GLOBAL BUREAU 2017 PARTNERS
ABOUT GLOBAL BUREAU

The Global Bureau is a coalition of supporters and partners who share a global perspective and understand the value of communications and journalism in raising awareness of international issues and achieving positive change. The coalition aims to create a robust storytelling environment for global issues and for the implementation of the Sustainable Development Goals, which were adopted by all UN member states in September 2015.

The Global Bureau theory of change is that if the media can increase the quantity and quality of reporting on these issues, including how local actions can have global impacts, then the public will be better informed and motivated to hold their elected officials accountable to implementing policies in line with achieving the global goals by 2030.
“We all have a stake in a thriving news industry. As the world faces a crisis of trust, it is essential for journalists to provide data-backed storytelling, as well as focus on the issues - local and global - that matter to citizens. Building the capacity of journalists and media partners to report on sustainable development will help drive solutions from awareness to action.”

Kathy Calvin
President and CEO
United Nations Foundation
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Executive Summary

GLOBALLY, 2017 WAS an unprecedented year for the news media. With the rise of fake news, attacks on mainstream news, declining resources, and the sheer amount of content to report on, this past year presented immense challenges for journalists, media outlets, and media consumers across the globe. In such a noisy and uncertain environment, it was often difficult to break through with stories related to global development issues and positive social change – yet these types of stories were more important than ever.

With this in mind, in 2017 the United Nations (UN) Foundation’s Global Bureau project continued its mission to empower journalists and media outlets with the tools and resources to increase, improve, and transform the distribution of news and information on issues related to global development and the Sustainable Development Goals (SDGs or “global goals”). And in despite of the many challenges, we found that our partners and beneficiaries were more eager than ever to hit the ground running with informative, thoughtful, and robust reporting on the most pressing issues of our time.

Our project has evolved since its inception in 2015 from raising awareness of the adoption of the global goals, to implementing a more efficient strategy to support and encourage the media to create a surge of quality reporting on global development issues. This strategy is brought to life through the three-pronged approach of journalist trainings, media partnerships, and digital aggregation via Global Daily:

- Journalists trainings were held in 18 countries in 2017, and over 500 journalists and spokespeople attended our workshops. The trainings provided in-depth information on global development trends, exclusive on-the-record briefings from UN representatives and experts, and practical tools, resources, and skills to report on SDG-
related issues. The trainings also provided a unique platform to highlight in-country UN representatives in front of local and regional media.

- Media partners including the LA Times, El Pais, Elite Daily, UN Wire, Potential.com, and the Economist Intelligence Unit (EIU) provided high quality reporting to their diverse and wide-ranging global audiences, connecting more people to issues of global development and the SDGs.

- GlobalDaily.com continued to serve as a premier source of global development news aggregation, including robust coverage of the top UN moments of 2017: the Ocean Conference, the High-Level Political Forum, UN General Assembly week, and COP23.

Throughout the year, our partners and journalist trainees helped to contribute over 150 pieces of original content focused on global development issues. As we look to 2018 and beyond, we remain committed to the belief that increased information and robust, thoughtful, and accessible reporting on global development issues will help keep them at the forefront of public discussion, mobilize new constituencies for change, and strengthen accountability to accelerate SDG and climate action.

We sincerely thank all of our partners for their support and shared vision of the importance of the global media in achieving the SDGs.
The case for media engagement in the Sustainable Development Goals
TRUST IN MEDIA IS DWINDLING (43%) and is at an all-time low in 17 countries; trust in government (41%) dropped in 14 markets and is the least trusted institution in half of 28 countries surveyed. Respondents favor search engines (59%) over human editors (41%) and are nearly four times more likely to ignore a position that they don’t believe in (Edelman Trust Barometer, 2017). In an age of mistrust of the press, it is more essential than ever for journalists to provide data-backed storytelling, as well as focus on on-the-ground, grassroots issues. Empowering journalists and media partners to report on these sustainable development issues and solutions will drive these ideas from awareness to action. Accurate and robust storytelling on issues related to the SDGs can create an environment of awareness and positive perception of the 2030 Agenda.
Journalist Trainings

08-09  Map of Global Reach
10-11  Asia Pacific
12-13  Europe
14-15  Sub-Saharan Africa
16-17  Latin America & Caribbean
17  Middle East & North Africa
SINCE 2015, the UN Foundation has partnered with various media organizations and facilitators to create intensive training programs aimed at connecting journalists and communicators to the SDGs. This has effectively lead to the creation of a “global virtual news bureau” through which local in-country journalists are trained in global development issues, can relate them to local needs, and whose stories can be aggregated into a global narrative.

Success in investing in the media is no longer solely about creating and distributing content, it’s about empowering the voices of local messengers who can help create confidence, action and hope on a local – and then global - scale. At a time when information is both omnipresent and distrusted, organizations that promote a better world need to find new ways to amplify their successes.

The UN Foundation’s Global Bureau project helps journalists and media organizations build messages from the ground up, through trusted sources that connect local actions to global trends and solutions. This is achieved by identifying the right places and messengers, utilizing grassroots tactics, and consistently connecting these tactics to others on a global scale. To date, we have trained 2,488 journalists across 48 countries.

We work closely with UN agencies and in-country UN offices on all journalist trainings to ensure that the appropriate UN representatives have an opportunity to highlight their work in front of local and regional media, and share important resources and materials that will be helpful for reporting on issues of sustainable development. In 2017, we partnered with the following UN agencies: UN DPI/UN Information Centres (UNICs), UNEP, UNDP, UNICEF, UNHCR, FAO, WFP, and the IOM. We also work closely with local or national government offices and NGOs to ensure local voices are a significant part of the program and that each training is contextualized to each local setting.

In the following pages, we invite you to take a deeper dive into the 2017 journalist trainings, and explore the local impacts and global narrative that emerges - which is best laid out by Estrella Gutierrez, Chief Editor of Inter Press Service (Spanish Service),

“Journalists have a decisive role in ensuring that the SDGs are fulfilled at the global, regional and national levels. In order to exercise them, it is necessary that we know them in depth, incorporate them into our daily information work, help social organizations and people also know them and get involved, and together, journalists, activists and people, we monitor their compliance.”
Global Bureau
Journalist Trainings

GLOBAL REACH

2015-2016 COUNTRIES

2017 COUNTRIES
First year of engagement

2017 COUNTRIES
Multi-year engagement
Asia-Pacific

A CLOSER LOOK AT
Tokyo, Japan

Ahead of the High-Level Political Forum (HLPF) in July 2017 and the Japanese Voluntary National Review of progress towards the SDGs, the UN Foundation partnered with Inter Press Service to organize two SDG workshops for local journalists and the business community in Tokyo, Japan. The programs were implemented in collaboration with UNIC Tokyo, United Nations University, the Japan Ministry of Foreign Affairs, Global Compact Network Japan, and Japan Center for International Exchange.

The workshops aimed to raise awareness and promote better understanding of the SDGs, the importance of their establishment, and the processes underway, as well as discuss strategies for greater and effective engagement by the participants in the implementation of the SDGs.

Over 100 people attended the two workshops. High-level speakers included:

- Amb. Hisashi Owada, UN Foundation Board Member
- Kaoru Nemoto, Director, UNIC Tokyo
- Koichi Aiboshi, Ambassador for Global Issues, Japan Ministry of Foreign Affairs
- Kiyotaka Akasaka, President, Foreign Press Center Japan

Ms. Kaoru Nemoto emphasized the role that needs to be played by media in transmitting information, thereby raising public awareness and encouraging behavioral changes.

Other key themes expressed by speakers and journalists included the need to eliminate institutional compartmentalization and promote cross-sectoral partnerships and approaches to SDG achievement.

The overall results and feedback indicated that the workshops were not only high-profile, but also led to deep, rewarding conversations for those from the media and business communities. Many who attended urged the facilitators to organize similar workshops on specific SDGs such as gender equality.

Bangkok, Thailand
December 4-5

Partners: UN Thailand, DataLEADS
Key Speakers: UN Thailand, UN Economic and Social Commission for Asia and the Pacific (ESCAP), Thailand Ministry of Natural Resources and Environment, Asia News Network
Key Participants: Bangkok Post, Reuters, Prachathai, ThaiPublica, Channel 3
Highlight: The Thai Greenhouse Gas Management Organization presented databases which monitor the intensity and type of GHG emitted in each Thai province, bolstering data-driven reporting on climate change issues.

Male’, Maldives
October 16-18

Partners: UN Maldives, Maldives Ministry of Environment and Energy, DataLEADS
Key Speakers: UN Resident Coordinator in the Maldives; UNICEF, UNDP, Bluepeace, Maldives Ministry of Environment & Energy
Key Participants: Public Service Media, MVtv, Avas, Maldives Media Council
Highlight: A site visit to Ukulhas Atoll allowed journalists to witness vulnerability and adaptation to climate change on the small island and interview leaders building Ukulhas’ climate-resilient community.
A CLOSER LOOK AT
New Delhi, India

From October 24-26, the Clean Cooking Forum took place in New Delhi and gathered hundreds of global leaders working to solve one of the world’s most pressing health and environmental problems: the use of open fires and solid fuels for cooking.

“Clean cooking solutions are not just about cooking. They’re about making improvements to one’s well-being and livelihood.”
- RADHA MUTHIAH

Ahead of the Forum, the UN Foundation partnered with the Global Alliance for Clean Cookstoves and DataLEADS to host a one-day SDG reporting workshop in New Delhi.

That would introduce the cross-cutting, high-impact SDG issue areas addressed by clean cooking. Nineteen senior-level journalists attended the workshop and interacted with speakers from the UN, Niti Aayog and the Global Alliance for Clean Cookstoves, all of whom emphasized the integrated, localized framework of the SDGs as the key to addressing health and environmental challenges in India.

Journalists also received technical training on how to collect, clean, and visualize data, particularly focusing on indoor and outdoor air pollution data.

Key themes from the workshop:
- The SDGs provide a framework for sub-national as well as holistic sustainable development.
- Clean cooking tackles multiple SDGs: health, environment, gender equality, and more.
- Opinions are valuable, but facts unite us. That is why data is important.

Kathmandu, Nepal
March 27-30

**Partners:** World Bank, DataLEADS

**Key Speakers:** UNDP, UNICEF, World Bank, Nepal Ministry of Health

**Key Participants:** Nepali Times, BBC Nepal, Nagarkot Daily, Radio Nepal

**Highlight:** At a site visit to a UNICEF-supported health center, journalists learned about the critical steps for prenatal health and interviewed the clinic’s volunteer health workers who serve mothers with children 0-3 years old.

“**As a journalist, I have learned to find the news within the data.**”

Surendra Paudyal
Nepali Television
Europe

A CLOSER LOOK AT
Stockholm, Sweden

On May 30, the UN Foundation supported a seminar for journalists and communicators in Stockholm, Sweden. The one-day event focused on the Swedish involvement in the upcoming Ocean Conference, taking place in June 2017; the High-Level Political Forum, taking place in July 2017, (where Sweden would present its Voluntary National Review); and communicating the SDGs. The program was implemented in coordination with UNDP Sweden, the Swedish Foreign Ministry, the Swedish Postcode Foundation, and Eliasson Group.

The event welcomed 95 attendees, including journalists from print, digital and radio, journalism students, and communicators from civil society and the private sector.

Henrik Hammargen, Executive Director of the Dag Hammarskjold Foundation, moderated the program and led three panel discussions:

- The Ocean Conference: Introduction and Objectives
- Communicating the SDGs: Why data is crucial for accurate storytelling
- Civil society and industry and the global goals: how different sectors can work together

Josefin Carlring, General Manager of the Swedish Postcode Foundation, and Caroline Aberg, Head of UNDP Sweden, gave

“I have gained competence and confidence in the SDGs.”

Kathryn Murrell
Alliance Magazine

Milan, Italy
October 12-13

Partners: Thomson Reuters Foundation
Key Speakers: UNHCR Italy
Key Participants: Repubblica, Eja TV, La Provincia, The Post Internazionale
Highlight: A UNHCR officer’s presentation helped participants learn more about the links between development and forced migration in a media perspective, focusing on language, bias, and representation.
Isabella Lovin, Deputy Prime Minister and Minister for International Development and Climate, in addressing the main goals of the Ocean Conference, stated that by 2050, the ocean is projected to have more plastic than fish.

Despite the stark outlook, Jan Eliasson, former UN Deputy Secretary General, encouraged the audience to look to the many ‘hope factors’ - including technology, youth engagement, and women’s empowerment - all of which are keys to the success of tackling climate change and ocean deterioration.

The seminar concluded with a reminder from Jakob Trollback, founder and Chief Creative Officer of Trollback+Company, about the importance of storytelling. He noted that people will believe in the person with the best story. Henrik then encouraged the attendees to go out and continue the conversation on the global goals, the Ocean Conference, and sustainable development.
Sub-Saharan Africa

In Northwest Africa, millions have been displaced due to increased droughts, desertification and deforestation, as well as instability due to conflict and security concerns, population growth and its impact on resources and limited access to education or employment.

In collaboration with the International Center for Journalists (ICFJ), the UN Foundation supported a reporting program that aimed to enrich coverage of issues related to SDGs 10 (reduced inequalities) and 13 (Climate Action) focusing on the nexus of climate and migration in Africa with a spotlight on Nigeria. The program helped Nigerian journalists dissect complex climate and migration topics through a local prism and produce compelling, in-depth and informative coverage that would raise the profile of these topics to better educate their audiences.

The program featured three parts:
• A two-day virtual reporting course for 40 Nigerian journalists
• An in-person study tour and reporting trip for the top 15-20 Nigerian participants
• Reporting grants to incentivize additional coverage of issues

During the virtual reporting course, Declan Okpalaeke, Knight International Journalism Fellow, presented the general rules of journalism to participants, encouraging them to challenge ignorance, get a second opinion, and be suspicious but not cynical.

“The concept of climate change is too abstract. Focus on the consequences. What happens to people? Livelihood, lifestyle, education, health, cultural practices, businesses...these are the stories.”
- DECLAN OKPALAEKE

Declan’s strongest message was a reminder that climate change, as a process, comes with consequences. These consequences can be found in migration, health and the lives of...
women and children. He urged journalists to tell tangible human stories and then track back to migration and climate trends; in other words, tell audiences what happened, then why it happened.

Participants also heard from Roger-Mark De Souza, Director of Population, Environmental Security, and Resilience at the Wilson Center. Roger-Mark challenged journalists to look beyond population growth and pay attention to overall population dynamics including age structure, youth bulge, mobility and the role of women in climate resolution work.

Through a combination of hands-on sessions, briefings and roundtable discussions with UN experts, the fellowship enabled journalists to produce over 50 pieces of content that engaged audiences in stories focused on climate and migration, with underpinnings of the broader SDGs.

**Johannesburg, South Africa**
October 2-3

**Partners:** Thomson Reuters Foundation

**Highlight:** Participants ranged from a rural land activist from the province of Mpumalanga, who single-handedly produces a small local newspaper about 10 times a year, to broadcasters with the South African Broadcasting Corporation who contribute new and features to services reaching audiences in the Congo, Zambia, Angola and Zimbabwe.

**Dakar, Senegal**
October 17-18

**Partners:** Thomson Reuters Foundation

**Highlight:** Speakers from the IOM led an exercise tying specific migration issues to various SDGs. This was then linked to immigration in Senegal as well as internationally to the sub-region. Each participant presented a story idea based on one of the linkages and was reviewed for pitch, focus and angle.
In Chile, inaction in the face of climate change has already manifested in droughts and serious falls in food production and fishery catches, among other consequences, and will continue to have lasting effects on the population.

The UN Foundation partnered with Inter Press Service Latin America to organize a two-day SDG reporting workshop in Santiago, Chile focused on regional climate change issues. The workshop was implemented with assistance from the Economic Commission for Latin America and the Caribbean (ECLAC), UNEP and the FAO.

Jorge Meza, Senior Officer, FAO

Latin America, explained how climate change affects agricultural production stability and threatens food security. Connecting the dots between people, poverty, and climate, he noted that a scenario of conservative climate change would result in 10 percent of the population undernourished.

A key speaker in attendance was Marcelo Mena, Chile’s Minister of Environment. The minister, who arrived to the workshop by bike, told journalists that among the citizens of this country “there is no political division” on climate change.

He indicated that in a recent survey of 5,000 people, the results clearly showed: (1) people are aware of climate change (2) the effects of climate change are considered serious or very serious, and (3) it is accepted that climate change is happening due to human activity. The minister also shared the
Middle East & North Africa

challenges of Chile’s climate policy, the vulnerabilities with water that Chile faces due to the retreat of glaciers and mega drought, and the key advancement of electric power in the country.

To further examine Chile’s energy transformation, the workshop organized a site visit to the Technological Center for Sustainability in Buin, which hosts the first citizens solar power plant in Chile. In a country where electricity production is in the hands of the private sector, this was striking news story. Participants were treated to a tour and presentation on the transition of fossil energy to a renewable and clean matrix, and later learned skills to pitch story ideas from the site visit to their editors and engage readers on climate change and clean energy issues.

A CLOSER LOOK AT Sharjah, UAE

On site at the International Government Communication Forum in Sharjah, the UN Foundation partnered with the Thomson Reuters Foundation to train government communicators from across the region on communicating the SDGs. For participants whose work covered a diverse range of issues, from infrastructure to youth relations, the workshop demonstrated the universal application of the SDGs and offered guidance on how to keep constituents interested in the global conversation.

Participants learned to relate and align the SDGs to their professional fields, as well as to Vision 2021, the government’s agenda to make the UAE one of the best countries in the world by 2021. In discussing Vision 2021, it was stated that in 50 years, the UAE will be exporting its last barrel of oil. Speakers and participants discussed solutions taking place in Sharjah and in the region to ensure the sustainability in the nation, and how the UAE is using the SDGs as a model to shape their planning.

A key theme from the workshop was the message that individuals are just as crucial as institutions when achieving the global goals. The workshop covered how government communicators can engage the media and their constituents with the SDGs to build a network of individuals who are acting on behalf of the goals.

Beirut, Lebanon
December 14-15

Partner: Thomson Reuters Foundation
Highlight: 21 journalists from Lebanon, Egypt, Jordan and Syria attended the workshop. The participants, many of whom had endured the agony of migration and displacement, explored the relation between development and migration through the lens of both professional and personal experiences.
Media Partnerships

20  Economist Intelligence Unit
21  El Pais
22  Los Angeles Times
23  Elite Daily
24  UN Wire
25  Potential.com
The emergent fake news debate, coupled with the rise of a populist political climate in many countries that threatens progressive action, global engagement and foreign aid, necessitates a capacitated media to combat these potentially dangerous viewpoints that have the ability to impact people’s perceptions.

Governments, civil society and the private sector are delivering more positive impacts than ever before in the areas of sustainability, global health, education, clean energy, and poverty reduction – but more actions and resources are needed to continue to build on these advances. It is imperative that these success stories are delivered through trustworthy media messengers, so that existing commitments to action are not reduced, and to further inspire additional stakeholders to increase their engagement.

Our strategic grantmaking to the media relies on a few core values which we deem imperative in reporting: integrity, impartiality, and transparency. We understand that the role of leading communications efforts in raising awareness on important global issues is best suited for the media; we also understand that many media organizations have limited resources and global development reporting suffers under these constraints. Dedicated resources are required to ensure these issues are afforded attention consistent with their importance. We do not require nor retain any editorial control in our media partnerships as we believe that the media outlets themselves are the best placed entity to decide what stories should be brought to light and shared with their audiences.

This section of the report will provide an overview of each our seven media partners in 2017: the Economist Intelligence Unit, El Pais, the Los Angeles Times, Elite Daily, UN Wire, and Potential.com. From high-level white papers, to far-reaching verticals, to millennial focused content and videos, our media partners each provided a unique perspective on global issues reporting and brought new audiences in contact with the SDGs.
PRESENTING SDG THOUGHT LEADERSHIP THROUGH Economist Intelligence Unit

The Economist Intelligence Unit (EIU) is a division of the Economist Group providing country and industry research and analysis worldwide. The EIU partnered with the UN Foundation to uncover and present insights from leading thinkers on how to advance country engagement with, and progress toward, meeting the SDGs. The year-long project consisted of a five-part Q&A series showcasing SDG thought leadership, a briefing paper which included analysis of the essential tools needed to achieve the SDGs, and a presentation at the SDG Media Zone during UN General Assembly Week.

MEETING THE SDGS: A GLOBAL MOVEMENT GAINS MOMENTUM

LEFT: The briefing paper identified three key themes for helping countries meet the SDGs: private sector engagement, accountability and evaluation, and holistic, integrated, multi-sector approaches. It concluded that partnerships (SDG 17) are the critical mechanism for achieving the SDGs.

The EIU briefing paper was the best performing EIU post on Twitter in September, the third-best performing post on LinkedIn in September, and performed above all benchmarks on Facebook. On the EIU website, the briefing paper garnered 3,845-page views. Users spent an average time of 4.33 minutes on the page, well above the benchmark of 2.01 minutes.

SDG THOUGHT LEADERSHIP

To explore advancements in SDG 11 (Sustainable Cities and Communities), EIU interviewed Jaime Lerner, an architect, urban planner and three-time mayor of Curitiba, Brazil, who is credited with reinventing the city into one of the world’s most environmentally friendly metropolitan areas.

“Creativity starts when you cut one zero from your budget, and sustainability when you cut two!”
- JAIME LERNER

ABOVE: During a panel discussion on “Tracking the SDGs,” UN Assistant Secretary-General Thomas Gass referred to the EIU’s briefing paper. Panelists included Josselyn Simpson of EIU and Thomas Frostberg of Dagens Nyheter.
ENGAGING HISPANIC AUDIENCES THROUGH

El Pais

El Pais is the highest-circulation daily newspaper in Spain and the most-read newspaper in Spanish online. Through our 2017 partnership, El Pais bolstered reporting in Planeta Futuro, a microsite devoted to sustainability issues. Reporters produced several additional pieces per month for Planeta Futuro, covering a range of topics including girls and women, poverty, climate change and global health. El Pais additionally covered SDG progress at high-level UN events such as Ocean Conference, High-Level Political Forum, and UN General Assembly Week. Planeta Futuro produced 41 articles with the support of the UN Foundation in 2017.

UN GENERAL ASSEMBLY WEEK

Through the UN Foundation’s Global Issues Press Fellowship, Pablo Linde of El Pais was selected to attend and cover the UN General Assembly in New York. Planeta Futuro published seven articles on SDG progress and key discussions taking place throughout the week.

During the month of September, Planeta Futuro had a readership of more than 540,000, a 307% increase in readership from August.

Planeta Futuro Unique Browsers 2017
POWERING GLOBAL DEVELOPMENT COVERAGE THROUGH

Los Angeles Times

The Pulitzer Prize-winning Los Angeles Times (LA Times) partnered with the UN Foundation to continue powering the vertical Global Development Watch. Global Development Watch is a gateway to news, analysis, and debate about the development and survival of our planet, featuring original reporting and Q&A interviews with development experts around the world. In 2017, Global Development Watch produced 20 original articles covering famine, refugees, global health aid and climate action.

WORLD GOVERNMENT SUMMIT

After covering the World Government Summit in Dubai, Ann Simmons of the LA Times published an interview with Ohood bint Khalfan Roumi, the UAE’s minister of happiness, a role that was created a year ago when Ohood was among five women appointed to the UAE’s 29-member Cabinet. Her position promotes happiness and a positive attitude in government, and in life.
REACHING MILLENNIALS THROUGH

Elite Daily

Elite Daily is an American online news platform made for and by millennials. In 2017, Elite Daily partnered with the UN Foundation to produce over 25 pieces of content aligned with SDG topics. Through the content generated by this partnership, young people furthered their understanding of the global refugee crisis, celebrated women and men speaking up against gender inequality, and learned about the critical role of government engagement in ensuring healthy lives and inclusive societies.

PARTNERSHIP HIGHLIGHTS

- **26** ARTICLES PRODUCED
- **296,095** TOTAL PAGE VIEWS
- **60,862** SOCIAL ENGAGEMENTS
- **CONTENT ALIGNED WITH 10 GLOBAL GOALS**
BRIEFING READERS ON UN AND WORLD NEWS THROUGH UN Wire

A leading digital media publisher of targeted news and information by industry, SmartBrief partnered with the UN Foundation to deliver UN news - curated three times per week from thousands of sources - through an email newsletter titled UN Wire. The newsletter included aggregated, summarized news stories covering the UN and the world with links to original stories, in addition to original articles. In 2017, UN Wire had 73,493 subscribers.

TOP STORIES OF 2017

1. UN leaders express regret over US withdrawal from UNESCO
2. UN staffer kidnapped as Security Council visits Colombia to support peace deal
3. Guterres names peacekeeping head, calls for reforms
4. UN defies Trump, condemns Jerusalem move
5. UN: Largest humanitarian crisis since WWII looming
6. UN chief: Disregard for human rights spreading like disease
7. UN chief defends Libyan envoy pick as US blocks nomination
8. UN chief on Irma damage: Every house destroyed in Barbuda
9. Guterres assumes role as UN secretary-general
10. World Day Against Trafficking highlights the size of the problem
INTRODUCING SDGS ONLINE THROUGH Potential.com

In partnership with the UN Foundation, Potential.com produced four online learning courses composed of animated videos, text summaries, quizzes and information on how to help accomplish the SDGs on an individual level. The courses covered four topics: an overview of the SDGs, girls and women empowerment, energy and climate, and government engagement.

The video campaign targeted Lebanon, UAE, Nigeria, and parts of North and South Africa. A total of 375 participants completed the program.

Among users, 85% had heard about the SDGs before and 15% learned about SDGs through the program for the first time.
Global Daily

The Global Bureau project recognizes that media penetration is no longer solely about how many places you can be to surround someone with your message; it is about being in the right places with the right messengers. There is a need to aggregate the voices of messengers who create confidence, action, and hope for our issues. Therefore, we operate “Global Daily” (www.globaldaily.com), a digital news aggregator that has become a niche global development publication where both media outlets and thought leaders can showcase their work.

Following our journalist trainings, we maintain regular contact with participants and follow their work, highlighting relevant pieces on Global Daily. We do the same for media partners and also provide opportunities for original op-ed placements by influencers and thought leaders. The primary outcome of digital aggregation is not only to create a one-stop-shop for news on important global issues, but also to help gather local voices and connect an amalgamation of supporters around the world who care about global development and the SDGs, and have the ability to inspire action.

In this section of the report we take a closer look at Global Daily highlights from 2017, including coverage around marquee moments such as the High-Level Political Forum and the UN General Assembly.
HIGH LEVEL POLITICAL FORUM

To drive thought leadership and online conversations on the High-Level Political Forum, the UN Foundation hosted a multi-platform editorial series titled “SDG Solutions.” Global Daily received more than 59 submissions showcasing how individuals and organizations are making progress toward the SDGs.

The UN Foundation also hosted six Facebook Lives across UN Foundation, +SocialGood and Global Daily channels. Key interviews included Dr. Agnes Soucat, Director of Health System Governance, World Health Organization (WHO) and Tim Stiles, Global Chair of International Development Assistance Services, KPMG.

#CREATE2030

Following Human Rights Day on December 10, Global Daily partnered with the Open Society Foundation to co-host a Twitter chat that prompted participants to discuss how to leverage the arts to advance human rights issues around the world.

The chat’s hashtag, #Create2030, reached 1,311,383 users and received 4,923,982 impressions. During the chat, there was also a significant uptick in use of #Standup4humanrights and #globalgoals.

UN GENERAL ASSEMBLY WEEK

Throughout UN General Assembly Week, Global Daily’s online activations reached nearly 18,000 users. These activations included Facebook Live interviews with global leaders such as Susan Silbermann, Head of Global Vaccines at Pfizer, and Radha Muthiah, CEO of the Global Alliance for Clean Cookstoves.
“Journalists have a **decisive role** in ensuring that the SDGs are fulfilled at the global, regional and national levels. In order to exercise them, it is necessary that we know them in depth, incorporate them into our daily information work, help social organizations and people also know them and get involved, and **together**, journalists, activists and people, we monitor their compliance.”

**Estrella Guttiérez**  
Chief Editor  
Inter Press Service (Spanish Service)
Thank You

The UN Foundation sincerely thanks all partners for their support and shared vision of the importance of the global media in achieving the SDGs.

For more information, please contact Lindsay Pearse (LPearse@unfoundation.org).