



**HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT**

#HLPF #SDGs #GlobalGoals



Association for International Broadcasting

## **Global Media Forum**

*Media's Role and Responsibility in holding governments accountable on the SDGs*

### **Agenda: 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 former BBC News Science Editor **David Shukman**, who will lay out the issues and opportunities from the perspective of the news room and journalists in covering sustainability issues effectively.

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



**Aida Sofić  
Salihbegović**  
Producer, Balkan  
Booster, DW



**Adelheid Feilcke**  
Director of  
Programmes,  
Europe, DW,  
Germany



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## **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, and SVP & Head of VIS: Social Impact, Paramount Global**

## **Closing**

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

## **REGISTER ONLINE:**

[https://us02web.zoom.us/webinar/register/WN\\_QqN9uAnfR4-0Cwi\\_ILtBnA](https://us02web.zoom.us/webinar/register/WN_QqN9uAnfR4-0Cwi_ILtBnA)