

FROM POLICY TO ACTION

Using media to secure concrete
commitments to the
implementation of the 2030
Agenda for Sustainable Development



Beyond2015

Campaigning for a global development framework
after the **Millennium Development Goals**

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Introduction

The [2030 Agenda for Sustainable Development](#) won't become a reality unless the ambition of the text is matched by real commitments from our leaders to implement the SDGs at the national/sub-national levels - with the participation of civil society. **Media has a key role to play in securing such political will and pushing governments to take real action on the ground.** Based on this reality **Beyond 2015** has prepared a list of practical ideas on how media can be used to push governments to take real steps towards the localisation of the SDGs. This list also features examples of good practices carried out by **Beyond 2015** organisations at the national and regional levels.

About Beyond 2015

Beyond 2015 is a global civil society campaign, aiming to develop a strong framework to replace the Millennium Development Goals. **Beyond 2015** brings together over 1,500 Civil Society Organizations in 140 countries around the world. Since 2010, **Beyond 2015** has promoted debate on the Post-2015 agenda in almost 40 countries, has built a campaign-wide understanding of the foundations of the Post-2015 agenda (Vision, Purpose, Values and Criteria), and has taken several advocacy actions based on a 'pincer movement' built around a constant highlighting of the same messages to political leaders at the national, regional and global levels. The goal of these messages was to achieve the most transformative Post-2015 agenda possible, including a meaningful participation of people and their organizations at all levels and phases of the process.

Practical ideas on how to use media to push your government to take real steps towards the implementation of the post-2015 agenda in your country

General recommendations:

- Use a multi-pronged approach: this means trying different approaches and using different types of media to maximise impact
- Don't wait for journalists to find you, contact them and tell them you have a lot to say
- Link the implementation of the post-2015 agenda to grassroots issues to show how the new agenda will affect real people and real lives
- Use social media to praise good practice (Remember to follow [@Beyond2015](#) on Twitter!)
- Be strategic when targeting politicians: propose concrete asks that can be implemented

Useful resources:

- **Beyond 2015** capacity-building webinar, 6 May 2015: [recording](#), [notes](#), PowerPoint presentations ([From mass to demassified communication](#), by Chuck Baclagon, 350.org and [Making sense of big data - infographics](#), Nick Adie, VSO)
- [How to communicate the SDGs to the public](#) – by Will Tucker, communications consultant (The Guardian, 7 Sept. 2015)
- [Election toolkit](#) with great tips on how to use media during electoral campaigns and engage with candidates -

produced by the Canadian Council for International Co-Operation (CCIC) in the framework of the “We Can Do Better 2015” Campaign

Below is a non-exhaustive list of practical ways to engage with media on the post-2015 agenda to draw attention to your government’s responsibility to make the SDGs a reality in your country.

Some ideas to get you started!

1) Use radio and TV (*especially in geographic areas with limited / no Internet connectivity) to promote discussions on how the SDGs will be implemented in your country

Radio in particular is a great tool to share messages with communities across your country, and to reach key demographic groups such as illiterate persons and low income groups:

- Contact all local and community radio stations and offer interviews with staff on the post-2015 agenda and what it means for your country

Beyond 2015 good practice: [Pacificwin \(Vagahau Niue Trust, New Zealand\)](#)



Pacificwin partnered with the Pacific Islands Media Association and other key media stakeholders to train community radio broadcasters to socialise and disseminate pertinent information in the Beyond 2015’s Policy to Action toolkit, thus raising awareness of the post-2015 agenda among the targeted and marginalised Pacific population of New Zealand, and pressuring the government to take action.

- Organise a radio / TV debate with the general public / politicians / development agencies, on the post-2015 agenda and how it can be implemented in your country (*especially in countries facing upcoming national / local elections)

Beyond 2015 good practice: [KiriCAN \(Kiribati\)](#)

Radio programs are being organised in September to discuss the SDGs and electoral promises towards their implementation (3h radio Q&A session on the SDGs with members of government and opposition; another radio talk back show with aspiring Presidents and members of Parliament)

- Contact radio / TV channels and work with them to broadcast news on the post-2015 agenda and government plans for implementation

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2) Use social media to raise awareness on the post-2015 agenda and share your ideas / key asks for government for the implementation of the SDGs in your country – many people still haven't heard of the SDGs!

- Encourage media to host an online chat / discussion on the implementation of the SDGs in your country and have your organisation represented

E.g. **Beyond 2015** participated in Devex's #SustainDev Twitter chat on 18 August 2015



- Post blogs / write guest columns on news websites, focusing on the implementation of the post-2015 agenda in your country

Submit a guest column for [Devex's Sustaining Development series](#) – instructions [here](#)

Beyond 2015 good practice: [VSO \(United Kingdom\)](#)

Set up a blogger profile on Huffington Post for your senior staff members / best writer so that they can post their own content – read the [FAQ on HuffPost User Accounts](#) and take a look VSO's examples [here](#) and [here](#). Keep in mind that setting up an account can take time so it's better to do so now if your organisation doesn't have one.

Beyond 2015 good practice: [ABONG \(Brasil\)](#)

ABONG has created a [special blog](#) on the SDG negotiation process and outcome, along with articles on different activities they are carrying out around the implementation of the Agenda. This blog is linked to their webpage and the news posted is also shared through an extensive mailing list.



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Beyond 2015 good practice: [Plataforma MVRO - Slovak NGDO Platform \(Slovakia\)](#)

Since May this year Plataforma MVRO has been publishing a series of articles on the SDGs in Hospodarske noviny (a newspaper attracting over 1 million visitors each month). The series will end in October. More [here](#).

- [Tweet and use Facebook to spread the word about the post-2015 agenda and what it means for your country](#)

Beyond 2015 good practice: [Canadian Council for International Co-Operation \(CCIC - Canada\)](#)

There's no denying the power of social media to unite, engage, and persuade. In the context of their "[We Can Do Better 2015](#)" Campaign in Canada, the Canadian Council for International Co-operation produced a [social media toolkit](#) and two page [tipsheet](#) to spark a meaningful conversation with Canadians through digital media about why and how Canada can do better on inequality & human rights, climate change & environmental sustainability, and women's rights & gender equality – and ultimately to committing to a strong implementation of the SDGs. Check out CCIC's [Facebook page](#) for great photos and more.

3) Organise workshops / forums for media professionals to learn about the post-2015 agenda and government commitments / plans to implement the SDGs

Beyond 2015 good practice: [PIANGO \(Regional Coordinator for the Pacific\)](#)

Media dialogues were organised in Fiji, Kiribati and the [Solomon Islands](#), to inform media professionals on the post-2015 agenda, train them to communicate development issues in an appealing way, and include them in post-2015 discussions. More information [here](#).



4) Set up a clever photo stunt or opportunity linked to the implementation of the post-2015 agenda in your country. Make sure you chose a prominent and photogenic location, and invite the journalists to snap it.

5) Attract a high profile celebrity to publicly support the implementation of the SDGs in your country and invite them to a photo opportunity. See [here](#).

6) Pitch a one to one interview with your CEO or senior staff member to the most senior editor of leading newspapers and broadcast outlets in your area, saying they can explain the SDGs, what they mean for real people and their lives, and how these universal goals can be reached in your country.

7) Write an opinion piece or Letter to the Editor from your CEO/ Director with a strongly worded call to action to implement the post-2015 agenda, aimed at your government. Then submit the piece at a key strategic moment for the news nationally (e.g. ahead of an election or vote).

8) Share a case study or a story of a person whose life will be impacted by the post-2015 agenda, with strong photos to accompany. Send to editors of digital and print outlets. Example [here](#).

Beyond 2015 good practice: VSO (United Kingdom)

VSO has been collating stories that illustrate the post-2015 agenda and publishing them in outlets with mass public appeal (e.g. Marie Claire magazine), thus obtaining good media coverage of their work (e.g. tackling gender violence in Papua New Guinea) with a call to action for governments to keep addressing these issues.

9) Host an event or debate in a high profile location, and invite journalists to cover it.

10) Invite media to cover meetings / conferences with government and other stakeholders on the implementation of the post-2015 agenda (e.g. press briefing, press release)

Beyond 2015 good practice: Save Matabeleland Coalition (Zimbabwe)

A two-day, live-streamed, National Dialogue and Knowledge Sharing Conference on the Implementation of the SDGs was organised in July 2015, bringing together a wide array of stakeholders - including members of civil society, government officials (national and local authorities), UN representatives, and private sector representatives - to discuss how the post-2015 agenda can be implemented and adapted to the national context in Zimbabwe. More [here](#).

11) Pitch to youth and other groups travelling to the Summit. Example [here](#).

12) Prepare media toolkits on the post-2015 agenda and its implementation.



Contact Beyond 2015: Ella Masle-Farquhar, International Officer: efarquhar@beyond2015.org