Photo: Seen

The role of media:
Driving change towards the SDGs

mdif

media development investment fund

SUSTAINABLE DEVELOPMENT GOALS

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

Independent media
Independent media are crucial for **SDG 16**, in particular **SDG 16.10** to ensure public access to information.

Societal change
Independent media support the attainment of **the entire 2030 Agenda and drive change towards all SDGs.**

Introduction

In keeping with our mission statement, MDIF invests in independent media around the world providing the news, information and debate that people need to build free, thriving societies. We do this because of media's significant impact on society. We believe that timely, accurate, relevant information enables people to participate in public life, to claim their rights, and to make informed choices about themselves, their environment and society.

Over more than two and a half decades, we have seen multiple examples of how free media support sustainable development. From local news websites to national broadcasters, we have seen MDIF clients play a central role in uprooting corruption, holding those in power to account, encouraging democratic participation during elections, and providing citizens with information about social issues that are otherwise under-reported or reported with bias.

But the transformative power of media goes beyond our experience. Evidence of the media's impact is well-documented and has been studied by scholars in communication, political science, sociology, anthropology and psychology, among other fields, from research on media effects and influence to work on the role of the media in development and democracy.

In the following brief, we encapsulate those findings and present the relationship between media and the United Nations' Sustainable Development Goals (SDGs). As the struggle to achieve Agenda 2030 takes

on ever greater urgency, the role of independent media in achieving the SDGs is crucial. Not only are independent media specifically included in SDG 16 (public access to information is included in Target 16.10), but they also support the attainment of other SDGs, acting as a pre-condition for progress[1] and a multiplier that amplifies the change[2].

We also include case studies of impactful journalism and information-sharing done by MDIF clients matched to relevant SDG thematic areas as real-world examples that illustrate the transformative power of media. We do not quantify the impact that each media company is having on achieving a specific goal, as the specific SDG targets were not designed to be reported on by individual organisations of any kind, but rather at a national level. Instead, the mapping of journalistic work representative of the SDGs aims to provide context that reflects the critical importance of Agenda 2030 and illustrates the overarching transformative role independent media play in achieving a sustainable society.

Lastly, we present a full list of SDGs and associated keywords that can be used to carry out analysis and derive interpretation of themes of journalistic and information-sharing work.

Media and Agenda 2030

> **"** *If information and knowledge are central to democracy, they are the conditions for development. It is that simple.* **"**
>
> **Kofi Annan,**
> former UN Secretary General[3]

> **"** *SDG 16.10 on public access to information and fundamental freedoms cannot be achieved without independent media which can help in achieving all SDGs - whether gender equality, climate change eliminating poverty, reducing inequalities, and sustainable cities.* **"**
>
> **Guy Berger,**
> Director for Freedom of Expression
> and Media Development at UNESCO[4]

Free access to information and independent media has been long championed by the international community and is an essential component of the SDGs, where media support "peace, justice and strong institutions" under SDG 16, in particular target 16.10, where they facilitate public access to information. However, media have a wider importance than SDG 16 and are a pre-condition for progress and implementation of all development targets[5]. In fact, "discussions on the media's role in achieving the SDGs too often focus narrowly on target 16.10", failing to capture "the important multiplier effects of media development for the realisation of SDG 16 and of Agenda 2030 more broadly"[6].

From SDG 2 No Poverty (a low level of press freedom is strongly associated with a high percentage of people living below the poverty line[7]) to SDG 5 Gender Equality (high exposure to mass media is positively associated with an increase in women's empowerment[8]), journalism acts as a driver of change and forms the foundation of a healthy information environment that can help the world deal with challenges of our times[9] and achieve a sustainable society[10].

Private media ownership is associated with better governance, more political rights for citizens, more developed markets and better outcomes in the areas of education and health[11]. Independent news organisations free from the control of governments, political parties and other partisan interests foster dialogue and respect for individual rights, and give society a platform to express their multiple voices. In addition to enhancing democratic governance and transparency, media contribute to development by bringing about beneficial changes in the behaviours of individuals, groups and organisations and provide a means of exercising human rights[12].

Where the media perform the roles of agenda-setter and gatekeeper effectively, they can produce many forms of public benefit that make governments more transparent and less corrupt, and societies more informed, inclusive and sustainable. In fact, each dollar spent on a journalistic investigation can yield hundreds or thousands of dollars in benefits to society[13]. Gains are shared by the whole community, who can experience the galvanising change brought about by reporting, whether it is the start of a citizen-led protest, the enactment of a new law or the dismissal of an incompetent official.

SDG 16: Peace, Justice and Strong Institutions

> " *Throughout the world, a free press is essential for peace, justice, sustainable development and human rights — and the cornerstone for building fair and impartial institutions. No society can be free and fair without journalists who fair without journalist.* "
>
> **António Guterres**,
> UN Secretary General[14]

> " *Free, independent and pluralistic media based on freedom of information and expression is a core element of any functioning democracy. Freedom of the media is in fact essential for the protection of all other human rights.* "
>
> **Thomas Hammarberg**,
> former Commissioner for Human Rights, Council of Europe[15]

The availability of information from diverse sources is fundamental to the achievement of SDG 16, which aims to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. Ever since Edmund Burke described the media as the Fourth Estate, they have been regarded as a watchdog that ensures the rule of law and provides a system of checks and balances on power on behalf of citizens[16].

There appears to be evidence of the link between free media and better governance[17], in particular, multiple studies point out that there is less corruption and more accountability in nations with a free press[18]. Countries with a free press usually have greater rule of law, regulatory quality, political stability and government effectiveness[19] and, in particular, less corruption and more accountability[20]. On the other hand, countries where the state controls the media citizens are less politically knowledgeable and active[21] and a civil society is less lively[22].

In particular, free, independent and pluralistic media are essential to the realisation of Target 10, which envisages public access to information and protection of fundamental freedoms[23]. One of the primary functions of the media in a democratic society is to inform its citizens, with a large body of research showing the positive impact of news media exposure on political knowledge[24] and participation[25]. Media also safeguard human rights and fundamental freedoms: a healthy press sector is correlated with broader political freedom[26] and, if the regime is democratic and the media are free, the government has increased respect for human rights[27].

Examples of impact

In **Montenegro**, national station TV Vijesti broadcast a video showing footage of two officials asking for and accepting bribes to ease the building permit process. In a video, the inspectors from the Ministry of Sustainable Development and Tourism are heard demanding a kickback of 5,000 euros from a businessman who wants to construct a building in the town of Budva without a valid permit. Having failed to clamp down on corruption, the Minister of Sustainable Development and Tourism resigned after the video was released, the first case of a Montenegrin minister resigning due to corruption in a state institution. Soon after, the two inspectors were arrested and a procedure against them was initiated.

In **El Salvador**, digital newspaper El Faro published an exposé detailing secret negotiations between President Nayib Bukele's administration and gang leaders inside jail to reduce violence on the streets in exchange for prison privileges. In retaliation for its reporting, El Faro has been subjected to an array of government attacks, including multiple wide-ranging audits, false accusations of money laundering and the placing of spyware on its journalists' phones. The Attorney General said he would investigate El Faro's allegations, but when Bukele's party took over Congress, the new lawmakers ousted him and replaced him with someone close to the administration. In December 2021, the U.S. Treasury Department confirmed El Faro's reports, slapping sanctions on top Salvadoran officials, including the Vice-Minister of Justice and Public Security, for their roles in negotiating "a secret truce with gang leadership".

SDG 1: No Poverty, SDG 2: Zero Hunger

> *...in the terrible history of famines in the world, no substantial famine has ever occurred in any independent and democratic country with a relatively free press.*
>
> **Amartya Sen,**
> Nobel Prize laureate in Economics[28]

> *Free speech and a free press not only make abuses of government powers less likely, they also enhance the likelihood that people's basic social needs will be met. In doing so, a free press reduces poverty and boosts economic development.*
>
> **Joseph Stiglitz**,
> Nobel Prize laureate in Economics[29]

A free press is associated with lower poverty levels[30] and plays a critical role in poverty reduction[31]. Through its watchdog function, the media ensures protection for vulnerable citizens by making governments more accountable and responsive[32]. For example, it has been shown that the higher the penetration of radio, the more relief funds were allocated by governors in a given area[33]. A healthy media sector enables inclusive public debate on issues of concern to the poor and ensures they have access to relevant information that helps them make informed choices and empowers them to take an active role in public life[34].

Additionally, the work of independent media is associated with reduced malnutrition and famine[35]. In fact, researchers found that regional administrations with higher levels of newspaper circulation were more active in responding to emergency food shortages[36]. Journalists and their work also play a key role in providing meaningful and timely information to both farmers and the public, promoting climate-smart agricultural practices and covering a range of issues, from food security and distribution to weather patterns, floods and droughts[37].

Examples of impact

In **India**, digital company Gram Vaani documented the stories of vulnerable groups who faced challenges in accessing Covid-relief. Its #NotStatusQuo campaign captured many such issues via 7,000 voice reports submitted through its Mobile Vaani voice-based community platform and prompted wider action. For example, in Tamil Nadu, Gram Vaani was engaged in an active campaign to resume free meals for children in the "Midday Meal" scheme. After disruptions in child health and nutrition services were reported through Mobile Vaani, many of the affected children started receiving their rations again. "I recorded the issue related to non-availability of midday meals on Mobile Vaani and after 3-4 days, the ration got distributed to all children of my village," one testimony read.

Also in **India,** online outlet Scroll exposed how the state government of Jharkhand failed to provide a monthly welfare scheme to 1 million impoverished senior citizens, widows and people with disabilities for at least five months in the middle of the pandemic, leading to hunger, debt and distress. The reason, according to state government officials, was the lack of money in Jharkhand's coffers due to the central government's delays in transferring funds to the state. A week after Scroll published the report, the National Human Rights Commission issued a notice to the government of Jharkhand and the Union Ministry of Social Justice and Empowerment, giving them six weeks to submit a detailed report on the delays.

SDG 3: Good Health and Well-being,
SDG 6: Clean Water and Sanitation

> *The Covid-19 pandemic has shown more than ever the essential role of journalists to inform citizens and to make our democracies work.*
>
> **Věra Jourová,**
> Vice-President of the European Commission[39]

> *At a time when we are mired in worry and uncertainty because of the coronavirus disease (Covid-19) pandemic, free information is essential to helping us face, understand, think about and overcome this crisis.*
>
> **Audrey Azoulay,**
> Director-General of UNESCO[38]

The Covid-19 pandemic underscored the societal importance of reliable and verified news and information[40]. At a time when millions of lives have been lost, media have played a key role in coronavirus disease tracking[41], spreading awareness about preventive behaviours[42] and tackling infodemics and misinformation[43].

For citizens to be able to make rational choices about their health, access to quality information is indispensable. Media play a crucial role in promoting behavioural changes in their audience[44], disseminating health information and spreading awareness[45], from HIV/AIDS prevention and substance abuse to promoting physical activity and oral hygiene[46]. As part of their watchdog role, journalists can mobilise change in health-related policies and industry practices[47]. In fact, democracies where the media are unrestrained and hold power to account produce healthier populations than autocracies[48]. In particular, greater press freedom is associated with higher health expenditure, better access to clean water, lower infant mortality and an increase in life expectancy at birth[49].

Examples of impact

In **Poland**, daily Gazeta Wyborcza uncovered evidence of insider dealing in the procurement of personal protective equipment (PPE). It reported that at the beginning of the coronavirus pandemic, the Health Minister bought masks from a skiing instructor who was friends with his brother and who had no previous experience selling medical equipment. The Ministry ended up paying eight times their retail price for equipment that turned out to be defective and did not meet safety standards. Both the Minister and Deputy Minister resigned, though without admitting that it was in relation to the case. The Prosecutor's Office in Warsaw opened an investigation into mismanagement of public funds, but then decided to discontinue it, sparking outrage among opposition politicians who accused them of covering up a crime for political ends.

In **the Philippines**, over several years digital outlet Rappler exposed the truth about extrajudicial killings and a lack of accountability surrounding former president Duterte's brutal "war on drugs", with thousands of poor Filipinos dying at the hands of the police and vigilantes during anti-illegal drug operations. In retaliation for its critical reporting, Rappler and its reporters face continued harassment, both from a violence-inciting troll army and from the administration, and are facing multiple probes and lawsuits. Meanwhile, local and international groups, including the U.N. Human Rights Office, called on the Philippine government to end his anti-narcotics crackdown and vigilante violence and focus on recovery and social integration policies and targeting big-time drug lords. In 2021, the Hague-based International Criminal Court authorised an investigation into possible crimes against humanity.

SDG 4: Quality Education

> *Knowledge is power.*
> *Information is liberating. Education is the premise of progress, in every society, in every family. (...) Because an educated electorate is a powerful electorate. Because an informed citizenry is the greatest defender of freedom. Because an enlightened government is a democratizing government.*
>
> **Kofi Annan,**
> former UN Secretary General[50]

> *The people must know before they can act, and there is no educator to compare with the press.*
>
> **Ida B. Wells-Barnett,**
> a journalist and civil rights activist [51]

A plural, independent media plays an essential role in educating the public[52] and disseminating information that people need to make responsible, informed decisions that shape their lives, from spreading scientific information to non-experts[53] to helping voters gain political knowledge[54]. Educational media programmes and materials can supplement classroom education and facilitate distance learning[55], in particular in rural and remote contexts[56].

Greater press freedom is associated with higher adult literacy rates and school enrolment ratios[57] and there is a relationship between access to media and literacy rates among children[58]. In fact, the exposure to mass media among mothers decreases the likelihood that their children will drop out of school[59]. Increased public access to information was also found to reduce capture and corruption of public funds within the public education system[60].

Examples of impact

In **Peru**, a rector of one of the oldest private universities was suspected of plagiarising the work of third parties as well as using the same work to obtain multiple academic titles. Regional outlet El Búho scrutinised the rector for fraud and published evidence of plagiarism. A lecturer who denounced the wrong-doing and revealed the evidence to journalists was dismissed from the university, a blatant move to sweep the issue under the carpet. To eliminate the evidence of what was denounced, the rector allegedly also withdrew the copies of theses he plagiarised from the university library and the virtual search system. The case was referred to the prosecutor's office.

In **South Africa**, Scrolla, a mobile-first platform that reports community news, published a story about a student who performed very strongly in her school leaving exams despite living in a one-room shack and her classroom being a converted steel container for 67 pupils. Her dream was to study architecture, but she had no money to continue with her tertiary education. After her story was published, the girl was offered a bursary from the Department of Public Works and Infrastructure to study architecture at the University of Johannesburg.

SDG 5: Gender Equality,
SDG 10: Reduced Inequalities

> *A free press is one of the most effective tools that we have for advancing human rights. Whether it's documenting unjust working conditions, corrupt or failing public services, discrimination against women and marginalised groups, abuse of security forces, accurate reporting shines a bright light on the parts of our societies that need fixing, that need to be illuminated.*

Antony J. Blinken,
US Secretary of State[61]

> *The media are centrally placed to shape society's perceptions, ideas, attitudes and behaviour. They should reflect the reality of women and men, in all their diversity. The media can either hinder or hasten structural change towards gender equality. (...) Media in modern societies hold an immense potential for social change.*

Committee of Ministers of the Council of Europe[62]

Journalism improves monitoring, enforcement and protection of a wide range of human rights[63], with lower media freedom associated with higher inequality[64]. Media give voice to the voiceless[65] and empower unprivileged and marginalised members of society – from rural poor[66] to LGBTQ+ communities[67] – to gain recognition and speak out actively on the matters affecting their lives, arming them with the information needed to make conscious choices and providing role models and inspiration.

Acting as a shaper of opinions, media play an important role in how people form their identities, countering biases and stereotypes and driving change in social norms, in particular when it comes to gender[68]. There is a positive relationship between press freedom and women's empowerment[69] and exposure to mass media and women's empowerment[70]. As a source of fact-based information, media can promote awareness of gender equality and contribute to the prevention of violence against women[71]. Although media and reporting are still a gendered practice and women remain under-represented[72], a high level of female news subjects is associated with low levels of corruption and a high level of democracy[73].

Examples of impact

In **South Africa**, an investigation by print and online outlet Mail & Guardian showed systemic discrimination faced by female staff at the African Union Commission (AUC), an intergovernmental body designed to spearhead Africa's development and integration. Following Mail & Guardian's exclusive exposé, the AUC invited all staff members who had cases of complaint to come forward for a confidential interview. This internal investigation confirmed the staggering prevalence of sexual harassment and systemic gender discrimination within the organisation. To ensure a workplace environment free of discrimination, the AUC undertook steps to rewrite and reinforce its anti-harassment policies and procedures.

Also in **South Africa**, investigative outlet Viewfinder has been reporting on the brutality and non-accountability of the South African police, demanding racial justice and law enforcement reform. It published a searchable Police Accountability Tracker listing 47,000 complaints made by the public against police officers, with poor, black and marginalised peoples disproportionately experiencing brutality and unfair treatment. Parliamentarians used findings from Viewfinder to question the South African Police Service, with the national police Commissioner General admitting that discipline management needed to be overhauled. Soon after, the Civilian Secretariat for Police launched a review of discipline regulations.

SDG 8: Decent Work and Economic Growth,
SDG 9: Industry, Innovation and Infrastructure

" Free and independent media can expose corruption in government and the corporate sector, provide a voice for citizens to be heard, help build public consensus to bring about change, and enable markets to work better by providing reliable economic information. "

Joseph Stiglitz,
Nobel Prize laureate in Economics[74]

" Media help markets work better – from small-scale vegetable trading in Indonesia to global foreign currency and capital markets in London and New York. They can facilitate trade, transmitting ideas, and innovation across boundaries. "

The World Bank[75]

Numerous studies have identified a relationship between access to a free press and economic growth[76], with more press freedom being positively correlated with higher GDP per capita[77]. Attacks on press freedom have measurable effects on economic growth, with evidence suggesting that countries that record a decrease in press freedom also experience a 1%-2% drop in GDP growth[78]. Greater state ownership of the media has been found to hurt economic governance, leading to weaker property rights and a higher likelihood of seizure of assets[79].

By exposing malfeasance and financial scandals, media promote accountability in the public and corporate sector, curb corruption which undermines economic activity[80], and create a favourable investment climate leading to higher foreign domestic investment[81]. Free media stimulate business regulatory reforms[82], facilitate the development of sound economic policy[83] and improve governance and government effectiveness[84] — conditions that are important for robust economic development. On a micro-level, media also provide reliable information, such as market prices for producers, encouraging commerce and economic activity.

Examples of impact

In **Malaysia**, digital outlet Malaysiakini investigated the abuse and labour exploitation of migrant workers, tracking their journey from their original homes to ultimate destinations and investigating the money trail that led to those involved. Just two days after publication of the article that exposed "slave-like conditions" faced by workers at a factory in Klang, Malaysia, a joint operation was conducted by the police, immigration officers and the Labour Department, leading to the rescue of the workers. Charges were brought against the factory owner. There was also a crackdown on the main supply chain – companies involved in recruiting and sending the workers to Malaysia.

In **South Africa**, the Daily Maverick's investigative journalism played a large part in exposing how a reputable management consultancy was involved in shady graft-tainted state contracts. Over several years, the Daily Maverick released investigative reports dubbed "the McKinsey dossier" and repeatedly provided evidence that the consulting firm allowed itself to be used in the laundering networks of the wealthy and politically-connected Gupta family. In 2021, the work of investigative journalists and whistleblowers combined with a public willing to listen to produce tangible results when the Zondo Commission — a state-sponsored inquiry into allegations of corruption during former president Jacob Zuma's 9-year tenure — presented evidence of irregularities in McKinsey's contracts with government-owned companies. The consultancy firm agreed to repay $63 million that it earned on the contracts tainted by state capture.

SDG 7: Affordable and Clean Energy,
SDG 11: Sustainable Cities and Communities,
SDG 12: Responsible Consumption and Production,
SDG 13: Climate Action,
SDG 14: Life Below Water, **SDG 15:** Life on Land

> *At the hour of the climate emergency, this is a journalistic emergency. Environmental coverage is now vital.*
>
> **Christophe Deloire,**
> Director general of Reporters Without Borders[85]

> *For people to seize the opportunities and reduce the risks (...) everyone will need to know more about climate change. The way the media covers it will affect how well societies deal with the problem. (...) Three of the media's traditional roles — informing audiences, acting as watchdogs and campaigning on social issues — are especially relevant.*
>
> **UNESCO**[86]

As a source of information, media play a major role in communicating climate science. They can increase public awareness about climate crisis[87] and affect environmental attitudes and behaviours[88], from plastic avoidance[89] to waste recycling[90]. For example, the framing and intensity of coverage exerts an important influence over risk perception and support for policies that address the climate emergency[91]. In particular, environmental and advocacy journalism have an important role to play in driving the transformative shifts necessary to avoid catastrophic man-made climate effects[92].

Press freedom goes hand in hand with a higher level of environmental performance[93]. Media help to intensify the issue's salience and create public pressure for change, thus shaping policy responses and mitigation strategies[94] and corporate environmental practices[95]. Additionally, media are among the leading actors involved in disaster management[96], a role that is increasingly crucial in the face of accelerating climate catastrophe and the increased occurrence and intensity of extreme events.

Examples of impact

In **Guatemala**, national newspaper elPeriódico revealed a major fraud and corruption scheme related to the clean-up of pollution at Lake Amatitlán. When in office, Vice-President Roxana Baldetti awarded a contract worth millions of dollars to an engineering firm to decontaminate the lake. ElPeriódico published an article revealing the terms of the contract that had been kept secret and showed that the company would use a cleaning chemical – a solution of water, salt and chlorine – that was ineffective. The Vice-President was put on trial on fraud and influence-peddling charges. A court sentenced her to 15 years and six months in jail for her role in what became known as the "Magic Water" scandal.

In **Serbia**, there has been an increase in small-scale hydro projects, which the coal-reliant country has encouraged in order to try to meet ambitious renewables targets as part of efforts to join the European Union. Howevver, locals fear that the plants will devastate fish stocks, cause wells to dry up and deprive livestock of water. Serbian news outlet, Nova Ekonomija was the first to expose the potential ecological damage from the introduction of mini-hydro plants on the Studencia river in southwestern Serbia. Shortly after this information was published, the President of Serbia announced the cessation of these projects on the river.

17 PARTNERSHIPS FOR THE GOALS

SDG 17: Partnerships for the Goals

> *Without freedom of expression and freedom of the press, it will be difficult to successfully promote fraternity between nations, disarmament and a better world order to succeed in our time.*
>
> **The Norwegian Nobel Committee**[97]

> *Without facts, you can't have truth. Without truth, you can't have trust. Without trust, we have no shared reality, no democracy, and it becomes impossible to deal with our world's existential problems: climate, coronavirus, the battle for truth.*
>
> **Maria Ressa**,
> Nobel Peace Prize laureate[98]

Considered as the Fourth Estate because of their capacity for advocacy and persuasive authority, media act as agenda setters, raising awareness of social problems[99]. Social movements seek news media attention as a means to advance a given social or public policy initiative[100], while government agencies, civil society and non-governmental organisations partner with media to garner public attention through public information campaigns[101].

Media also contribute to furthering development commitments[102]. They can offer a platform for dialogue and partake in coalitions for change, working alongside other stakeholders to support the achievement of development objectives[103]. In particular, they can act as an instrument to increase public awareness of the SDGs[104] and hold governments accountable for the implementation of national commitments[105].

Examples of impact

In **Chile**, MiVoz, a chain of local news websites, organised an online community event focused on the environmental situation of the Arica region in cooperation with the local municipality and the environmental initiative "It's Now". The conversation gathered regional experts who discussed local social-environmental concerns and triggered important commitments from the regional administration. It also laid the ground for the creation of a local environmental consortium, which, soon organised reforestation action that involved 100 volunteers planting native trees close to a local river. In his speech at the planting site, the Mayor of Arica personally thanked MiVoz for promoting the process.

In **Indonesia**, digital business news outlet Katadata examined the country's social forestry programme, which aims to reduce the rate of deforestation, alleviate poverty and end forestland conflicts by giving local communities the opportunity to manage the country's forests themselves. Its analysis showed that the number of illegal loggings, land conflicts and timber theft has decreased since the beginning of the programme. Additionally, according to its survey, more than 70% of farmers participating in the programme said that their family income had doubled or more. Katadata's findings were used as a reference by the Indonesian government and the Ministry of Environment and Forestry for policy-making on social forestry.

SDGs and associated keywords

Below we present a full list of SDGs and associated keywords that can be used to carry out analysis and derive interpretation of themes of journalistic and information-sharing work. It is important to note that in many instances a specific example can have relevancy to more than one SDG theme, reflecting the cross-cutting nature of today's overarching issues and challenges.

Goal description	Themes of journalistic and information-sharing work
1 NO POVERTY **SDG 1.** **End poverty in all its forms everywhere**	developing countries, disaster risk reduction, economic development, essential services, inequality, living conditions, low income countries, microfinance, migration, poverty eradication, rural development, social exclusion, social mobility, social policy, social programs, social protection, land rights, unemployment, wages and benefits, welfare
2 ZERO HUNGER **SDG 2.** **End hunger, achieve food security and improved nutrition and promote sustainable agriculture**	agricultural markets, agriculture, anaemia, food access, food price, food production, food reserves, food safety, food security, food supply, hunger, labour practices in the supply chain and agriculture, malnutrition, nutrition, rural development, rural infrastructure, stunting, undernourishment
3 GOOD HEALTH AND WELL-BEING **SDG 3.** **Ensure healthy lives and promote well-being for all at all ages**	epidemics, hazardous chemicals, health promotion, health workforce, healthcare, healthcare policies, hospitals, infectious diseases, mortality, medical equipment, medical universities, medicine, mental health and wellbeing, narcotic drug abuse, nutrition, occupational health and safety, prevention and treatment, reproductive health-care services, road traffic accidents, substance abuse, tobacco control, universal health coverage, vaccines
4 QUALITY EDUCATION **SDG 4.** **Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**	early childhood development, education, educational funding, educational opportunity, job creation, job market, learning environment, literacy, numeracy, school development, teachers, university development, vocational education, youth employment

5 GENDER EQUALITY	**SDG 5.** **Achieve gender equality and empower all women and girls**	abortion rights, contraception, diversity and equal opportunity, female genital mutilation, feminism, forced marriage, gender equality, gender-based discrimination, gender-equality legislation non-discrimination, menstrual healthcare, violence against women, wage equality, women empowerment, women's leadership, workplace harassment
6 CLEAN WATER AND SANITATION	**SDG 6.** **Ensure availability and sustainable management of water and sanitation for all**	clean water, dehydration, dumping, hazardous chemicals, hydration, hygiene, pollution, sanitation, water, water access, water scarcity, water-borne diseases, water-use efficiency, water treatment
7 AFFORDABLE AND CLEAN ENERGY	**SDG 7.** **Ensure access to affordable, reliable, sustainable and modern energy for all**	clean energy, carbon tariffs, electricity access, energy efficiency, emissions, fossil fuels, greenhouse gases, infrastructure, investments, renewable energy
8 DECENT WORK AND ECONOMIC GROWTH	**SDG 8.** **Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**	economic growth, economic inclusion, economic productivity, employment, employment policy, enterprises, entrepreneurship, essential services, forced labour, human trafficking, industrial sectors, job creation, job market, labour migration, labour policy, labour rights, occupational health and safety, renumeration, safe work environment, working conditions, wages and benefits, workforce
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	**SDG 9.** **Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation**	enterprise development, global supply chains, infrastructure, industrialisation, innovation, Internet, research, sustainability, technology

10 REDUCED INEQUALITIES	**SDG 10.** Reduce inequality within and among countries	developing countries, discrimination, disparities, equal opportunities, inclusion, inequality, injustice, minorities, social protection policies, social exclusion, social mobility, social policy, social programs, social protection, trade
11 SUSTAINABLE CITIES AND COMMUNITIES	**SDG 11.** Make cities and human settlements inclusive, safe, resilient and sustainable	cities, city-planning, housing, infrastructure, public services, smart living, transport, waste management, urbanisation
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	**SDG 12.** Ensure sustainable consumption and production patterns	chemicals, consumption, food waste, natural resources, production, resource efficiency, recycling, sourcing, tourism, waste management, tourism
13 CLIMATE ACTION	**SDG 13.** Take urgent action to combat climate change and its impacts	atmosphere, climate change, global warming, green living, environment, environmental policy, environmental agreements
14 LIFE BELOW WATER	**SDG 14.** Conserve and sustainably use the oceans, seas and marine resources for sustainable development	fishing, islands, marine pollution, marine biodiversity, oceans and seas, rising water levels, spills

15 LIFE ON LAND	**SDG 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**	biodiversity, conservation, deforestation, drought, ecology, ecosystems, extreme weather, fauna, flora, forests, land degradation, natural disasters, natural habitat, protected species
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	**SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels**	accountability, corruption, crime, governance, enforcement, elections, fundamental freedoms, institutions, justice, laws, legislation, regulations, rule of law, public access to information, transparency, violence eradication
17 PARTNERSHIPS FOR THE GOALS	**SDG 17. Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development**	cooperation, coordination, development assistance, national strategies, international support, monitoring, partnerships, voluntary commitments

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