9th ASEF Journalists’ Colloquium

Media and the Green Agenda

Reporting on Sustainable Development in Asia and Europe

Dr. Mike McCluskey
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Why are we here?

To:

• Discuss and debate on the challenges for the media in reporting on sustainable development with a view to finding common themes and recommendations that could be included in a Handbook for Journalists
  – Consider the looming expiry of the MDGs in 2015 and the intended successor, SDGs.
  – Focus on areas of energy, green growth and economy, and poverty reduction.
  – Share our experiences, especially with respect to:
    • how these issues are viewed in different countries across Asia and Europe
    • how they are reported in the media
    • the nature and role of the media in bringing the stories to an interested and wider public.
The Moderators Role

No Talking
No Laughing
No Smiling

In fact:
No Nothing that induces any kind of pleasure
The Moderators Role

- Maintain the structure of the agenda in a meaningful way, allowing for speakers and participants to all contribute to the four set themes
- Manage and steer the discussions and debates according Colloquium intentions and timelines
- Allow for additional issues and ideas raised by participants, relevant to the theme
- Ensure participants are brief and concise in comments and that all are related to the Colloquium Theme
- Strive to achieve recommendations, solutions or comments from participants that will lead us to develop a meaningful set of guidelines for journalists from this Colloquium

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• And what happens if someone goes off topic?
Who is responsible?

• The combined efforts of all, governments, civil society organizations and the private sector, in the context of a stronger and more effective global partnership for development.

• Millennium Development Goals set timebound targets, by which progress in reducing income poverty, hunger, disease, lack of adequate shelter and exclusion — while promoting gender equality, health, education and environmental sustainability — can be measured.

United Nations Secretary-General BAN Ki-moon

• Then on towards the SDGs from Rio +20
Media organizations hold a powerful position in society through the impact and influence of their content. It is therefore essential that they are responsible, transparent and accountable. The GRI Media Sector Supplement has been created to assist media organizations in clearly articulating their role in supporting progress towards a sustainable society and to develop ways to measure and improve their performance.
The Chatham House Rule

• When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

From http://www.chathamhouse.org
Now let’s enjoy listening to each other and the conversation over the next two days.

And only one person is allowed to say, or even think about winding people up!