

„Netzwerk Weitblick“

is an offer for journalists by journalists. We inform media professionals about the overarching and interdisciplinary aspects of **Sustainability** – it touches upon each and every media department. We aim to support quality as well as quantity of reporting on topics related to sustainability.

What motivates us:

Activities in the framework of sustainability decide what we call the “futurability” of societies and economies. Quality journalism on questions related to this framework is highly relevant since

- ecological threats such as climate change, environmental degradation, loss of biodiversity and planetary boundaries as well as
- social challenges such as poverty and hunger, human rights violations and unlawful labor practices, refugee streams and demographic changes

are creating facts that soon might not be reversible.

It is the task of journalists to explain the connections, to highlight what may be hidden and to illustrate the background and interdependencies of a non-sustainable environment.

However, journalists will only raise interest and understanding in their audience when they themselves are well informed and can therefore educate in an interesting fashion.

“Netzwerk Weitblick” therefore supports forward looking journalism. We are still in early stages, some aspects have been established, others are work-in-progress:

- Conferences and seminars for journalists around sustainability topics
- Service: Help to research topics around sustainability; link-lists and best practices for entry-level access
- Interdepartmental networking, to allow for knowledge exchange and co-operations beyond media outlet newsrooms
- Focused further education: Qualifying journalists
- Contacts to experts and key individuals in society, business and science
- A newsletter with up to date information
- International networking for joint research and logistical support, because sustainability topics don't stop at borders

Thinking the Future: Our educational project for journalists

In July 2016, Netzwerk Weitblick started an initiative for qualifying journalists on sustainability topics and challenges connected to the UN Sustainability Development Goals (SDGs). The initiative is based on the premise that journalists should be informed about models for the future of our societies and economies. As multipliers they are relevant for discussion, opinion-building as well as decision-making. The initiative should enable journalists of all editorial departments to integrate sustainability in their reporting – as one important aspect, not always as a main topic. “Journalists need to have the tools and knowledge to recognize interdependencies between developments – and to validate them accordingly”, states Heike Janßen, board member responsible for the initiative. “Moreover, the initiative focuses on a reporting that triggers an optimistic attitude with its readers.”

We plan to offer international co-operations where we partner at eye level with local institutions.

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