



Press Release

## NHK joins the UN SDG Media Compact

**Tokyo, January 27, 2021** - NHK has joined the SDG Media Compact, an alliance of media organizations around the world called on by the United Nations to encourage coverage of, and action towards realizing, the Sustainable Development Goals (SDGs).

As a public service media organization, NHK has been reporting on a wide range of issues facing Japan and the world, including the environment, education, and welfare. In our corporate plan for fiscal 2021 to 2023, announced in January this year, we pledged to preserve local communities and culture, and help build a country where future generations can live in peace and prosperity, while adhering to the ideals of the UN's Sustainable Development Goals. We will continue to work to advance the SDGs through broadcasting and other services of the kind that only NHK can provide.

The SDG Media Compact was launched in September 2018. It has 137 members worldwide, 41 of which are in Japan (as of January 25, 2021).

### 【Key initiatives this year】

#### ●SDGs campaign 'Mirai e 17 Action (For the Future – 17 Actions)'

<https://www.nhk.or.jp/campaign/mirai17/index.html>

The first project, 'Chikyu no Mirai (The Future of the Earth)', was launched in January to promote thinking about the environment from various angles.

- NHK Special series '2030 - Mirai e no Bunkiten (2030 - At a Crossroads to the Future)'
- 'Minna de Plus (Plus for Everyone)' website : 'Chikyu no Mirai (The Future of the Earth)'

<https://www.nhk.or.jp/gendai/comment/0019/>

- International transmedia project 'Mirai Keikaku Q (Time to Question)'

<https://www.time-to-question.com/en>

## **About SDG Media Compact**

**(excerpt from the UN Department of Public Information press release September 10, 2018)**

The 2030 Agenda for Sustainable Development adopted by all 193 Member States of the United Nations in 2015 set out a roadmap to transform our world. At the heart of “Agenda 2030” are 17 Sustainable Development Goals (SDGs, the Goals) and 169 related targets that address the most urgent challenges of our time, including extreme poverty, inequality and climate change.

The SDG Media Compact aims to raise awareness of the Goals, help galvanize further action, and help hold governments to account for Agenda 2030.

The United Nations is inviting leading media organizations to join the SDG Media Compact in a collaboration aimed to scale up engagement on the Goals.

Each participating media organization may define for itself – in consultation with the United Nations - how to take action under this Media Compact, while upholding its own values, rules and policies. While the Media Compact does not require any specific action of participants, participating organizations commit to the principle of greater engagement and activity on the SDGs and related topics and activities in support of them.