Global Media Forum

“Leveraging the power of the media in meeting member state targets on the SDGs.”

Humanity faces a stark and urgent choice: breakdown or breakthrough.* There is a 5-alarm global fire that requires the full mobilization of all countries: on COVID-19, global finance, climate action, lawlessness in cyber space, and peace and security.**

And yet, the message expected from this year’s High-Level Political Forum (HLPF) and the release of the Sustainable Development Progress Report 2022 is that member states will fall far short of accomplishing the Sustainable Development Goals (SDGs) by the target date of 2030.

The choices we make — or fail to make — today could result in further breakdown and a future of perpetual crises.* Our multilateral system requires a robust multi-stakeholder approach that promotes global solidarity, stronger international cooperation and partnerships to support national, regional and global efforts for ensuring inclusive and sustainable growth and recovery from the COVID-19 pandemic. *** Global impacts on energy, food supplies and fertilizer resulting from the war in Ukraine and the subsequent setback on the global economy have further compounded the urgency of strengthening these partnerships and cooperation. The media industries are a vital stakeholder in the plight to ensure that inclusive and sustainable growth is met.

The Association for International Broadcasting (AIB), a member of the UN SDG Media Compact, is organizing a virtual forum as a side event to the ECOSOC HLPF to engage media sectors in a global dialogue on the urgency of member states to ensure the global goals are met.

Journalists in all countries must hold power to account on progress made (or delays encountered) on the implementation of the SDGs and Member States’ short- and medium-term plans to meet the crucial 2030 deadline as part of recovery efforts.

The dialogue will explore the power, role and responsibility of global media in accurately and transparently reporting the progress of member states on the 2030 goals, advocating for transformative policies to be adopted as part of the recovery from COVID-19 as well as an upsurge of international solidarity.

*Key messages from the SG’s ‘Our Common Agenda’ Report
**From the speech of the Secretary-General on 21 January 2022 (see here)
***From the remarks of the ECOSOC President on 31 May 2022 (see here)
AIB and the ECOSOC President invite all SDG Media Compact members, as well as all global, regional and in-country media-industry associations and their members to participate in this dialogue.

The event will be held as an online, ‘virtual’ event on an electronic or web platform and will be 1-2 hours in duration at 7am (EDT – UTC-4) on Thursday, 7 July, 2022.

The key output and action points from the proposed event will include, but not be limited to, a strong call to action to journalists in every country from the UN and Member States to engage in story telling around the vital importance of the SDGs to citizens in all countries.

The event will also provide the endorsement of the UN, the HLPF and Member States for journalists in all countries to hold power to account on progress made (or delays encountered) on the implementation of the SDGs and Member States’ short- and medium-term plans to meet the crucial 2030 deadline as part of recovery efforts.

These calls to action are vital in explaining the crucial importance of mobilizing the entire world to secure humanity’s survival.

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*Key messages from the SG’s ‘Our Common Agenda’ Report*

**From the speech of the Secretary-General on 21 January 2022 (see [here](https://www.un.org/sustainabledevelopment))**

***From the remarks of the ECOSOC President on 31 May 2022 (see [here](https://www.un.org/sustainabledevelopment))***
DRAFT PROGRAMME

Global Media Forum
Media’s Role and Responsibility in holding governments accountable on the SDGs

7 July 2022
0700 New York/1100 GMT/1200 London/1300 Berlin/1500 Dubai/1630 New Delhi/1900 Singapore/2100 Sydney/2300 Wellington

Welcomes
H.E. Mr. Collen Vixen Kelapile
President of the Economic and Social Council

Simon Spanswick
Chief Executive, Association for International Broadcasting

The Opportunities and Challenges of Reporting on Sustainability
Exploring how the UN can encourage its member states to take actions to meet their pledges, and support nations’ media in holding power to account on the challenges of meeting the SDG targets

This first session explores the practical issues surrounding reporting sustainability and holding power to account, while dealing with fake news, deniers, and lobbying.

Moderator: Simon Spanswick
Scene set by a Chief Sustainability Officer [name TBC] who will lay out the issues and opportunities from the perspective of an editor, a journalist, and a corporation in terms of sustainability.

*Key messages from the SG’s ‘Our Common Agenda’ Report
**From the speech of the Secretary-General on 21 January 2022 (see here)
***From the remarks of the ECOSOC President on 31 May 2022 (see here)
This will be followed by a round table discussion on best practice for story-telling around the SDGs - without fatiguing audiences. There will be examples of successful programming initiatives, stories, and audience engagement, and how editors can balance the competing challenges for attention in the newsroom.

Angelina Kariakina  
Head of News, UA:PB Ukraine

Steve Herman  
Chief National Correspondent, VoA News, USA

Plus representatives of CNN International, DW and Bloomberg [TBC]

**Making Media and Journalism Companies Sustainable**

Making media companies sustainable, to enable them to be credible when telling stories around sustainability. Practical examples from ALBERT, who are uniting the screen industries to make a positive environmental impact and inspiring audiences to act for a sustainable future.

Carys Taylor, Director, Albert Project, UK

**Media and Journalism Companies – developing a sustainable CSR environment**

Media companies across the world are choosing to deliver over and above their journalism through the development of sustainability-related CSR initiatives.
Georgia Arnold, MTV Staying Alive Foundation, UK

Closing
H.E. Mr. Collen Vixen Kelapile, President of the Economic and Social Council

*Key messages from the SG’s ‘Our Common Agenda’ Report
**From the speech of the Secretary-General on 21 January 2022 (see here)
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