. I went on to study Sociology and Journalism at the University of Ljubljana, driven by curiosity about how societies communicate and evolve.

My first international experience came right after high school, when I joined LORA, a local radio station in Zurich, for a training course in alternative radio journalism. Later, I spent a decade at Slovenia's National Radio – Val 202, working as a moderator, journalist, and editor, and honing my skills in engaging audiences through sound and storytelling.

In 2005, I moved to Berlin and quickly fell in love with the city's creative pulse. As a fellow at Freie Universität's EJF (Europäische Journalisten Fellowships), I deepened my understanding of European media. During my stay, I also worked as an editor for the documentary TV programme Da Vinci Learning, combining storytelling with education to make complex topics accessible and engaging.

For the past decade, I've worked as a freelance media consultant, press trip coordinator, and project manager in Brussels, collaborating with the European Journalism Centre (EJC), the European Commission, and other organisations. These experiences strengthened my passion for storytelling that connects people, ideas, and policies across borders.

Between 2017 and 2019, I contributed to the EU-funded research project REMINDER, which explored media practices around migration. With the EJC and the Google News Initiative, I helped deliver the 2018 News Impact Summits across Europe, exploring innovation and sustainability in journalism. In 2019, I joined the OECD campaign bringing a human perspective to stories on migrant integration.

Later, at the Council of European Municipalities and Regions (CEMR), I led communications for the IncluCities project, aiming to improve integration and inclusion practices in European cities. In parallel, I worked as a senior media expert, supporting the European Commission in raising awareness of EU enlargement and neighbouring countries.

Today, I bring my experience to The Nature Conservancy (TNC), one of the world's largest environmental organisations, as part of the Marketing and Communications team in Europe. I oversee both external and internal communication, helping to amplify TNC's mission across the region.

My work is driven by a deep interest in nature, climate, sustainable development, equity, and inclusion. This rapidly changing world can be daunting, but being part of a team making a tangible, positive difference gives my work meaning and purpose. As a mother — and as a citizen of this planet — I strive to contribute to a more just and sustainable future.

Because the fate of tomorrow depends on the choices we make today.