



WP6.1 Dissemination Plan

Prepared by the UNNC Team, April 2021

The dissemination plan aims to promote SDGs journalism project and enhance its visibility among target audiences and various stakeholders through proposed online and offline activities. To achieve the dissemination goals, the plan provides dissemination recommendations to target at the following five groups: (a) target audiences of the course; (b) national and international cooperative universities; (c) stakeholders; (d) project participants in Asia and EU region; and (e) UN supranational institutions. In addition, dissemination calendar and operational plan are provided to highlight major events of the project and monitor the quality of management.

1. Recommendations for target audiences of the course

In order to attract and engage students from the partner universities in Asia, we intend to use a number of dissemination mechanisms organically:

- **Email:** Send email to students to introduce the course. Information may include credit of the course, syllabus, learning outcomes, application requirements, guest lecturers, etc.
- **University website:** Present the course name and the logo of SDGs journalism as a banner with a hyperlink of the official website of SDGs Journalism Project and each partner university's specific course page.
- **Print materials:** Design and produce posters and flyers to present the SDGs journalism course at a glance, in a very simplified and visual manner. They will

be distributed in elevators, teaching buildings, student canteens, notice boards, etc. on campus.

- **University social media accounts:** Use university social media accounts to reach and engage a broader audience, and to disseminate project-related information. Both national and global social media platforms can be considered such as Facebook, Instagram, Twitter, Weibo, and WeChat.
- **Project official website:** The website features detailed course information. Students can access news, events and updated information of all partner universities regarding the project.

In order to engage journalists in practice in the territories of influence of these universities and media with which the universities have already built relationship, we intend to use a number of dissemination mechanisms organically:

- **Project official website:** Though already indicated as a tool to target students, SDGs journalism website is primarily understood as the key and essential means to disseminate information to professional journalists. On the website, there shall be two distinctive sections – one for students and the other for journalists.
- **Journalists' association website:** Post course information on journalist association websites to approach potential targets. A brief introduction of the course can be provided followed with a link to official website. For instance, The Cambodian Journalists Alliance, National Union of Journalists Malaysia, and All China Journalist Association.
- **Periodic topical conferences:** Conferences could be organized as a nexus for the communication and engagement activities of the SDGs project. Journalists and industrial experts will be invited to join the conference and discuss status-quo and contemporary issues about SDGs journalism. The course and project can be promoted through this channel.
- **Social networking:** Send newsletters to alumni networking groups and other journalist communities.

- **Social media:** Use existing or create hashtags related to SDGs Journalism Project and post tweetable key messages of the course to reach a broader public.

2. Recommendations for partner universities and other universities with which they have agreements.

Resources of partner universities can be integrated and leveraged to promote SDGs Journalism Project through their respective collaboration channels. To that end, the following measures are proposed:

- Release news and updates related to SDGs Journalism Project via communication and marketing departments of partner universities
- Disseminate information related to SDGs Journalism Project via Global Engagement Office or similar departments of partner universities
- Call for collaboration in SDGs journalism teaching and research via research offices of partner universities

3. Recommendations for stakeholders

For effective dissemination among stakeholders in different partner countries, each partner university should compile a list of its own stakeholders to constitute a network of stakeholders for our project. Such a network will be composed of the following stakeholders, who should be highlighted as the core target audience. Different strategies and measures should be applied to different stakeholders in light of their specific needs, situations, and priorities related to SDGs.

- University trainers, trainees, and journalists
- Local media companies and social media platforms
- Practitioners, researchers and interns
- Different stakeholders in country-specific prioritized areas of SDGs including education, health care, climate, clean companies, environment, and media
- Internship program in affiliation with media firms and other entities can be considered.

4. Recommendations for dissemination in the EU

To disseminate the project to the potential audience in the EU, Asian universities need to work closely with the EU partner universities such as USC (Spain), ULBS

(Romania), Novel Group (Luxembourg), and extend the reach of the project through their network of contact, including (a) publicizing the project information on their respective university website and social media accounts; (b) presenting papers relating to SDG Journalism and introducing the project at academic conferences; (c) promoting the SDG project through their collaborative programmes (e.g. student exchange programme, study visits and projects).

The project can also be promoted through establishing contact and cooperation with the following governmental and non-governmental organisations:

- World Economic Forum (<https://www.weforum.org/>)
- European Commission (https://ec.europa.eu/info/strategy/international-strategies/sustainable-development-goals_en)
- WHO Regional Office for Europe (<https://www.euro.who.int/en/health-topics/health-policy/sustainable-development-goals>)
- Greenpeace European Unit (<https://www.greenpeace.org/eu-unit/>)
- SDG Europe (<https://www.sdgwatcheurope.org/>)

Establishing contact and collaboration with major academic/professional associations in the area of journalism, communication and media can help further disseminate the project. Dissemination can take place in the form of resending research/policy papers, organising a panel at conference and organising educational/training programmes.

Experts from these associations can also be invited to give talk in the summer school. Such associations may include:

- The European Institute for Communication and Culture (<https://euricom.si/>)
- Association of European Journalists (<https://aej.org/>)
- European Journalism Centre (<https://ejc.net/>)
- The International Association for Media and Communication Research (<https://iamcr.org/welcome-to-iamcr>)

European university associations are also key points of contact to disseminate the project. Dissemination can take place in the form of webinar, receiving interviews, sharing best practices, student/staff exchanges (e.g. summer school), guest lecture/speech. These HEIs include:

- European University Association (<https://eua.eu/issues/24.html>)
- SDSN Northern Europe (<https://www.unsdsn-ne.org/>)
- University Educators for Sustainable Development (<https://www.ue4sd.eu/>)

5. Recommendations for the dissemination in Asia and UN supranational institutions

We would suggest disseminating SDGs Journalism course and related information through the following institutions/channels (newsletters in the official websites, Twitter and Facebook). The recommendation is based on the relevancy and influence of the institution. In order to promote this project within the United Nations, we shall seek to collaborate with the following influential organizations and institutions, and provide the SDG project news updates on their websites and social media accounts.

- United Nations Sustainable Development Group, <https://unsdg.un.org>
- Department of Economic and Social Affairs - Sustainable Development, United Nations. [Home | Sustainable Development \(un.org\)](#)
- UN SDG Media Zone, [SDG Media Zone | United Nations](#)
- United Nations Sustainable Development Goals, <https://www.un.org/sustainabledevelopment/>
- International Programme for the Development of Communication (IPDC), UNESCO. [International Programme for the Development of Communication \(unesco.org\)](#)
- United Nations Development Programme. [News Centre | UNDP](#)
- United Nations Environment Programme. [Sustainable Development Goals | UNEP - UN Environment Programme.](#)

The primary task of the promotion plan in Asia is to establish cooperation with various journalism universities to form a wider network. Subsequently, the news and activity information about the project can be reported and displayed on the websites of various universities and some university alliance and their social media accounts. In addition, our websites and application links should also appear on the websites of various universities to facilitate the access of target audiences. We suggest cooperating with the

following alliances:

- ASEAN University Network, <http://aunsec.org>
- Asian Universities Alliance, [Asian Universities Alliance](#)
- Universitas 21(U-21), [Home page | Universitas 21](#)
- Asia and the Pacific, United Nations Environment Programme. [Asia and the Pacific | UNEP - UN Environment Programme](#)
- Asia-Pacific Economic Cooperation. [Asia-Pacific Economic Cooperation \(apec.org\)](#)

Similar to the promotion plans in other regions, in order to reach out to professional journalists, it is necessary to establish relations with various journalists' associations and organizations in Asia, such as:

- Asia Journalist Association <https://www.ajanews.asia/>
- Asian American Journalists Association <https://www.aaja.org/>

The websites and social media accounts of these organizations should also publish newsletters in relation to SDGs Journalism course.

6. Operational plan for project dissemination

To facilitate the dissemination of the project, all news updates, events, activities shall be consulted and coordinated on a regular basis through UNNC. Our operational plan is indicated below:

- Partner universities submit their respective updates related to the project
- All the updates are edited and published on SDGs Journalism Project website and they are also disseminated through various identified channels
- Disseminate updates on SDGs Journalism Teaching in partner universities
- Disseminate updates on SDGs Journalism Research in partner universities
- Disseminate updates on SDGs Journalism Project to other stakeholders

7. Event and dissemination campaigns calendar

To publicize and disseminate our SDGs journalism project, we have proposed the following events and dissemination campaigns (dates to be determined):

- **News Releases on Launch of SDGs Journalism Website, Course/Summer**

School: Once the official launch of the website, course and summer school is confirmed, news releases will be disseminated to leading news media and social media in Asia and beyond. To share information regarding our project and also to publicize various events related to SDGs Journalism, it is highly recommended that we create our own accounts on Facebook, Twitter, Instagram, and country-specific social media in China, Cambodia and Malaysia. Six Asian partners are invited to write their respective news stories on their latest developments to be published on our website and social media.

- **SDGs Club and Related Events for Journalists/Journalism Instructors and Tutors/Journalism Students:** Journalists/journalism instructors and tutors/journalism students in China, Cambodia and Malaysia are invited to become members of SDGs Journalists/Journalism Instructors and Tutors/Journalism Students Club, which is scheduled to be launched one month after the official launch of SDGs journalism course/summer school. And since then a summit (for journalists)/forum (for journalism instructors and tutors)/symposium (for journalism students) is scheduled to be held on a regular basis to exchange their SDGs journalism experience.
- **SDGs Mobile Storytelling Competitions:** In collaboration with Mobile Studies Congress, which is an annual event organized by the Institute for Mobile Studies at University of Nottingham Ningbo China, SDGs Storytelling Competitions are scheduled to be held annually as part of Mobile Studies Congress. The competitions include Best SDGs News Stories Competition, Best SDGs Journalism Research Paper Competition, and Best SDGs Mobile Documentaries Competition.
- **SDGs Journalism Research Dissemination:** To disseminate our SDGs journalism research findings, we plan to participate in international communication conferences such as IAMCR and ICA on an annual basis. As the institutional member of IAMCR and ICA, UNNC can lead various research projects related to SDGs journalism studies and propose panels as part of selected annual conferences such as ICA and IAMCR.
- **Study Visit:** The project team held a kick-off meeting in 2020 in Spain. At the meeting, members reached a consensus on the promotion of the project. The next

meeting will be launched in 2022 in China and 2023 in Cambodia.

8. Recommendations for creating an SDGs Journalism Project app

As “go mobile” and “mobile first” have become the globally popular strategies in the news industries, we would like to recommend an app for SDGs Journalism Project. The app would host all the information, updates, news stories, e-tutor guide, Q&A, announcements, tutorial sessions, and mini-modules related to SDGs Journalism Project. UNNC can be tasked to commission an app developer to develop the app and oversee the operation of the proposed app if a special fund can be allocated to this app development and management.