

CREATING THE GLOBAL MEDIA SUSTAINABILITY INITIATIVE (GMSI)



CONTENTS

- 3** INTRODUCTION
- 4** THE MISSION
- 5** MAKING IT HAPPEN

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INTRODUCTION

Member states to the United Nations will fall far short of accomplishing the Sustainable Development Goals (SDGs) by the target date of 2030

Moreover, increased obstacles and cascading crises of the COVID pandemic, continued extreme weather events relating to unabated climate change, wars in Ukraine and Gaza and the subsequent global impacts of all of these on the global economy, energy, transportation, labour, food, and fertilizer supplies are further impeding the already ambitious goals.

The setbacks caused by the recent crises have compounded the urgency of strengthening 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.

The news, media and entertainment industries, along with governments, the multi-lateral system, and private-sector industries, play a critical role in maintaining stability and the pursuit of sustainability.

The **Global Media Sustainability Initiative**, as an extension and an activity of the UN SDG Media Compact, is a demonstration of news, media and entertainment executives to commit their companies, reach, resources, and creative talent to advancing awareness, dialogue and participation in addressing the significant challenges of social and sustainable development goals.

Additionally, it is a platform for the exchange of ideas and best practices of sustainability in the industry's standard operations and procedures.



THE MISSION

GMSI will be launched in 2024 at a Media Leaders' Summit during the UN General Assembly in New York with the aim of bringing UN Secretary-General, António Guterres, together with Chief Executive Officers, Directors-General, Executive Directors, Editors-in-Chief and Commissioners of major global and national press, broadcast, on-line and social media organizations and in order to agree a long-term strategic collaboration between media companies and multi-lateral development organizations throughout the world.

In advance of this Summit, an Advisory Council is being created to collaboratively define the work of the Initiative and ensure that its work programme is achievable,



relevant and can be funded.

The Initiative has been proposed, and the initial groundwork carried out, by the Association for International Broadcasting, a not-for-profit trade association headquartered in the United Kingdom as a leading participant of the United Nations Sustainable Development Goals Media Compact (UN SDG Media Compact) and with the support of many of its 200+ members.

The AIB is seeking the key participation and partnership of fellow SDG Media Compact member companies in the early stages of establishment of the GMSI.

The mission

The **GMSI** Mission is to leverage the reach and storytelling ability of the world's print, on-line, broadcasting, and social media to help engage citizens on sustainability and in so doing to accelerate achieving the Sustainable Development Goals to secure the future of the planet.

The Initiative has three key components:

1. Journalist and editorial training and talent development, including sharing best practice,



to ensure that sustainability issues are covered in all genres of output, from news to drama, without engendering "audience fatigue".

2. Collaboration between broadcasters of all types, from publicly funded to commercial, international to local, with a particular focus on the creation of a global on-air campaign to spread knowledge of, and provide calls to action about, sustainability and its vital importance.
3. Ensuring that broadcast journalists can hold governments and business to account without fear or favour, through visible, high-level support from the Initiative and its members to those working in the news sector.

MAKING IT HAPPEN

Initial steps

The AIB will convene senior members of the global media industry - both in person and remotely - in Q1 2024.

This will be the strategy meeting to:

1. Map out ways that the media industry can collaborate over the coming seven years on
 - a. Facilitating and enabling of **GMSI** and **SDG Media Compact** Members in the capacity development, training, and creation of content for their constituencies and audiences relating to increased awareness of the **SDGs**.
 - b. Content creation and sharing across the industry.
 - c. Sharing best practice on making individual organisations sustainable.
 - d. Exploring ways to fund the central administration of the Initiative.
2. Develop co-ordinated training and capacity building for editors, commissioners, journalists, producers, and writers in regions where sustainability issues are not being covered in news programming or entertainment output (drama, sport, etc).
3. Produce a communiqué that CEOs and Directors-General can sign up to agreeing the principles

of the Initiative for public release during 2024.

Funding

Funding will be sought from philanthropic foundations and from corporates to meet the costs of the central administration that will support the Initiative, and fund capacity building training and development and associated work in particular. Long-term funding is essential to ensure that the Initiative can operate for at least the remaining seven years of the **SDG** timetable (to 2030) and in so doing raise the global media industry's capabilities in reporting sustainability issues and developing themes covering sustainability issues in multiple genres of programming.

AIB will serve as a facilitator and liaison in matching and pairing multi-lateral institutions and funders, private-sector, and foundations with **SDG Media Compact** and **GMSI** participants.

An outline budget for year one administration and training initiative costs has been prepared.

Secretariat and governance
The Initiative will be run on a not-for-profit basis as a separate division of the Association for

International Broadcasting (also a not-for-profit organisation).

There will be a steering board elected to hold office for two-year periods from among the Initiative membership. The steering board will also include permanent representatives from the United Nations, the United Nations Foundation, and any major inaugural funding organisations.

Members of the Initiative will be required to sign up for a minimum term of seven years, and to commit to ensuring that their own organisation meets sustainability targets and requirements (such as those that the UN Global Compact provides).





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