

Media Capacity Development Workshop

# Media and the Sustainable Development Goals

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# Sustainable Development

- Defined as: *Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*
- It calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet.
- For it to be achieved, it is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection.



# Sustainable Development



# Sustainable Development

- A key requirement is eradication of poverty in all its forms and dimensions.
- This requires the:
  - promotion of sustainable, inclusive and equitable economic growth
  - creating greater opportunities for all
  - reducing inequalities
  - raising basic standards of living
  - fostering equitable social development and inclusion, and
  - promoting integrated and sustainable management of natural resources and ecosystems.



# The Birth of the SDGs

- The concept of the Sustainable Development Goals (SDGs) was born at the United Nations Conference on Sustainable Development, Rio+20, in 2012.
- The objective was to produce a set of universally applicable goals that balances the three dimensions of sustainable development: **environmental, social, and economic**



# The Birth of the SDGs

- Recognizing the MDGs successes, countries agreed in “The future we want,” the outcome document of Rio+20, to establish an open working group to develop a set of SDGs for consideration and appropriate action.
- Following more than a year of inclusive and intensive consultative deliberations, 17 goals and 169 targets were proposed.
- The negotiations spanned more than two years and included numerous inputs from civil society and other stakeholders.
- The inclusive and transparent consultations led to consensus being reached on 2 August on the outcome document for the new sustainable development agenda.



# Global MDGs Accomplishments

- The MDGs have produced the most successful anti-poverty movement in history and will serve as the springboard for the new SDGs.
- *Poverty and hunger*: only two short decades ago, nearly half of the developing world lived in extreme poverty. The number of people now living in extreme poverty has declined by more than half, falling from 1.9 billion in 1990 to 836 million in 2015.



# Global MDGs Accomplishments

- *Gender equality*: The world has also witnessed dramatic improvement in gender equality in schooling since the MDGs, and **gender parity in primary school has been achieved in the majority of countries**. More girls are now in school, and women have gained ground in parliamentary representation over the past 20 years in nearly 90% of the 174 countries with data.
- *Child mortality*: globally, the **under-five mortality rate dropped from 90 to 43 deaths per 1,000 live births** between 1990 and 2015.
- *Maternal health*: the **maternal mortality ratio shows a decline of 45% worldwide**, with most of the reduction occurring since 2000.





# Global MDGs Accomplishments

- *Fighting diseases:* new infection rates from HIV fell approximately by 40% between 2000 and 2013. Over 6.2 million malaria deaths were averted between 2000 and 2015, while tuberculosis prevention, diagnosis and treatment interventions saved an estimated 37 million lives between 2000 and 2013.
- *Sanitation:* Worldwide, 2.1 billion have gained access to improved sanitation and the proportion of people practicing open defecation has fallen almost by half since 1990.
- *Global partnership:* official development assistance from developed countries saw an increase of 66% in real terms from 2000 and 2014, reaching \$135.2 billion.



# Ghana's MDGs Progress

## Goal 1: Eradicate extreme poverty and hunger – **LARGELY ACHIEVED**

- Ghana broadly halved the proportion of people living in extreme poverty in 2006, ahead of target.
- On average, this was achieved in both urban and rural areas, and in seven regions.
- Prospects have improved for the three northern regions to meet the target following a revision of the poverty line, which resulted in a substantial drop in national extreme poverty incidence,
- However, the prevalence of low-quality employment and considerable numbers of working poor remain causes for concern.



# Ghana's MDGs Progress

## Goal 2: Achieve universal primary education – *LARGELY ACHIEVED*

- Ghana exceeded the gross enrolment and completion target but net enrolment is a challenge.
- Gross enrolment reached 107 percent in 2013/2014 while net enrolment made slow progress from 88.5 percent in 2008/09 to 89.3 percent in 2013/14.
- The completion rate at primary level exceeded the target by 12.4 percentage points.



# Ghana's MDGs Progress...Cont'd

## Goal 3: Promote gender equality and empower women – *NOT ACHIEVED BUT SIGNIFICANT PROGRESS*

- Gender parity has been achieved in kindergarten, and is on track at primary, junior and senior high school levels and in private tertiary institutions.
- The proportion of women Members of Parliament rose marginally from 8.3 percent in the 2008 elections to 10.9 percent in 2012.
- Women's access to wage employment in non-agricultural sectors rose from 25.4 percent in 2006 to 30.5 percent in 2013.



# Ghana's MDGs Progress...Cont'd

## Goal 4: Reduce child mortality – *LARGELY ACHIEVED*

- In spite of a considerable gains made in child health since 1990, the targets for infant and under-5 mortality are unlikely to be met and signal the need for accelerated progress.
- The under-5 mortality rate improved from 122 per 1,000 live births in 1990 to 82 per 1,000 live births in 2012 but this was well short of the MDG target of 40 per 1,000 live births.
- Infant mortality fell marginally from 57 to 53 per 1,000 live births between 1994 and 2012 but was short of the target of 22 deaths per 1,000 live births.



# Ghana's MDGs Progress...Cont'd

## Goal 5: Improve maternal health – *NOT ACHIEVED*

- The institutional maternal mortality ratio fell from 216 per 100,000 live births in 1990 to 144 per 100,000 live births in 2014, short of the global target of 54 per 100,000 live births in 2015.
- Overall maternal mortality is thought to be higher, when non-institutional maternal deaths are considered. An official survey in 2008 reported an average maternal mortality ratio of 451 deaths per 100,000 live births for the seven preceding years.

# Ghana's MDGs Progress...Cont'd

## Goal 6: Combat HIV/AIDS, malaria and other diseases – *NOT ACHIEVED BUT SIGNIFICANT PROGRESS*

- National HIV and AIDS prevalence **has fallen from 3.6 percent in 2007 to 1.3 percent by 2013** but regional disparities persist.
- Expanded access to antiretroviral therapy (ART) has contributed greatly to fewer HIV and AIDS-related deaths and mother-to-child transmission.
- Malaria remains a public health concern as the leading cause of mortality and morbidity in Ghana, especially among children under 5 years and pregnant women. It is a leading cause of poverty and low productivity, **accounting for about 32.5 percent of all outpatient attendance and 48.8 percent of under-5 admissions.**

# Ghana's MDGs Progress...Cont'd

## Goal 7: Ensure environmental sustainability – **NOT ACHIEVED**

- The target of halving the proportion of the population without access to safe water has been achieved, **but poor sanitation remains pervasive.**
- Critical challenges also exist with regard to reversing the loss of environmental resources and reducing the proportion of population living in slums in urban areas.





# Ghana's MDGs Progress...Cont'd

## Goal 8: Develop a global partnership for development – *LARGELY ACHIEVED*

- Aid inflows have fallen since 2009 while public debt has been rising, with implications for debt sustainability. However, aid flows fell from 6.09 percent of GDP in 2009 to 2.8 percent of GDP in 2014, following the designation of Ghana as a lower middle-income country.
- Public debt as a percentage of GDP was 36.3 percent in 2009, rising to 67.2 percent in 2014, mostly owed to external creditors. Debt service-to-domestic revenue surged from 13.8 percent in 2010 to 31.4 percent in 2014, cutting into development spending.
- Mobile phone and internet usage has risen steeply over the past decade. Mobile-cellular phone subscriptions accelerated from about 1.26 per 100 inhabitants in 2001 to 114.8 per 100 inhabitants in 2014. Internet subscribers have in turn risen from 0.15 percent of the population in 2000 to 18.9 percent in 2014.



# Global MDGs Gaps

- About 800 million people still live in extreme poverty and 795 million still suffer from hunger.
- Between 2000 and 2015, the number of children out of school declined by almost half. However, there are still 57 million children who are denied the right to primary education.
- Gender inequality persists in spite of more representation of women in parliament and more girls going to school. Women continue to face discrimination in access to work, economic assets and participation in private and public decision-making.



**SUSTAINABLE  
DEVELOPMENT**

**GOALS**

# Global MDGs Gaps

- Economic gaps still exist between the poorest and richest households, and rural and urban areas. Children from the poorest 20% of households are more than twice as likely to be stunted as those from the wealthiest 20% and are also four times as likely to be out of school. Improved sanitation facilities are only covering half of rural population, as opposed to 82% in urban areas.
- While the mortality rate for children under five dropped by 53 per cent between 1990 and 2015, child deaths continue to be increasingly concentrated in the poorest regions and in the first month of life.
- The Global Goals must finish the job that the MDGs started, and leave no one behind.



# What are the SDGs

- World Leaders have committed to the 17 Global Goals to achieve 3 extraordinary things in the next 15 years:
  - End extreme poverty.
  - Fight inequality & injustice.
  - Fix climate change.
- The Global Goals for sustainable development could get these things done. In all countries. For all people.





# SUSTAINABLE DEVELOPMENT GOALS

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



## End poverty in all its forms everywhere

- Globally, the number of people living in extreme poverty has declined by more than half from 1.9 billion in 1990. However, 836 million people still live in extreme poverty. About one in five persons in developing regions lives on less than \$1.25 per day.
- Southern Asia and sub-Saharan Africa are home to the overwhelming majority of people living in extreme poverty.
- High poverty rates are often found in small, fragile and conflict-affected countries.
- One in four children under age five in the world has inadequate height for his or her age.



## End hunger, achieve food security and improved nutrition and promote sustainable agriculture

- Globally, the proportion of undernourished people in the developing regions has fallen by almost half since 1990, from 23.3% in 1990-1992 to 12.9% in 2014-2016. However, **one in nine people in the world today (795 million) are still undernourished.**
- The vast majority of the world's hungry people live in developing countries, where **12.9% of the population is undernourished.**
- Asia is the continent with the hungriest people – two-thirds of the total. The percentage in southern Asia has fallen in recent years, but in western Asia it has increased slightly.
- Sub-Saharan Africa is the region with the highest prevalence (percentage of population) of hunger. About one person in four there is undernourished.
- Poor nutrition causes nearly half (45%) of deaths in children under five – 3.1 million children each year.



## Ensure healthy lives and promote well-being for all at all ages

- 17,000 fewer children die each day than in 1990, but more than six million children still die before their fifth birthday each year. Since 2000, measles vaccines have averted nearly 15.6 million deaths.
- Despite global progress, an increasing proportion of child deaths are in sub-Saharan Africa and Southern Asia. Four out of every five deaths of children under age five occur in these regions.
- In Eastern Asia, Northern Africa and Southern Asia, the maternal mortality ratio – the proportion of mothers that do not survive childbirth compared to those who do – in developing regions is still 14 times higher than in the developed regions.
- By 2014, there were 13.6 million people accessing antiretroviral therapy, an increase from just 800,000 in 2003.
- At the end of 2013, there were an estimated 35 million people living with HIV





## 4 QUALITY EDUCATION



# Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- Enrolment in primary education in developing countries has reached 91%, but 57 million children remain out of school.
- More than half of children who have not enrolled in school live in sub-Saharan Africa.
- An estimated 50% of out-of-school children of primary school age live in conflict-affected areas. Children in the poorest households are 4 times as likely to be out of school as children in the richest households.
- The world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education.
- Among youth aged 15 to 24, the literacy rate has improved globally from 83 per cent to 91 per cent between 1990 and 2015.



**SUSTAINABLE  
DEVELOPMENT** GOALS



## Achieve gender equality and empower all women and girls

- In Southern Asia, only 74 girls were enrolled in primary school for every 100 boys in 1990. By 2012, the enrolment ratios were the same for girls and for boys.
- In sub-Saharan Africa, Oceania and Western Asia, girls still face barriers to entering both primary and secondary school.
- Women in Northern Africa hold less than one in five paid jobs in the non-agricultural sector.
- In 46 countries, women now hold more than 30% of seats in national parliament in at least one chamber.



## Ensure availability and sustainable management of water and sanitation for all

- In 2015, 91% of the global population is using an improved drinking water source, compared to 76% in 1990. However, 2.5 billion people lack access to basic sanitation services, such as toilets or latrines.
- Each day, an average of 5,000 children die due to preventable water and sanitation-related diseases.
- Hydropower is the most important and widely used renewable source of energy and as of 2011, represented 16% of total electricity production worldwide.
- Approximately 70% of all available water is used for irrigation.
- Floods account for 15% of all deaths related to natural disasters.



## Ensure access to affordable, reliable, sustainable and modern energy for all

- 1.3 billion people – one in five globally – still lack access to modern electricity.
- 3 billion people rely on wood, coal, charcoal or animal waste for cooking and heating.
- Energy is the dominant contributor to climate change, accounting for around 60% of total global greenhouse gas emissions.
- Energy from renewable resources – wind, water, solar, biomass and geothermal energy – is inexhaustible and clean. Renewable energy currently constitutes 15% of the global energy mix.

8 GOOD JOBS AND  
ECONOMIC GROWTH



## Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- Global unemployment increased from 170 million in 2007 to nearly 202 million in 2012, of which about 75 million are young women and men.
- Nearly 2.2 billion people live below the US\$2 poverty line and poverty eradication is only possible through stable and well-paid jobs.
- 470 million jobs are needed globally for new entrants to the labour market between 2016 and 2030.
- Small and medium-sized enterprises that engage in industrial processing and manufacturing are the most critical for the early stages of industrialization and are typically the largest job creators. They make up over 90% of business worldwide and account for between 50-60% of employment.



**SUSTAINABLE  
DEVELOPMENT** GOALS



## Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

- About 2.6 billion people in the developing world are facing difficulties in accessing electricity full time.
- 2.5 billion people worldwide lack access to basic sanitation and almost 800 million people lack access to water, many hundreds of millions of them in sub-Saharan Africa and South Asia.
- For many African countries, particularly the lower-income countries, infrastructure constraints affect company productivity by around 40%.
- Manufacturing is an important employer, accounting for around 470 million jobs worldwide in 2009 – or around 16% of the world’s workforce of 2.9 billion. It is estimated that there were more than half a billion jobs in manufacturing in 2013.
- In developing countries, barely 30% of agricultural production undergoes industrial processing. In high-income countries, 98% is processed. This suggests that there are great opportunities for developing countries in agribusiness.



## Reduce inequality within and among countries

- On average – and taking into account population size – income inequality increased by 11% in developing countries between 1990 and 2010.
- A significant majority of households in developing countries – more than 75% – are living today in societies where income is more unequally distributed than it was in the 1990s.
- Children in the poorest 20% of the population are still up to three times more likely to die before their fifth birthday than children in the richest quintiles.
- Persons with disabilities are up to five times more likely than average to incur catastrophic health expenditures.



## Make cities and human settlements inclusive, safe, resilient and sustainable

- Half of humanity – 3.5 billion people – lives in cities today. By 2030, almost 60% of the world's population will live in urban areas.
- 828 million people live in slums today and the number keeps rising.
- The world's cities occupy just 2% of the Earth's land, but account for 60 – 80% of energy consumption and 75% of carbon emissions. Rapid urbanization is exerting pressure on fresh water supplies, sewage, the living environment, and public health. But the high density of cities can bring efficiency gains and technological innovation while reducing resource and energy consumption.





12 RESPONSIBLE  
CONSUMPTION



## Ensure sustainable consumption and production patterns

- 1.3 billion tonnes of food are wasted every year.
- If people worldwide switched to energy-efficient lightbulbs, the world would save US\$120 billion annually.
- Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.
- More than 1 billion people still do not have access to fresh water.



## Take urgent action to combat climate change and its impacts

- The greenhouse gas emissions from human activities are driving climate change and continue to rise. They are now at their highest levels in history. Global emissions of carbon dioxide have increased by almost 50% since 1990.
- Carbon dioxide concentrations have increased by 40% since pre-industrial times, primarily from fossil fuel emissions and secondarily from net land use change emissions. The ocean has absorbed about 30% of the emitted anthropogenic carbon dioxide, causing ocean acidification.
- Each of the last three decades has been successively warmer at the Earth's surface than any preceding decade since 1850. In the Northern Hemisphere, 1983-2012 was likely the warmest 30-year period of the last 1,400 years.



## Take urgent action to combat climate change and its impacts

- From 1880 to 2012, average global temperature increased by 0.85°C. Without action, the world's average surface temperature is projected to rise over the 21st century and is likely to surpass 3 degrees Celsius this century – with some areas of the world, including in the tropics and subtropics, expected to warm even more. The poorest and most vulnerable people are being affected the most.
- The rate of sea level rise since the mid-19th century has been larger than the mean rate during the previous two millennia. Over the period 1901 to 2010, global mean sea level rose by 0.19 [0.17 to 0.21] meters.
- From 1901 to 2010, the global average sea level rose by 19 cm as oceans expanded due to warming and melted ice. The Arctic's sea ice extent has shrunk in every successive decade since 1979, with 1.07 million km<sup>2</sup> of ice loss every decade.



## Conserve and sustainably use the oceans, seas and marine resources for sustainable development

- Oceans cover three-quarters of the Earth's surface, contain 97% of the Earth's water, and represent 99% of the living space on the planet by volume.
- Globally, the market value of marine and coastal resources and industries is estimated at \$3 trillion per year or about 5% of global GDP.
- Oceans contain nearly 200,000 identified species, but actual numbers may lie in the millions.
- Oceans absorb about 30% of carbon dioxide produced by humans, buffering the impacts of global warming.
- Oceans serve as the world's largest source of protein, with more than 3 billion people depending on the oceans as their primary source.
- Marine fisheries directly or indirectly employ over 200 million people.
- As much as 40% of world oceans are heavily affected by human activities, including pollution and depleted fisheries.



## Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and biodiversity loss

- Thirteen million hectares of forests are being lost every year.
- Around 1.6 billion people depend on forests for their livelihood. This includes some 70 million indigenous people. Forests are home to more than 80% of all terrestrial species of animals, plants and insects.
- 2.6 billion people depend directly on agriculture, but 52% of the land used for agriculture is moderately or severely affected by soil degradation.
- Due to drought and desertification each year, 12 million hectares are lost (23 hectares per minute), where 20 million tons of grain could have been grown.
- Of the 8,300 animal breeds known, 8% are extinct and 22% are at risk of extinction.
- As many as 80% of people living in rural areas in developing countries rely on traditional plant-based medicines for basic healthcare.



## Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

- The number of refugees of concern to the United Nations High Commissioner for Refugees (UNHCR) stood at 13 million in mid-2014, up from a year earlier.
- Corruption, bribery, theft and tax evasion cost some US \$1.26 trillion for developing countries per year.
- The rate of children leaving primary school in conflict-affected countries reached 50% in 2011, which amounts to 28.5 million children.



## Strengthen the means of implementation and revitalize the global partnership for sustainable development

- Official development assistance (ODA) stood at approximately \$135 billion in 2014.
- In 2014, 79% of imports from developing countries entered developed countries duty-free.
- The debt burden on developing countries remains stable at about 3% of export revenue.
- The number of internet users in Africa almost doubled in the past four years. As of 2015, 95% of the world's population is covered by a mobile-cellular signal.
- 30% of the world's youth are digital natives, active online for at least five years.
- But more than four billion people do not use the Internet, and 90% of them are from the developing world.





# Elements underpinning the SDGs

- **People**, as we are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.
- **Planet**, to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.
- **Prosperity**, to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.





# Elements underpinning the SDGs

- **Peace**, to foster peaceful, just and inclusive societies free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.
- **Partnership, to** mobilize the means required to implement this agenda through a revitalised global partnership for sustainable development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.







# Comparing the SDGs with the MDGs

- There are 17 SDGs with 169 targets, in contrast to the 8 MDGs with 21 targets.
- The SDGs resulted from a negotiation process that involved the 193 UN Member States and also saw unprecedented participation of civil society and other stakeholders. This led to the representation of a wide range of interests and perspectives. On the other hand, the MDGs were produced by a group of experts behind closed doors.
- The SDGs are broad in scope because they will address the interconnected elements of sustainable development: economic growth, social inclusion and environmental protection. The MDGs focused primarily on the social agenda.
- The MDGs targeted developing countries, particularly the poorest, while the Sustainable Development Goals will apply to the entire world, developed and developing countries.



# Comparing the SDGs with the MDGs

- The new goals are universal and apply to all countries, whereas the MDGs were intended for action in developing countries only.
- A core feature of the SDGs has been the means of implementation – the mobilization of financial resources – as well as capacity–building and the transfer of environmentally sound technologies.
- The new goals recognize that tackling climate change is essential for sustainable development and poverty eradication. SDG 13 aims to promote urgent action to combat climate change and its impacts.



# The cost of the SDGs - Funding

- The means of implementation – how to mobilize the financial resources to achieve the sustainable development agenda – is a core feature of the new agenda.
- This ambitious agenda will require the mobilization of significant resources—in the trillions of dollars. But these resources already exist. There are far more than enough savings in the world to finance the new agenda.
- Resources need to be mobilized from domestic and international sources, as well as from the public and private sectors.



# The cost of the SDGs - Funding

- Official development assistance is still necessary to help finance sustainable development to assist the least developed countries.
- The agenda can be met within the framework of a revitalized global partnership for sustainable development, supported by the concrete policies and actions as outlined in the Addis Ababa Action Agenda, the outcome document of the Third International Conference on Financing for Development held in July.

# Role of media

- Show active interest – See global, think local
- Ask all the questions
- Seek the answers
- Create awareness–Engage the public on SDGs
- Advocate the SDGs – Talk about them
- Monitor the implementation – Transparency and accountability
  - Targets, Indicators, Reports
- Play watchdog role





# Role of individuals and groups

- The more people know about the Global Goals, the more successful they'll be and the more our leaders will make them happen.
- Getting the SDGs onto websites and billboard; broadcast on TV station and radio station; in classrooms and noticeboard; sent to mobile phones and as corporate social responsibility.
- But that won't be enough. We need your help to share the Goals. In conversation, on e-mail, in debate, on products, at home, at work, at school – whatever it takes to **Tell Everyone**.

