

Sustainable Journalism Partnership Strategy

2024-2026



This is why we need a Sustainable Journalism Partnership

The need for a Sustainable Journalism Partnership stems from two concurrent, intertwined global sustainability crises¹, both of which speak to four global risks identified in the World Economic Forum's Global Risk Report 2024²:

- **The sustainability crisis of society**, which stems from factors such as climate change and environmental degradation, poverty, armed conflicts, gender inequality, uncontrolled technical development (AI) and crumbling democracies.
- **The sustainability crisis of journalism**, which stems from factors such as disinformation, a dramatic drop in advertising revenues, fierce competition from global social media companies, media capture, shrinking space for freedom of expression, uncontrolled technological development (AI) and the public's declining trust in the media.

Democratic, equitable, and sustainable societies require independent, inclusive, quality journalism that asks critical questions, makes counterarguments, relentlessly checks facts and presents the findings in a context that is comprehensive and empowering to audiences. Journalism that provides a fertile ground for open, informed and constructive debates. Journalism that gives people the knowledge they need to participate and contribute to the societies we live in and aspire to build.

We believe that innovative and independent journalism that highlights sustainability challenges and showcases effective sustainability solutions, locally as well as globally, is a necessary foundation for democratic, more equitable, inclusive, sustainable societies.

People need to have access to and be informed by journalism that empowers them to shape *sustainable, inclusive and resilient societies*, in line with [“Our Common Future”](#), Agenda 2030 with the [SDGs](#) and the [Paris Agreement](#).

If the media is to increase trust and adapt to changing market conditions, it needs to take on a holistic approach, where not only financial viability is considered but where all three dimensions of sustainability are taken into consideration: environmental, social and economic.

Private sector initiatives, media development organisations, government institutions and civil society can assist media in finding and sharing solutions on how journalism can make societies more democratic and sustainable as well as making the media itself more environmentally, socially and economically sustainable.

¹ Berglez, Ots & Olausson, 2017

² <https://www.weforum.org/publications/global-risks-report-2024/digest/>

This is why we founded the [Sustainable Journalism Partnership](#) (SJP). We are researchers, media leaders, educators, reporters, entrepreneurs and media organisations who believe that sustainable journalism is essential not only for democracy but also for building resilient, sustainable societies. By the end of 2023, we grew to 400+ dedicated individuals and organisations from 70 countries in this community, among them [Linnaeus University](#), [WAN-IFRA](#), [Internews Earth Journalism Network](#), [Premium Times Nigeria](#), [Splice Media](#), [Free Press Unlimited](#), [Mexicana Red de Periodistas Ambientales](#), [African Women in Media \(AWiM\)](#), [European Journalism Centre](#) and [Wits Centre for Journalism](#).

The Sustainable Journalism Partnership is a non-profit organisation, registered in Sweden.

Our Vision

People have access to and are informed by journalism that empowers them to shape sustainable, democratic and inclusive societies.

Our Mission

Together with partners, find and share solutions on how journalism can make societies more sustainable and the media more environmentally, socially and economically sustainable.

This is how we can make change happen

If change is to happen, we need to build an eco-system where the following processes are in place:

- Production and publishing of journalistic content based on user needs, contributing to environmentally, socially and economically sustainable societies *and* generating revenues for the publishing organisation.
- Media business strategies focused on environmental, social and economic sustainability, in cooperation with academia and the private sector.
- Environmentally and socially sustainable production and distribution of news, with a no harm and zero emission perspective.
- Innovative, gender-balanced and inclusive newsrooms and organisations.
- Research on the connection between journalism and environmental, social and economic sustainability, including comprehensive research into identifying audiences and their specific needs around sustainability
- Education on sustainable journalism.



Against this backdrop, the Sustainable Journalism Partnership strives to make change in the following practical ways:

- We create innovation clusters with representatives from the media, academia, civil society and private sector to jointly find contextual solutions to our shared problems.
- We develop new research pathways on sustainable journalism, both theoretical and empirical.
- We create and deliver practical training modules for journalists and media managers and operate action research projects to build capacity and knowledge around principles and practices of sustainable journalism to ensure effective reporting on sustainability challenges.
- We promote and encourage events, research and ethical practices related to sustainable journalism.
- We assist members who need support in processes, activities and funding related to sustainable journalism.
- We foster networking between relevant national and international organisations, media companies and authorities within and between the public, private sector, and civil society.
- We stimulate scientific publication in the research area of sustainable journalism.

The history of Sustainable Journalism - some highlights

- Professor Peter Berglez, Professor Ulrika Olausson and Mart Ots published the anthology *What is Sustainable Journalism: Integrating the environmental, social, and economic challenges of journalism* (2017).
- Article on sustainable journalism in practice by Lars Tallert in the anthology *People Power Truth. The Global Investigative Journalism Network* republished the article. (2021)
- The Swedish Embassy in Pretoria and UNESCO arranged a seminar on sustainable journalism with Ambassador Håkan Juholt, Dr.Theodora Dame Adjin-Tetty, Professor Anthea Garman, Professor Franz Kruger, Professor Ulrika Olausson, Professor Peter Berglez and Lars Tallert. Moderator was Guy Berger, UNESCO. (2021)
- Policy Brief “Towards Sustainable Journalism in Sub-Saharan Africa”, written by Theodora Dame Adjin-Tetty, University of Ghana, Anthea Garman, Rhodes University; Franz Kruger, Wits University; Peter Berglez, Jönköping University; Guy Berger, UNESCO; and Lars Tallert, Linnaeus University. (2021)

- Fojo Media Institute/Linnaeus University adopted, as the first organisation in the world, a vision, mission and strategy based on the concept of sustainable journalism. (2022)
- The inaugural "Sustainable Journalism Conference" with 150 participants. The event was associated with the UN conference Stockholm +50. (2022) On June 1, 2022, the Sustainable Journalism Partnership (SJP) was formalised as a non-profit organisation with a seat in Sweden.
- Professor Peter Berglez formulated ten news criteria for sustainable journalism, published in the Journal of Applied Journalism & Media Studies. (2023)
- The [University of Tampere and VIKES](#) started the world's first Master's program inspired by sustainable journalism. (2023)
- In collaboration with Aga Khan University, Wits University and Fojo, SJP organised a [conference on "Sustainable journalism in practice"](#) in Nairobi attracting 150 participants from 10 countries. (2023)
- WAN-IFRA, Fojo and SJP showcased [six examples](#) of how sustainable journalism can be used in practice. (2023)
- A system developed to implement carbon budgets for media organisations. (2023)
- A project started with 9 universities from Kenya, Uganda and Rwanda on how to integrate sustainable journalism into journalism education. (2023)
- A study by professor Kristoffer Holt on sustainability from a youth perspective: "Young citizens and the quality of news: Construals, Emotions and Strategies". (2024)
- Journalism Practice, one of the highest-ranked media science journals, published a special issue on "Sustainable Journalism in the Global South". Professor Bruce Mutsvairo, Professor Kristoffer Holt, Professor Nancy Booker, Dr Theodora Dame Adjin Tettey and Lars Tallert from SJP wrote an article on challenges around university education, journalism and sustainability for this special edition. (2024)
- Panel at the World News Congress in Copenhagen with the Guardian, Sanoma and Schibsted. (2024)

We have now moved from a think-tank to an action-based organisation. This is how we want to make journalism more sustainable in 2024-2026

The Sustainable Journalism Partnership's mission is to find and share solutions on how journalism can make societies more sustainable and media more environmentally, socially and economically sustainable and resilient. In 2024-2026 we will support our members and partners in the following ways by promoting, advancing and developing:

- Production and publishing of journalistic content based on user needs, contributing to sustainable societies and generating revenues for the publishing organisation.
- Media business strategies focused on environmental, social and economic sustainability, in cooperation with academia and the private sector.
- Environmentally and socially sustainable production and distribution of news, with a no harm and zero emission perspective.
- Embracing innovation in journalism practice.
- Gender-balanced and inclusive newsrooms and organisations.
- Research on the connection between journalism and sustainability, including comprehensive research into identifying specific audiences and their specific needs around sustainability to find specific problems that the journalistic content will solve.
- Education on sustainable journalism.