

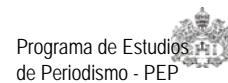


CSR and Media

Global Forum for Media Development

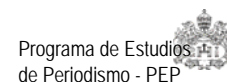
Athens, Greece

December 2008



BACKGROUND

- Media is called to play a role of free, independent and quality journalism provider, that act as watchdog in favor of democratic governance and economic and social development
- Commercial media should be part of an open, diverse system including public broadcasters, community, educational media
- If we want commercial and non profit media to demand accountability and social responsibility to other social actors (government, politics, private sector, etc.) it should be accountable and socially responsible as well
- Media has a role to play towards the challenge of global sustainability.



BACKGROUND

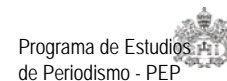
- Triple crisis:
 - Business and operational model
 - Global economy
 - Legitimacy
- CSR and sustainability practices offer an opportunity in this context if they become embedded in the core of the business as part of their own sustainability scheme... and are properly measured and reported according to global, respected standards (not PR rethorics),...
...with the participation of the stakeholders.



CSR AND MEDIA

FIRST STEPS:

- Understand and mapping: study about CSR conceptions and practices of Latin American media companies → La otra cara de la libertad (The other face of freedom). Download the Spanish original version in www.fnpi.org
- Raise awareness among media owners, executives and media development organizations on CSR and sustainability
- Meetings in Buenos Aires, Cartagena, Monterrey (Mexico), Bogotá



FINDINGS

1 **CSR and business strategies**

2 **Credibility and reputation**

3 **Building citizenship**

4 **Inside the media**

5 **Journalism and CSR**

6 **Transparency**

7 **Measuring impact**

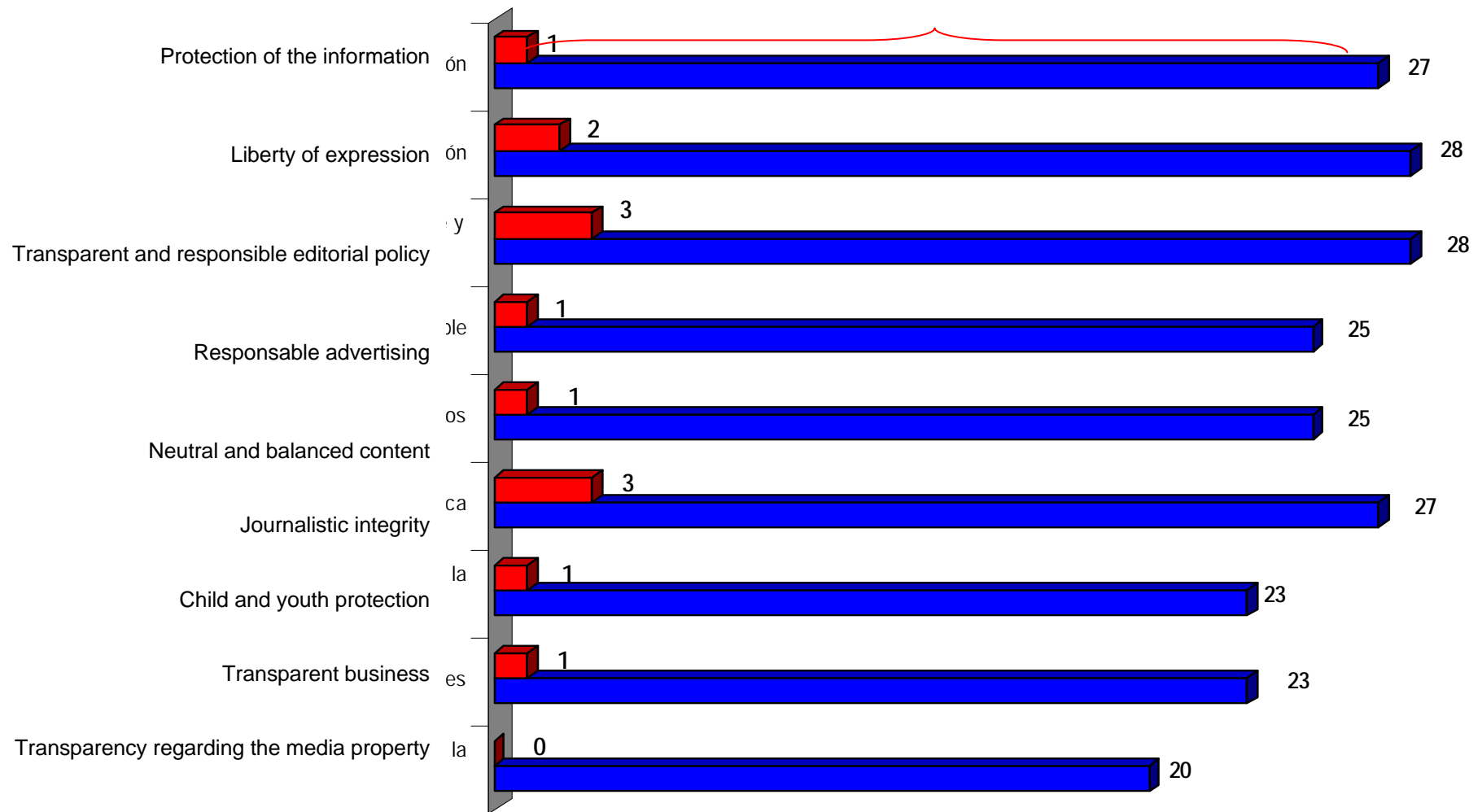
8 **CSR culture inside the media**

- Only **25%** of the media companies and groups perceive CSR as a competitive advantage
- **51%** of the activities reported were categorized by the researchers under philanthropy and social investment
- **70%** of the media do not assign permanent budgets to CSR projects
- **71%** of the media do not measure impact
- Many of the activities reported respond to many different topics that do not seem to have projection or sustainability

- Media companies that support CSR, invest in trust, reputation and closer relationships with civil society.
- **53%** of the media believe their reputation has increased and **55%** responded the social impact has improved as a result of CSR practices.
- **65%** of the media work through alliances with external actors, of which the NGO's, universities and the private sectors are predominant.
- These alliances permit the media to gain knowledge, approach the civil society, gain credibility and trust, create social networks and gain mobility.

- Most CSR actions are designed to impact the community (outside) and less are related to internal practices and public policies such as labor conditions, integrity in the value chain, transparency and corporate government.
- The repercussions on the relationship between CSR and the media's daily activities as well as the influence on the content are not yet clear.

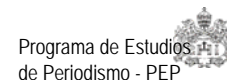
There is a large gap between the number of companies that include in the agenda topics related to liberty of expression, transparency, journalistic quality and those that actually report activities around these areas.



CSR AND MEDIA

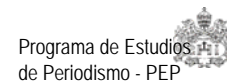
NEXT STEPS:

- Facilitate a support network among the media and interest groups
- Develop media sector standards and indicators through an inclusive process of consensus building between various interest groups in this sector, following the guidelines and due process of GRI (Global Reporting Initiative)
- Set up project and full time coordination



The Global Reporting Initiative

- An international multi-stakeholder network based organization
- Developed a global framework for sustainability reporting (G3 Guidelines) using a consensus based approach
- Over 1600 reporting companies to date
- Collaborating centre of the UNEP
- Based in the Netherlands



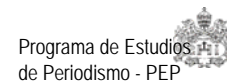
GRI Mission and Vision

- Reporting on economic, environmental, and social performance by all organizations is as routine and comparable as financial reporting.

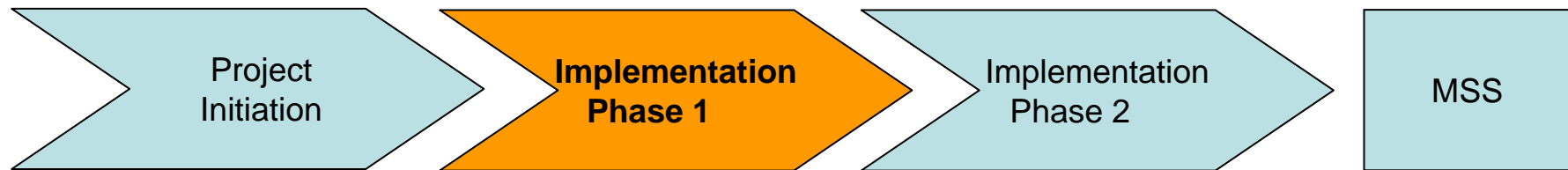


What is the MSS?

- Sector specific reporting guidance for the Media Sector, integrated into the GRI Guidelines
- Consists of Sector specific:
 - Introduction
 - Indicators / Disclosures + Protocols
 - Commentaries on G3 items
- Unique sector reporting needs, issues not adequately addressed in the G3 Guidelines.
- Clear interest from the sector
- Relevant sustainability impact of the sector



Implementation phase I

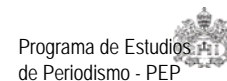


Stages within phase 1:

- 4 Working Group meetings
- Rules for the meeting – consensus based
- Identification of material sector sustainability issues
- Drafting indicators in sub groups

Working Group Composition

- Multi-stakeholder, geographical diverse
- Around 10 industry stakeholders
- 30% DAC country rule
- Matching numbers of non-industry stakeholders
 - *civil society*
 - *labor movement*
 - *investment community*



For more information please contact:

*Jaime Abello Banfi at jabello@fnpi.org
FNPI Executive Director*

*Elizabeth Arango at earango@fnpi.org
CSR and Media Project Coordinator*

*FNPI, Cartagena, Colombia
www.fnpi.org*

Thank you!

