

# MEDIA AND INFORMATION LITTERACY :

**Sustainable development Leverage**

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What is sustainable development ?

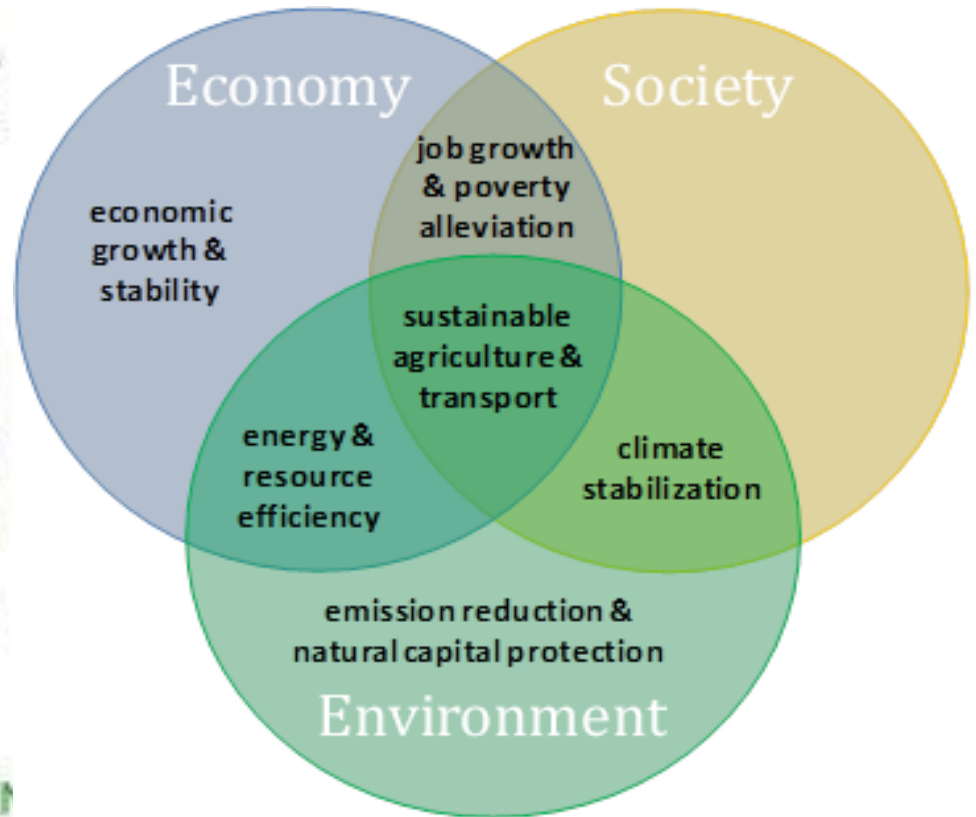
What does sustainable development  
mean ?

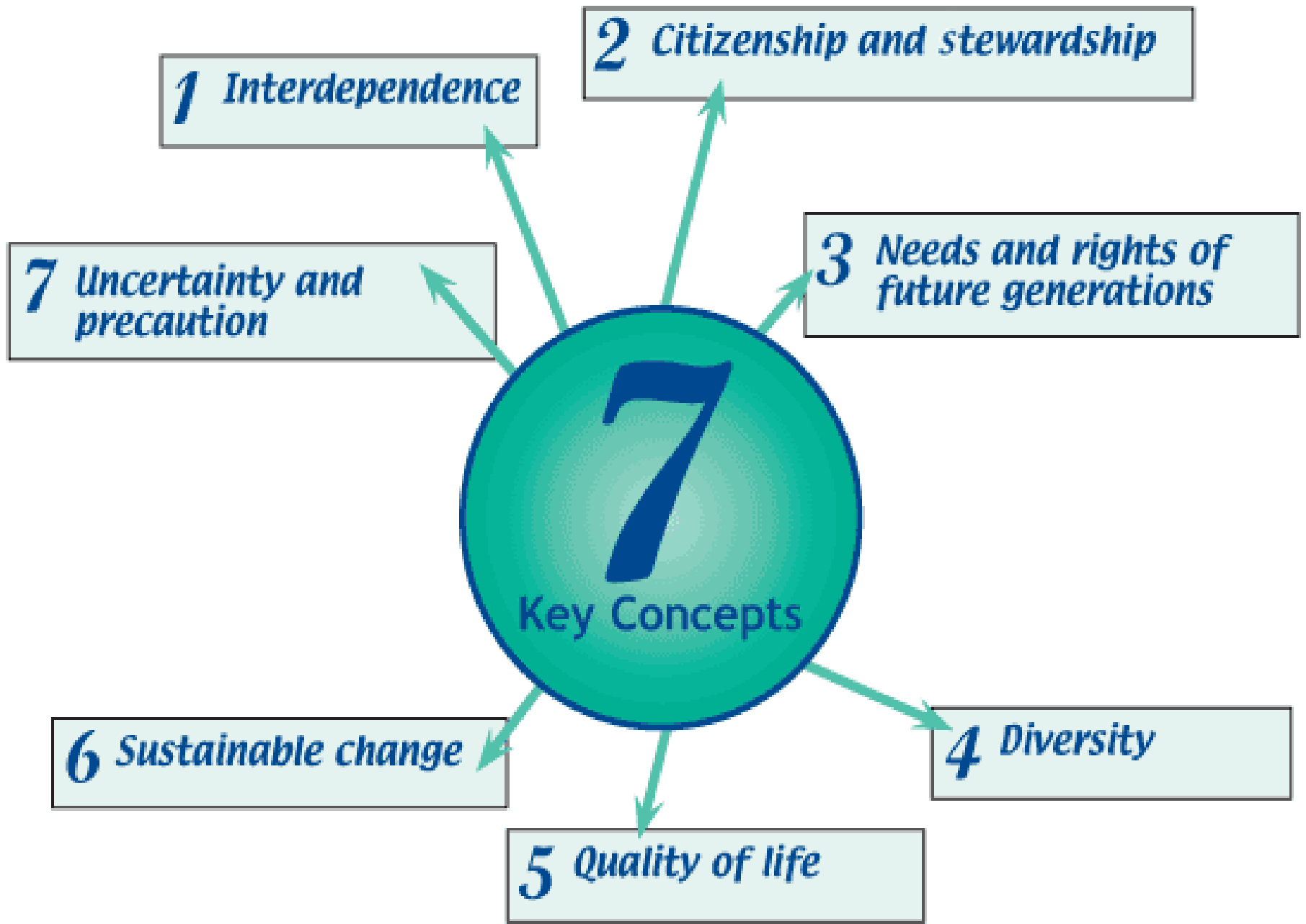


# SUSTAINABLE DEVELOPMENT GOALS



# The three pillars of SDG





## Key Development Priorities for Africa

### Agenda 2063- A prosperous Africa:

1. African people have a high standard of living, and quality of life;
2. Well educated citizens and skills revolution underpinned by STI;
3. Access to all the basic necessities of life including shelter, water, sanitation, energy, public transport and ICT;
4. Economies are structurally transformed to create shared growth, decent jobs and economic opportunities for all;
5. Modern agriculture for increased production, productivity and value addition
6. The environment and ecosystems are healthy and preserved, and with climate resilient economies and communities.

### The Sustainable Development Goals – 2030:



# Media and Information Literacy



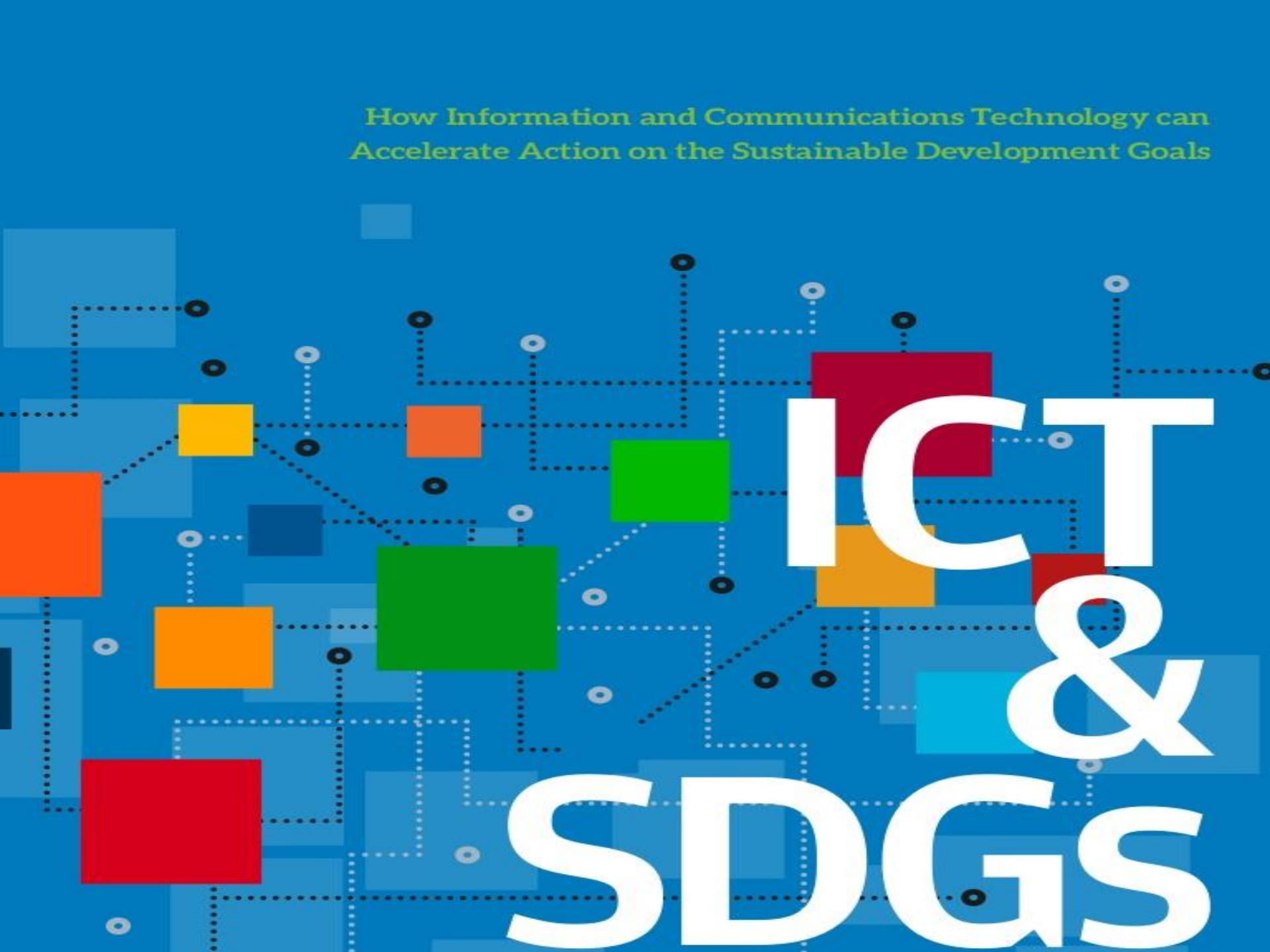
# Why is Media Literacy Important?

1. The influence of media in our central democratic process.
2. The high rate of media consumption and the saturation of society by media.
3. The media's influence on shaping perceptions, beliefs and attitudes.
4. The increasing importance of visual communication and information.
5. The importance of information in society and the need for lifelong learning.





*How Information and Communications Technology can  
Accelerate Action on the Sustainable Development Goals*



# ICT & SDGs

(sdgs) is promoted through a variety of online media platforms made available via the internet.

**Vital information can be uploaded for public consumption and an informed public can thus, uphold civic engagement on sdgs.**



**The Internet allows for information on SDGs to be delivered to the public 24 hrs a day, seven days a week.**

**The Internet contains vast amounts of information about SDGs which one can readily access at his/ her comfort.**



**Social media tools acts as an interactive platform for the public as people can assemble virtually and discuss issues concerning SDGs.**

**Fast access to a wide range of information on SDGs is provided by the Internet**

## How does free media contribute to development goals ?

- As we earlier mentioned that development goals can only be achieved through the guarantee of good governance and good governance can only be achieved through the presence of free media, thus free media contributes to the development goals
- Free media rather than just media can contribute to the good governance by safeguarding people's right to speech, right to information providing them a true platform to express their opinions and/or accelerate discussions on public issues

# The strategy of civic engagement by MIL

- ❖ Combatting inequality with information,
- ❖ Enable,
- ❖ Engagement,
- ❖ Exemplify,
- ❖ Encourage,
- ❖ Assurance,
- ❖ Powerful synergies.

# Role of NGOs

- **NGO's have been taking a number of steps to promote discussion and debate about environmental issues, outside the broad spheres of popular media and the educational system.**
- **Advocacy and awareness is especially crucial in promoting concepts such as sustainable development, natural resource conservation and the restoration of ecosystems.**
- **NGOs can sensitize policy makers about the local needs and priorities.**
- **They can often intimate the policy makers about the interests of both the poor and the ecosystem as a whole.**
- **In providing training facilities NGOs can play a significant role.**

thank  
thank  
you!