9th ASEF Journalists’ Colloquium

Media and the Green Agenda
Reporting on Sustainable Development in Asia and Europe

Workshop on Media’s Role in Sustainable Society

Dr. Mike McCluskey
International Media and Broadcast Consultant
Group Debate
Break into 4 Groups

• Elect a chair and a person to record and report back

• Focus on three major questions
  – Does media give sufficient coverage to the environment and sustainability issues compared to economic and social activities (like sport)
  – Should media reflect a balanced approach to time and importance given to sustainability issues
  – What recommendations or changes in journalistic practice could we recommend to improve media’s performance in reflecting the importance of sustainability

Dr Mike McCluskey
International Media and Broadcast Consultant
The Triple Bottom Line Approach

Dr Mike McCluskey
International Media and Broadcast Consultant
Group Debate
Break into 4 Groups

• Elect a chair and a person to record and report back

• Focus on three major questions
  – Does media give sufficient coverage to the environment and sustainability issues compared to economic and social activities (like sport)
  – Should media reflect a balanced approach to time and importance given to sustainability issues
  – What recommendations or changes in journalistic practice could we recommend to improve media’s performance in reflecting the importance of sustainability