Media Advisory

Global Media Forum
“Leveraging the power of the media in meeting Member State targets on the SDGs.”
Thursday, 7 July, 2022
7am – 8:50am (EDT – UTC-4)

Please register via Zoom here:
https://us02web.zoom.us/webinar/register/WN_QqN9uAnfR4-0Cwi_lLtBnA

Global impacts on the economy, energy and food supplies resulting from the war in Ukraine and the COVID-19 pandemic have compounded the urgency and complicated the efforts to meet the 2030 Sustainable Development Goals. The media industries are a vital stakeholder in the plight to ensure that inclusive and sustainable growth is achieved.

The Association for International Broadcasting (AIB), a member of the UN SDG Media Compact, is organizing a virtual media-industry dialogue on the urgency of Member States to ensure the global goals are met. The forum is being arranged as a side event to the ECOSOC High-Level Political Forum to engage media sectors.

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.

7:00-7:15 Welcoming
- H.E. Mr. Collen Vixen Kelapile, President of the UN Economic and Social Council (ECOSOC)
- Mr. Simon Spanswick, Chief Executive, Association for International Broadcasting – AIB

7:15-8:00 The Opportunities and Challenges of Reporting on Sustainability
- Walter Fernandez, Editor-in-Chief, Mediacorp, Singapore. (tbc)
- Adelheid Feilcke, Director of Programmes, Europe, DW, Germany
- John Micklthwait, Editor-in-Chief, Bloomberg, UK
- Nabeel Tirmazi, Asia-Pacific Institute for Broadcasting Development (tbc)

8:00-8:20 Making Media and Journalism Companies Sustainable
- Carys Taylor, Director, Albert Project, UK
- Tim Scoones, former Executive Producer, BBC Natural History Unit, UK
8.20-8.45 Media Companies – developing a sustainable CSR environment
- ABS-CBN Foundation, Philippines
- Georgia Arnold, MTV Staying Alive Foundation, UK

8:45-8:50 Closing
- H.E. Mr. Collen Vixen Kelapile, President of UN ECOSOC

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