

The role of Trade Union Media in defending the rights of workers to achieve sustainable development goals



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Introduction

Since its inception in the previous mid-century, Arab trade unions became active in the media. Their participation went through many stages. At first, trade unions did not have their independent media. Their activities and events were only covered by other media. Independent Arab trade union media probably appeared only in the sixties. However, it became completely independent only by the seventies through owning its own platforms. The seventies and eighties are considered as the golden age of trade union media thanks to the important role it played in society. Many consider the period extending from the seventies to the end of the eighties golden due to the role that trade union media could play in society. However, its performance declined since the nineties until the present. The progress the media in general witnessed during this time has not benefited trade union media due to various reasons that we will be showing in this report.

Our report is mainly dedicated to defining the concept of trade union media. It seems that the concept carries different meanings that contributed to its final conceptualization:

Many people have criticized the concept as exclusive. Accordingly, the term appears inadequate since the media in general should be defined regardless to its identity. The question, in this regard, is if trade union media is different from other media, what could be the aspects of this distinction? Is it, therefore, different in terms of form or content? In other words, can the media produced by religious institutions be called religious media, for example, or the media issued by women's organizations be called feminist media? Therefore, the concept or terminology is not totally innocent which leads to pose the question what do we mean by Arab trade union media.

Is trade union media that produced by trade unions to voice them and the struggle and concerns of the working class? Or is it the media that resorts to trade union work as its means to deliver a political message? Can both types be called trade union media?

Trade union media can be defined as that produced by trade unions. It does not include the media committed to trade union issues. It is worth noting that nowadays trade union media has been successful in raising issues of great importance.

Other official and private media consider trade union media as marginal. This view started to emerge since the post-nineties period that witnessed the decline of trade union media after the absence of figures that used to lead it and went instead to official or private media.

The audience, also, deals with it as marginal. For them, it does not offer the information they need or the change they aspire to. The audience rather identifies with the more popular media that is subsidized by the state or private institutions and guides the public opinion.

The presence of strong and effective trade union media is necessary for understanding the nature of our present issues and our role in them. All trade unions, despite their differences, do have a message to deliver to the category it represents. It, also, represents its society. However, the question is why our societies cannot relate to it. If trade union media receives the necessary means for its development, is it going to be successful?

Facing the problem is, undoubtedly, an important part of the solution. If one asks the question to trade unionists and those in charge of the media, they will hesitate before answering the question.

There are various discussions on what trade union media should be like to become effective. Most of these articles spot the problem correctly, but do not offer any concrete solutions.

Many articles argue that the problem lies precisely in the media not being up-to-date, suggesting that it should be, for example, digitalized and widely distributed. However, they overlook the content. Other articles mention that the problem lies precisely in the communication with trade union leaders and lack of coordination. Hence, they suggest addressing the problem of coordination.

Browsing many websites can show that trade union media mostly reports the news of its leaders and ignores the important issues or marginally reports them.

Trade union media is limited to reporting and news at the expense of other journalistic formats and genres (investigation, opinion, commentary etc.) which are much more attractive to readers.

The current Arab trade union media is merely similar to an official news agency for trade unions, which makes it less attractive than different forms of media. In order for it to be more effective, trade union media should be less official.

Therefore, trade union media should address the problems and demands of people it represents to be more effective. We should report the concrete problems and concerns of these people to be more effective and honest in the sector. Only this way, our media will succeed in attracting the audience.

It is undeniable, however, that there are some successful experiences, even if not many. In most countries, there is at least one successful exception in dealing with the problems of the people that has drawn the attention of governments and international media. Unfortunately, most of these media, according to our measures, are not part of what we consider to be trade union media.

Many people argue that trade union media can use the electronic progress to its advantage. Electronic media is cheap and becoming accessible to everyone.

The unionists who truly believe in the need to improve the reality of Arab trade union media should encourage these electronic spaces by circulating them, submitting articles to their pages, and notes to Head of Communications to improve their performance.

Electronic trade union media can be the solution in face of the traditional visual, audio, and written media for trade unionists. It is, also, their responsibility to make it successful in their fights and struggles.

Working on trade union media should go through a comprehensive critical reading of its decline and the circumstances that led to it. Therefore, studying the goal of trade union media that addresses the problems and concerns of people it represents and voices to governments and the public opinion becomes necessary.

The success of trade unions in defending the interests and demands of their members lies in the its organizational and structural strength employed to implement their program in various fields and activities, especially media and training activities. Training and trade union media, especially in light of constitutionalizing union pluralism in many Arab countries, is the main way to secure the success of social dialogue, which requires tripartite dialogue between the government, trade unions, and workers. Encouraging training and information helps raising trade union awareness of both the trade union leader and the normal trade unionist. It will help in understanding the economic and social transformations, how to deal with them, and how to solve them. It will, also, have an important impact on trade union work and trade union's influence on the balance of powers and economic and social decision-making.



The media and communication tools are important in helping trade unions communicate with and organize workers and facilitating delivering their message and positions on social and economic issues to their members, social partners, and the public opinion in a manner that enhances social dialogue and interaction with social partners. It helps trade unions in setting their strategies for decent work and respect for international labour standards, especially trade union rights and freedoms, towards the realization of social stability and social justice.

New communication technologies now allow the public to have a voice. The public is no longer merely a consumer of the media, but also a participant, through the feedback in social media and otherwise. Trade unions benefit from these tools because workers are no longer just recipients of information, but can provide their opinions and observations thanks to the new technologies.

The goal of the Arab Trade Union Confederation (ATUC) is to improve the conditions of workers in the region by highlighting their issues and providing them with a platform through which they can express their problems. Our work also provides journalists and others with important information about workers. We encourage journalists and trade unions in the region to help us with information to defend the workers' rights.



The announcement of the World Health Organization (WHO), in March 2020, that classifies COVID-19 as a pandemic that has affected the world, marked major changes and transformations in our political, economic, social, etc. life. Countries, institutions, and governments were forced to change their priorities. Also, the habits of people in their houses and workplaces changed to avoid the spread of a deadly virus, thus introducing great challenges in the nature of work and its mechanisms.

The audio-visual and electronic media became the most important and only means for governments to communicate with individuals and institutions to communicate with their workers once the lockdown started to take place. The latter happened before a new and difficult challenge hit the media institutions themselves, in all their forms, that are trying to continue to provide their services to readers and followers who are looking for information to understand the virus, its phases, vaccines, the number of its victims, ways to prevent it, and the fate of their salaries and jobs in case of lockdown.

The situation of trade union media was critical. It tried to adapt itself to the developments of the virus and to carry out the task of informing its followers about the changes.

The media, especially the Arab media, was already going through a crisis before the outbreak of the virus in many countries, whose economies were going through very critical phases.

The present study will address the aforementioned points. The question is how did COVID - 19 change the mechanisms and forms of journalistic work? How have the various institutions adapted to the new developments? What are the dimensions of the crisis and its effects on the economies of the sector? What about the trends and interests of the public during quarantine and lockdowns? Most importantly, what next? How can the media contribute to reviving the post-COVID phase? How can the media contribute to achieving sustainable goals as a representative of the working classes and trade unions?

An evaluation of the role of the media during the pandemic:

According to the Reuters Institute Digital Report 2020, in cooperation with Oxford University, which was based on global field research that included more than 80,000 people in 40 countries, prepared last April, the lockdowns in the Arab countries were paralleled with a significant increase in news consumption on the latest developments on the pandemic and the health situation. It was discussed in a study prepared by the German channel Deutsche Welle (DW) with the participation of many Arab media professionals.

Readers' opinions' during quarantine varied, both in quantity and quality. Their consumption has also changed. The executive editor-in-chief of ONA explains that receiving information ranged between anticipation and hope. The extensive follow-up of articles related to the developments of the epidemic, the number of its victims, and methods of prevention increased at the expense of the contents that were at the top of the list of readers' interests including sports, which is due to the lockdown as well as the eagerness to follow news on the pandemic. He claimed that "the interest declined over time due to the repetitiveness of information on the vaccines without people seeing actual result. People became sceptical, but they are still browsing its news."

The Executive Editor-in-Chief of ONA specified the type and form of content that had the greatest consumption during COVID19- and that the foundation addressed as follows:

- Video content, be it clips or live broadcasts;
- Specialized platforms, especially medical ones including the website El Consolto, which used its archive and database during the crisis, and explanatory content related to analysing the performance of governments in fighting the epidemic;
- Stories using interactive tools to analyse numbers, explain the evolution of the epidemic curve, make comparisons between countries, or the development of infections from one period to another;
- Services related to entertainment content and offers on streaming platforms and how to spend one's free time during lockdown, noting that a large percentage of website visitors recently came through direct visits through the search engine and not just through website pages and posts on social media platforms.

Social media becomes a threat to traditional media after of the pandemic:

The news on COVID-19 have been imposed on media coverage and across social media sites. Discussions on the virus, mixed with misinformation, have flooded platforms. Therefore, WHO warned of the “information epidemic,” which revived the debate on the role of media and how to win the public opinion and the audience’s confidence.

The press and the media have achieved record numbers of readers and viewers. However, confidence in the media declined due to fake news.

Reuters says that “one of the dangers of the health and economic crisis is that it showed the need for reliable sources to inform and educate the audience in an electronic world that is open to false information. Alternative information contains a large percentage of fake news that contradicts scientific and official sources.”

According to the Reuters report, the media did a good job in covering the news of pandemic crisis “by revealing the dimensions of the seriousness of infection as the assessment of 76% of participants in the research for the media’s efforts in avoiding the crisis showed, 70% confirmed that the media contribute to explaining what needs to be done to avoid infection, and 33% believe that the media exaggerated the situation of the epidemic. The comments of scientists in the media received a confidence rate of 83%, followed by health authorities with 76% and then international organizations with a percentage of 73%, and media institutions 69%.”

The circulation of information on social media platforms is described as “a fast-spreading and uncontrollable, amid the absence of standards and a flood of inaccurate and fake news and its politicization.” The journalist’s role has doubled, especially in the time of COVID-19-, with regard to research, verification, and refutation of what is published.

In the end, the reader goes to the accurate professional story presented by the media that bears the details, context, and background. It is similar to those who want to listen to a singer, which enhances the readers’ confidence in them and their success in covering the crisis efficiently.

COVID - 19 has increased the need for the media but has also weakened it. The crisis caused economic problems for the sector, especially when it comes to advertisement which is considered as a major source for financing. However, the crisis differs from one institution to another depending on the type of ownership.

There are 3 types of ownership. The first one is institutions that are funded by countries or entities and they have a specific agenda that will not be affected since profit is not its major goal. This model is expected to flourish with conflicts, polarizations, and interventions of external powers in the conflicts and wars of the Middle East region. While it is expected that the public service institutions financed by taxpayers, which suffer from many crises and are burdened with debts, will undergo significant changes, "some of them may disappear in favour of others, or there may be integration and production of new formulas that guarantee their rehabilitation to help them to survive, so that their loyalty remains unchanged."

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COVID-19- announced the death of printed press. Some newspaper opted for a hybrid model of printed and digital forms to ensure its continuation such the New York Times.

As for websites and independent institutions, optimism about their future is probable. They are "strongly affected because they depend mainly on direct digital advertising revenues," such as the newspaper Mantiqti, which covers the news of Cairo. Advertisements were cut. The websites, also, will not find support except from the audience by paying for content, which is difficult to achieve now with regard to the economic repercussions that have affected everyone.

The challenge of survival for the print press lies in reaching professionalism and profitability, with the diversity of its advertising sources, to help with its independence and the creating content for the coming period, in light of the fundamental changes imposed by the virus and establishing confidence with the reader.

In the search for new sources of funding, subscription can be an alternative. However, for print press it will not be enough to cover all the costs of production and the salaries of employees. Implementing partial subscription is a start. It can be a model to help post-COVID - 19 Arab institutions after an economic recovery and a return to normal life. It will take time for the public in the Arab region to get used to it, due to the absence of the culture of payment for content and the tendency only to pay for entertainment services such as music and movies.

After the gradual recovery from COVID - 19, the question is what could the impact of the economic and financial recovery on workers.

Based on the current data and a study of how consumption patterns have changed during quarantine, it is expected that few things will shape the future of the media and the press and the available opportunities.

First, targeting adolescents and adults by studying their consumption trends should be addressed. Adolescents, for example (from the age of 15 to 25) are more interested in entertainment rather than news. Adults are looking for live broadcasting of news. They heavily use WhatsApp and a percentage of them use TikTok, that can be considered as a cross-generational application as has been noted during lockdown periods. Adults, also, use YouTube.

The dominance of applications and social media platforms will increase. Therefore, there must be a way to attract the audience directly without an intermediary, to achieve profits, knowing that there is an opportunity for growth through short videos that fit different platforms.

It is also expected that advertising revenues will continue to decline until the end of the year. Advertisements will move more towards digital platforms, which represents a challenge for traditional media institutions.

● Remote work: Good for workers but a loss for companies:

Press organizations are beginning to experiment with remote work. It tested the competence of journalists and the infrastructure of institutions that faced many challenges including shifting to digitalisation, changing mechanisms, and targeting the public that spends most of its at home and changed its life habits and consumptions patterns such as the peak time of interaction.

This was accompanied by a change in the editorial agenda, to meet the needs of readers, and to focus on specific categories that benefit from more interaction including photos, videos, and infographics. It should, also, be addressing field-based stories on the situation resulting from the epidemic, in various places such as hospitals and others.

However, many institutions, despite shifting to digital publishing, have obliged their journalists to attend their workplaces. Attendance is considered as a form of recovery from the stifling crisis.

Trade unions supported and helped protect workers and their jobs around the world. Despite the devastating impact of the crisis on workers and their families, the increase in violations of trade union rights, the loss of members, and the hostile environment towards trade unions in some countries, the task has been easy.

Trade unions do urgently need to develop new strategies to meet the challenges of achieving a recovery, strengthening occupational safety and health systems, achieving comprehensive social protection, gender equality, digitalization, and a just transition to environmentally sustainable economies. If these issues are successfully addressed, COVID - 19 will be an opportunity to help trade union gain back their presence.

However, did trade union efficiently use media to defend workers during COVID - 19, especially in light of the recurrent lockdowns and the danger of being exposed to the virus?

An international trade union call for a new social contract:

The International Confederation of Trade Unions (ITUC) identified five basic demands for recovering from the repercussions of COVID - 19 on the world of work and workers. ITUC considers that the “choices made by world leaders in 2021 must respond to the call made by workers and civil society to reform the economic model and help build a just and sustainable future, without protecting the status-quo, where the corporate greed model fosters inequality and exclusion.”

Five labour demands for post-pandemic recovery and resilience:

- Ensure an industrial transformation capable of creating eco-friendly jobs as well as jobs in health, education, and public services;
- Ensuring the rights of all workers on the basis of the ILO Centenary Declaration, particularly the workers' rights, minimum wages, and occupational health and safety;
- Comprehensive social protection, including the creation of a global social protection fund for less wealthy countries;
- Eliminating all forms of discrimination on the basis of race or gender, to ensure that all people enjoy prosperity and fight accumulating wealth in the hands of the few at the expense of the majority;
- Fighting monopoly and helping developing countries with the recovery of their economies to meet the needs of their people, and adopt fair policies to fight COVID - 19 through economic support and enabling everyone to have tests, treatment, and vaccine.

In addition to the tragic loss of human lives due to the pandemic, nearly 500 million workers have lost their jobs, and two billion people are struggling to survive by working in the informal economy, especially in new businesses on the internet, which urges the need for a new social contract that guarantees recovery and resilience, based on the security guaranteed by these five basic demands. What role can the media play with trade unions and how?

The countries of the Arab region are still suffering from governments tightening their grip on public freedoms, the media, institutions, and human rights organizations. Many reports have shown that rights and freedoms recently witnessed control, especially since some governments have benefited greatly from the outbreak of the pandemic and sought to issue new decisions to increase restrictions on press freedom and the prosecution of journalists.

Journalists were concerned with the repercussions of the pandemic and the measures taken, which created space for addressing labour issues and news and benefited Arab trade unions.

Therefore, the media has become an important actor when it comes to the issues of workers and the working class across the world. What role can the previously mentioned means play as a partner for trade unions and achieve sustainable goals along?

Towards a vital media role to achieve the sustainable development goals (SDG) in the post-pandemic era

To what extent is the media in the Arab region addressing the 2030 goals of sustainable development 2030 and following its implementation in the region?

Despite the scarcity of information in this field that we encountered while preparing this report and the lack of references and data, even with official and professional institutions, we recorded “the emergence of different experiences and models from the local media in the Arab region. New positive indicators show that the media can be invested in developing itself to contribute to the public opinion and issues including the 2030 sustainable development goal. The media could help its audience to understand the monitoring and follow-up mechanisms that it provides, which will enable all those interested to exercise a kind of popular control over the suitability of national and local plans with global development goals.

Governments have committed and agreed to the 2030 agenda that calls for justice and equality, respect for the environment, and the development of real plans for providing decent work opportunities, social protection, gender equality, and eliminating regional inequality. As governments have committed to the agenda, the global agenda in this sense is a tool for exercising monitoring, follow-up, and pressure by media professionals, local actors and other pressure groups. Therefore, governments’ plan, budgets, ministerial statements, and the work of parliaments can all be evaluated the media will also follow the legislative role in enacting laws that facilitate the achievement of the goals, including the commitment of governments to goals that achieve equitable local development, through the use of the reference of the 2030 Agenda for Sustainable Development.

In this context, the journalist can be considered an opinion maker, a local leader even. The journalist has a good network that can be used in the service of local development. The journalist can follow, for instance, the implementation of projects with positive or harmful impacts and convey the information to whom it may concern. Journalists are equipped with investigation skills and detecting the validity of information that will help studying issues 'scientifically' and in a professional manner, in addition to their influence on and ability to direct the public opinion.

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



If the journalist is informed about the 2030 Agenda and national plans, they can use the media to their benefit through investigations, reports, articles, interviews, radio or television programs, or the use of the Internet and electronic means of communication. Journalists, also, have are allowed to point to criticize as well as show successful experiences. The latter are almost never reported on the local media. The audience gets informed only via international media. They can, also, contribute to raising awareness when it comes to human rights, peace, and solidarity to transform our world as called for by the agenda, which can also be a starting point for discussing various media topics based on the use of simple language and concepts:

- Improving people's lives via achieving justice and equality, eliminating poverty, and enabling people—especially the poor and those living in poor and remote areas—access to education, health care, social assistance, adequate housing, water, and electricity;
- Changing priorities in the economy so that the goal is to create job opportunities for all, especially youth and women, reduce unemployment, and make work sustainable. Also, the goal of the private sector should not be quick profit without moral or social responsibility;
- Preserving natural resources, without destroying the environment, wasting water, or cutting down forests, in a manner that preserves the sustainability of the world's resources for future generations;
- Ensuring justice and equality of rights between people, between women and men, between the poor and the rich, between regions, and between the white and the black. Everyone should enjoy equal rights in accordance with the principles of truth, justice, and the supremacy of the law. No one should be oppressed and no one should be tyrannized by power and government. Rather, power should be transferred through elections.

The Arab Trade Union Confederation (ATUC) stresses the importance of the media in the process of implementing development plans in the region in order to deepen the awareness of development actors in the region of the importance of media in general and trade union media.

SDG Media Compact is central to development. It addresses the participation of societies in all development processes. Therefore, individuals will become agents of development and change, using the tools of knowledge and awareness.

The various types of media (audio, visual, print, and electronic and non-electronic) contribute to the development of democratic values by encouraging participation, expressing all opinions and influencing the public opinion.

Raising awareness of the importance of the presence of trade unions in a society shows its advancement, as transparent social dialogue between the various social partners becomes essential.

The concept of SDG Media Compact was first introduced by the researcher Wilbur Schramm, in his 1996 study on media and development. The concept has many definitions, including:

- The major or subsidiary media system specialized in addressing development issues;
- An important branch of media activity that works to bring about transformation;
- With social aspect for the purpose of development and modernization, or in other words it is the process through which the mass media and mass communication devices can be directed within the society in accordance with the goals of the development movement and the higher interest of society;
- Planned and intended communication efforts aimed at creating positive attitudes and trends;
- It is friendly to development, and thus it is not concerned with the development industry, but rather creates social, cultural, and psychological conditions for individuals and groups in order to respond effectively to development plans and programs;
- One of the main branches of the media is that deals with development issues. It is targeted and comprehensive media. It is supposed to be realistic. It aims to achieve social development goals. It is linked to the political, economic, social, cultural, educational aspects, and is based on honesty and clarity in dealing with the public.

SDG Media Compact is one of the branches of specialized media and aims to accelerate the transformation of a society from a state of poverty to a dynamic state of economic, social, and political growth, through various means of communication and planning and coordination, as well as the processes of education, acquiring skills, and the desire to modernize and create strategies and resources available to achieve development through media messages that call for it.

There are two types of SDG Media Compact. The first is mass media which includes print media, electronic journalism, television, and radio. The second is direct media which includes any media issued by local community organizations, such as open meetings with members of the (targeted) community and printed or recorded versions.

Requirements for the success of SDG Media Compact to serve sustainable development goals:

- Providing advanced and different media and communication tools through which people can be informed of the reality of their problems and convey their ideas to achieve the desired development;
- Geographically distribute media related to development in a way that includes all regions, districts, and villages with high population density;
- Relying on graduates of media and journalism universities and providing the necessary media staff to prepare media programs;
- Coordination between the state's developmental orientations and media institutions, such as setting joint plans and programs to achieve the desired goals;
- Allowing the public to participate directly in raising their issues and holding offenders accountable through serious, rational, transparent and democratic dialogues;
- Highlighting the development strategy and its directions, using scientific research tools to increase media capabilities for analysis, professionalism, credibility, respecting press freedom and independence in identifying development problems, issues, and challenges, and making use of science and media technology and the technical revolution to build an information and analysis base that can be used in developing strategies and policy analysis.

Trade unions must participate in these national strategies for sustainable development with its various components. They should identify a set of priority goals and indicators that trade unions may wish to consider in light of their national conditions. Trade unions should also identify the opportunities and challenges that they face when participating in the making of economic and social policies at the national level, while taking into consideration previous experiences. However, the absence of a trade union media plan, the weakness of supervision, follow-up and control in trade unions, and the absence of periodic evaluation of the media performance of the trade union institution is a problem.

The reasons for the weakness of trade union media are various. Trade union media is unable to preserve the gains of the movement and to achieve sustainable development goals. The latter is important in disseminating syndical awareness and the importance of labour issues. They will also be informed of the late national and international news and issues to direct and guide the public opinion on such matters. These goals could be achieved via:

- Addressing trade media, providing equipment and training professionals to achieve the goals of trade union knowledge and national plans for sustainable development;
- Organizing courses and seminars on the development of trade union media and an understanding of the goals of sustainable development set by the United Nations (UN) in all its dimensions, to enhance the skills of trade union media professionals to be able to defend trade union causes;
- Working on the format and tools for disseminating trade union media discourse that has mainly become based on image and brevity;
- The necessity of coordinating work on all levels, union and administrative, and developing communication channels for the news and the events through reports in a way that contributes to exchanging experience and disseminating news about trade union work and programs for national plans and development goals;
- Make trade union media the basic platform for workers and their unions to raise their social, economic, political, human rights, and democratic issues, and this will essentially contribute to strengthening the trade union movement and its role in participating in national and social policies to be in line with the workers' interests.

The most important sustainable goals that must be supported by SDG Media Compact

The media can set the goal of participating in achieving the goal of sustainable development, as it will provide both citizens and residents with a rich media content that will reflect their living conditions and thus inform them of their need for development and aspire for a better future.

The influence of the media in sustainable development cannot be simply measured, as the means of measuring differ in the degrees of their influence from one platform to another.

The media act as means of support rather than change. However, it can still guide the public opinion through psychological means. Trade unions must use those means to defend their position and demands. Therefore, the impact of media does not have one single dimension. These means, still, can play a major role in achieving sustainable development goals, in a way that complements the efforts made in this framework and accelerates the achievement of goals and aspirations in all branches of development (social, economic, political, etc).

The media can be a powerful tool for promoting union accountability. Free and independent media can inform and influence public opinion on government policy. It can monitor the performance of public institutions, expose corruption, and advocate for change.

The media can also provide a platform for public debate and dialogue, ensuring that the voices and needs of citizens are heard regarding government policies and actions.

The media is not only a tool for creating awareness about the SDGs agenda, but also plays an important role in its implementation. Inclusive, just, and strong institutions are the pillars of a balanced society. However, these institutions are not sufficient by themselves. Any prosperous society is based on citizen participation, to hold governments accountable, and to influence on decisions that affect people's lives. It, also, provides citizens with access to information (SDG Target 16.10) that is a fundamental requirement in this regard. Independent and pluralistic media empower citizens with access to information and thus can build informed, critical, and resilient citizens with the ability to shape their own development, participation, advocacy, and monitoring for just and democratic societies in relation to their governments. The media is a prerequisite for the serious progress and implementation of the 2030 Agenda.

In terms of overall accountability for the 2030 Agenda, the media can provide a platform to raise awareness of the sustainable development goals and provide information about what decision-makers and government agencies are doing. It can convey messages of progress and challenges in relation to the sustainable development goals, highlight the human story behind the data and numbers, and increase pressure on governments to take action to implement the it.

The media can also be used to promote the sustainable development goals and raise awareness and expectations for follow-up and reviews that are credible, inclusive, and participatory. Reviews and review processes, which include people who may not be able to participate, promote the participation of those who can, and possibly reveal issues that might otherwise be overlooked.

The media can also expand the dissemination of findings from follow-up and review of processes and mobilize people to act on various issues related to the sustainable development goals.



SUSTAINABLE DEVELOPMENT GOALS



This study is in Cooperation between ATUC & DTDA



ULANDSSEKRETARIATET – DTDA
DANISH TRADE UNION DEVELOPMENT AGENCY