

# **Webinar: Global Media Sustainability Initiative – creating and demonstrating the impact**



**THURSDAY 11 APRIL  
1200 GMT/UTC**

# INTRODUCTION

**You are invited to join a groundbreaking webinar event hosted by the Association for International Broadcasting that is leading the development of the Global Media Sustainability Initiative, where we gather at the crossroads of media power and global change.**

This important webinar is designed for media professionals, researchers, and advocates passionate about leveraging international media projects to drive societal transformation and champion the success of the Sustainable Development Goals (SDGs).

In an era where media shapes perceptions and can influence the tides of change, the role of global media networks in addressing and reducing stigma against vital issues is more crucial than ever. Our webinar brings together a panel of renowned experts who have not only conceptualised but also successfully implemented and delivered large-scale, international media projects across television and digital platforms. These pioneers will share their invaluable experiences, insights, and the challenges they overcame to inspire and enact real-world change.

Moreover, the webinar will spotlight cutting-edge research into the effectiveness of media projects in fostering societal change. By understanding the impact of these initiatives, participants will gain a deeper appreciation of how media can be harnessed to support the SDGs and encourage global collaboration for a sustainable future.

This webinar will be an engaging and highly interactive experience, with ample opportunities for participants to engage directly with our speakers. Your questions, insights, and perspectives will enrich the dialogue, helping to explore innovative solutions and strategies for media-driven change.

Join us in this compelling journey to discover how, through the power of global collaboration and media, we can collectively contribute to the success of the SDGs and create a more inclusive, sustainable world for future generations.



**Register here**



# AGENDA

**Thursday 11 April, 1200 GMT/UTC**

*0800 EST/1300 London/1400 Johannesburg, Paris/1600 Dubai/  
2000 Singapore/2300 Sydney*

## Opening

- Welcome by **Simon Spanswick**, CEO of the **Association for International Broadcasting** and event moderator.
- Introduction to the Webinar Agenda

## Session 1: Tangible experience – the Staying Alive project

- Speaker: **Georgia Arnold**, former Executive Director, **MTV Staying Alive Foundation**
- Presentation on how broadcasters responded to the Global Media AIDS Initiative and created effective, entertaining, engaging programming that created long-lasting impact

## Session 2: Demonstrating the impact: media and the SDGs

The aim of the **Global Media Sustainability Initiative** is to facilitate collaboration between media houses globally to motivate audiences to learn about the SDGs and their need, and to start conversations that will ultimately influence public opinion and government policy. This session will explore the impact that similar international media initiatives have achieved, through a presentation of research work undertaken by the World Bank.

- Speaker: **Victor Olvera**, Senior Economist, Development Impact Evaluation, **World Bank**

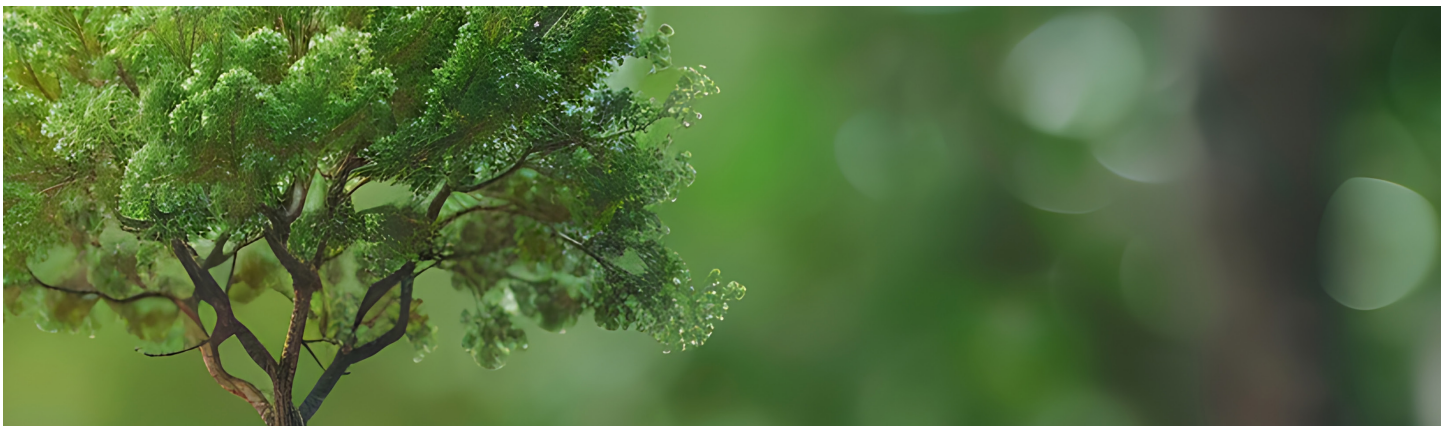
## Session 3: Public Awareness and Attitudes on the SDGs

**17 goals** – can you remember them all? That's one of the challenges in communicating the SDGs to the public around the world. It's too much for people to take in. Is there any awareness of the SDGs and the imperative for action among the public? How does any awareness level vary by region or country? These data will inform the Global Media Sustainability Initiative and how it is implemented in different territories.

- Speaker: **Chris Jackson**, SVP Ipsos US Public Affairs, IPSOS

## Closing Session

- Questions for the speakers
- Recap of Key Takeaways
- Call to Action and Next Steps





# SPEAKERS



**Simon Spanswick** is a founder director and Chief Executive of the Association for International Broadcasting. His career spans both public and commercial sectors, and he was involved in the earliest developments of digital broadcasting.

As Chief Executive of the AIB, Simon leads the organisation's work on a day to day basis. The AIB is an international, non-governmental, not-for-profit Association with Members across the world.

The AIB is active in the areas of artificial intelligence, regulatory affairs, media freedom, cyber security, Big Tech, audience research and sustainability, among other subjects. A further major focus is media freedom, bringing

together AIB Members to work collaboratively to raise awareness of the vital importance of media freedom in society.

The AIB is leading work within the United Nations SDG Media Compact to develop the Global Media Sustainability Initiative. This will bring together broadcasters across the world to share content, best practice, and training on incorporating sustainability themes across all genres of outputs. The aim is to motivate audiences around the world to ensure that the SDGs are achieved by the 2030 target date.

Since 2005, the Association has staged the annual *AIBs*, an international competition that celebrates success in journalism and factual production across TV, radio, and digital platforms.



**Georgia Arnold** is the co-founder and former Executive Director of the MTV Staying Alive Foundation, where she was responsible for leading the entire team and all elements of the foundation's operations, including content production, grants, fundraising and fundraising partnerships.

She was also formerly the Senior Vice President of social responsibility and Head of Social Impact at Paramount, where she developed and implemented social initiatives across a wide range of channels.

Georgia now provides expert advice on Media for Social Impact in the field of Social and Behaviour Change Communication (SBCC).

# SPEAKERS



**Victor Orozco** is a Senior Economist with the Development Impact (DIME) department in the World Bank. His research focuses on mechanisms to promote behaviour change at scale and includes impact evaluations in the areas of health, education, gender and environment.

He founded and leads the World Bank's research programme on Mass Media and Entertainment-Education, which he runs in close collaboration with researchers and practitioners from governments, the World Bank, development partners and academic institutions.

He holds a Master's in Public Policy & Economics from Princeton University and a PhD in Social Intervention from Oxford University.



**Chris Jackson** is Senior Vice President and lead for the Ipsos People & Society practice in the United States. His research specialties include public opinion trends, public health polling, strategic communications, reputation, and election research. He works with a wide variety of public and private sector clients, including our media partners ABC News, the Washington Post, and Thomson Reuters, and he is a spokesperson for Ipsos Public Affairs in the U.S.

Chris works across a wide range of research subjects, including technology, healthcare, public health, public policy, energy, and consumer issues. His research combines social science principles with real-world experience and leverages a wide range of opinion

research techniques, from multi-national surveys to elite in-depth interviews.

Chris earned his BA from the University of Southern Mississippi and did his graduate work at the University of Georgia (MA) where he specialized in American elections.

# THE GMSI 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 collaborative 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 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).



