



OVERVIEW

The 2030 Agenda for Sustainable Development adopted in 2015 by all 193 United Nations Member States set out a roadmap to transform our world. At the heart of “Agenda 2030” are 17 Sustainable Development Goals and 169 related targets that address the most urgent challenges of our time.

The United Nations is inviting leading media organizations to join the SDG Media Compact in a collaboration aimed at scaling up engagement on the Sustainable Development Goal (SDGs).

Each participating media organization may define for itself how to take action under this Media Compact, while upholding its own values, rules and policies.

PARTICIPANTS

- ✓ commit to increased editorial consideration of the goals, fully respecting their own editorial independence and policies
- ✓ may in addition launch corporate initiatives that align with the SDGs, potentially including:
 - employee development and education
 - use of corporate platforms

THE UNITED NATIONS

- ✓ sources and shares multilingual media content and opportunities relating to the SDGs through a monthly editorial package
- ✓ facilitates media opportunities with senior UN leaders, content experts, and UN Goodwill Ambassadors
- ✓ raises awareness of the Media Compact and of participating media organizations' corporate initiatives
- ✓ hosts and publicizes networking event with Compact members

BACKGROUND

While governments collectively set the Goals, achieving the SDGs by 2030 will also require concerted actions by civil society, businesses, international bodies, regional organizations, and individuals, among other actors. Media plays a particularly critical role in supporting public dialogue, enhancing knowledge of ways to support sustainable development, and hold Governments accountable.

The SDG Media Compact aims to raise awareness of the Goals, help galvanize further action, and help hold governments to account for Agenda 2030.

UN Department of Global Communications | un.org/sustainabledevelopment/sdg-media-compact

EDITORIAL CONTENT INCLUDES

- Exclusive interviews with UN experts and influencers
- Embargoed press kits and reports
- Stories of impact
- Human interest stories
- Media contacts
- Digital media assets

If you are interested in becoming a member, send an email to dgccampaigns@un.org with SDG MEDIA COMPACT written in all caps in the subject line.



DEPARTMENT OF
GLOBAL COMMUNICATIONS