SAMOA PATHWAY
A GUIDE FOR ISLAND JOURNALISTS
This guide was prepared by Hannah McNeish with supervision by Louise Stoddard and Damien Sass of UN-OHRLLS. Editorial support was provided by Assem Arenzhanova.

The views expressed are those of the author and do not necessarily represent those of the United Nations.

External web links provided throughout the publication are not endorsements but are provided for illustrative purposes only.
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SMALL ISLAND DEVELOPING STATES

The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.
Journalism is about bringing us facts, sharing what may have remained untold stories, shining light on issues, people, telling us about the less obvious.

Journalists play a critical role throughout the world’s least developed countries, landlocked developing countries and small island developing through their reporting on issues making or breaking the daily lives of the millions of citizens living in these countries. In doing so, they face risks, they have limited resources, training or even access to information. The complex political situations they face present hurdles and risks they must navigate to do what is the core of their work: shine a light on issues which are vital to public discourse, bringing civil society alive and shaping policy. Beyond the obvious capacity constraints they face, journalists in island nations are confronted on a daily basis with overcoming remoteness both internationally and that of internal fragmentation and the high levels of vulnerability stemming, inter alia, from the impacts of climate change.

The ‘special case’ of small island developing States (SIDS) was made by the international community in 2014 in charting a strong direction of support for the sustainable development of SIDS over the coming decade. The outcome adopted in Samoa, the Small Island Developing States Accelerated Modalities of Action, or SAMOA Pathway, identifies key development priorities for sustainable development. The SIDS and their development partners committed to achieving these together.

Five years into this commitment, SIDS and the international community will meet this year in New York for a high-level midterm review of the SAMOA Pathway. The purpose is straightforward. We must collectively assess progress made thus far. What is already clear is that we must redouble efforts and do so fast if we want to honor our commitment of achieving the goals of the SAMOA Pathway over the remaining five years.

The SAMOA Pathway is an authoritative guide for action for island governments, development partners and international organisations. Ultimately its success demands the full participation of island citizens themselves and their taking ownership of this programme of action. This is where island journalists have a critical role to play in informing the public, asking critical questions, making voices of people heard and following up on progress being made. This is critical to a meaningful and representative conversation around supporting SIDS to achieve sustainable development. The voices of women, men, boys and girls, their hopes and expectations must be heard in the conversation.

The Island Voices journalism campaign is about that. The campaign will support journalists in gaining a more in-depth understanding of the SAMOA Pathway and be there to report on the midterm review in September. The campaign is also about making the case for why the SAMOA Pathway is of importance to all, is newsworthy. This means we have to raise the level of reporting on the ground now and into the remaining five years of the programme of action. The more island journalists will report on the SAMOA Pathway, the more we reach out to the larger public and stimulate public dialogue and participation in critical sustainability issues such as climate change, health, gender equality, sustainable energy, waste management, biodiversity and safeguarding cultural heritage.

In closing, I extend sincere thanks to the Government of the Kingdom of the Netherlands for generously providing financial support to make the Island Voices journalism campaign a reality.

It is my sincere hope that you will find this publication informative and inspirational for action.

FEKITAMOELOA KATOA ‘UTOIKAMANU
High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
For sustainable development to be achieved, ordinary people need to be aware of the actions that are being taken at national and international levels, so that they can understand their own roles and responsibilities as citizens.

However, global actions around sustainable development, such as the SAMOA Pathway are often led by governments and international organisations and discussed in very technical language that can be challenging for non-experts to understand.

The media has a crucial role in sharing information about sustainable development and the role of the UN within it. A key part of this role is to understand the issues at hand and then make them simple, relevant and engaging for newspaper readers, television viewers, or radio listeners. In the hands of a well-informed, talented and creative journalist, issues that may at first seem boring or overly complicated can become engaging, appealing and motivating. Helping citizens understand the impact and relevance of global issues on their daily lives.

Journalists from many small island developing States (SIDS) often lack the knowledge and training required to report effectively on issues related to sustainable development, and the SAMOA Pathway in particular. With this in mind, the Island Voices Campaign is being implemented by the UN Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS), in order to support journalists from SIDS to develop their knowledge and capacity to report on the SAMOA Pathway in particular, and the wider context of sustainable development in which it sits.

UNOHRLLS.ORG/SIDSPARTNERSHIPS.UN.ORG/

The Island Voices Campaign is focused on the Midterm Review of the SAMOA Pathway, which will take place in New York in September 2019. The Midterm Review will renew international support to SIDS in implementing the SAMOA Pathway, and will offer an exciting and valuable opportunity for journalists from SIDS to report on the meeting and the actions that will follow from it. The Island Voices Campaign aims to support journalists from SIDS in the approach to the Midterm Review, by offering information and training, and to invite journalists from SIDS to participate in and report on the Midterm Review itself.

Despite this, the material contained within this manual is intended for use beyond the 2019 Midterm Review, until the SAMOA Pathway comes to an end in 2024.
**BEAR IN MIND**

The Midterm Review of the SAMOA Pathway provides a timely opportunity to encourage more press coverage of SIDS across a range of media platforms, placing them higher up the news agenda.

High-level events held in big cities and at UN headquarters tend to generate a lot of press because they are well attended by local and international journalists, as well as communications staff from UN agencies, governments, NGOs and civil society organisations. They often spend months preparing stories, press releases, reports and campaigns and time their announcements and events around these meetings. New York is a major news hub, and the UN meeting will provide a good news peg in itself for stories about SIDS and the SAMOA Pathway.

The materials prepared and provided by participating or partner organisations can provide journalists with a multitude of news stories or background for more in-depth reporting of news stories, features and investigative pieces in future. The speeches, updates and reactions to decisions that are sent to journalists and editors attending the event, or watching it from afar, will help to pad out stories and provide context.

But the story of bureaucrats discussing and drafting policies in offices and the ideas and decisions that come from it, are only part of the story and can appear unexciting and inaccessible to the common reader. The discussions that take place at these meetings and that are recorded and sent out by those taking part in them can often appear dull or skewed to fit the agenda of those participating in them. The work of journalists is to inform and entertain, speak truth to power and be the fourth estate of democracy. This involves going beyond the manufactured press releases, engineered events and carefully-worded speeches provided by decision-makers, leading figures, organisations and members of the public with various biases. A journalist aims to serve the public the most objective truth possible by asking questions, clarifying claims and checking facts and figures.

The closer journalists are to the story, the more engaging and interesting the stories are. This involves gaining a better understanding of and proximity to the issues and people most affected by them or at the forefront of research, policy and action, and knowing what questions to ask. Better reporting comes from having more context and examples from the ground, finding a place, situation or person that encapsulates an issue, puts a human face to a story and shares the experiences and feelings to paint a picture and allow people to relate and imagine themselves in someone else’s place.

Journalists who know and understand SIDS and the significance and potential impact of the SAMOA Pathway have better insights into the issues and have a privileged role in being able to share these with the rest of the world. By providing sample stories that have been written by journalists on SIDS and the SAMOA Pathway and examples of questions around the issues, this guide hopes to help journalists generate more stories that will impact society.

Development issues can seem dull and flat, but they can create a huge impact in society if turned into lively and robust stories expertly and skilfully told by creative journalists.
Ms Karen Nunez-Tesheira, Minister of Finance of Trinidad and Tobago, is interviewed by Faine Richards of national broadcaster CNMG at CHOGM 2009.

Photo: Kenroy Ambris/Commonwealth Secretariat (CC BY 2.0)
“SIDS” stands for Small Island Developing States. It includes 58 States, 38 of which are UN Member States, and 20 of which are non-Member States but are Associate Members of the UN’s regional commissions. Of the UN Member States, nine countries are located in the Atlantic, Indian Ocean and South China Sea (AoS); 16 countries in the Caribbean, and 13 countries in the Pacific.

SUSTAINABLEDEVELOPMENT.UN.ORG/TOPICS/SIDS/LIST

A number of SIDS are also members of the Alliance of Small Island States (AOSIS), established in 1990 to expressly tackle the common issues of climate change that small islands face.

AOSIS.ORG/

All the SIDS share similar challenges around sustainable development: these include small populations, fragile environments that are vulnerable to disasters and other external shocks, and limited internal resources leading to a dependence on imports. Despite the name of the group, not all SIDS are islands: Guinea-Bissau, Belize and Guyana; are low-lying coastal countries, which face similar development challenges and constraints to the other SIDS, particularly with regard to issues related to climate change.

The SIDS group is supported by the United Nations Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Islands Developing States (UN-OHRLLS).

UNOHRLLS.ORG/ABOUT-SIDS/UN-OHRLLS-MANDATE/

The term SIDS was first formulated in 1992, at the Earth Summit in Rio de Janeiro, Brazil, in the context of Agenda 21. Agenda 21 (with “21” referring to the 21st century) is a non-binding United Nations action plan to achieve global sustainable development, and which set the agenda, at that time, for the UN, other multilateral organisations and individual governments to take action for sustainable development.

SUSTAINABLEDEVELOPMENT.UN.ORG/OUTCOMEDOCUMENTS/AGENDA21

Following the 1992 Earth Summit, the Barbados Programme of Action was adopted in 1994 specifically to assist the SIDS in achieving sustainable development.

Agenda 21 has been reaffirmed and built upon at subsequent UN conferences. A full timeline is shown on pages 10–11.

BEAR IN MIND

Declarations, conventions and the dates they were signed by governments and the deadlines they committed to can provide good sources of questions for journalists. Decision-makers can be held to account by asking about targets, progress, figures and examples. It is difficult for reporters to keep track of these timelines, dates and agreements, especially when attending conferences where more agreements are being signed, so writing up a timeline of events to look at when planning or doing interviews and writing stories can be a useful tool.
## UN Members (38)

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## Non-UN Members / Associate Members of the Regional Commissions (20)

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<td>Turks and Caicos Islands</td>
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<td>U.S. Virgin Islands</td>
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The 17 Sustainable Development Goals (SDGs) were adopted unanimously at the United Nations in 2015. They build upon the previous Millennium Development Goals, and provide a comprehensive breakdown of the global issues affecting everyone and every aspect of human life. They are the most overarching set of global promises that leaders have committed to meeting, within certain parameters and timeframes. Together with the SAMOA Pathway, the SDGs should guide all international and national efforts towards sustainable development, in SIDS.

A full list of SDGs is available here:
SUSTAINABLEDEVELOPMENT.UN.ORG/SDGS

Making sure that the SDGs are in progress and on track to be delivered is a vital step towards bettering life on earth for everyone and, in the case of SIDS, protecting the most vulnerable people and places by requiring a great joint effort to meet goals leading to greater equity and equality in all aspects of human life.

In September 2018, the United Nations launched the SDG Media Compact, an initiative that brings together journalists from across the world to increase reporting and awareness of the SDGs. It seeks to inspire media and entertainment companies around the world to leverage their resources and creative talent to advance the SDGs.

The Compact already has more than 40 founding members with a reach of 80 countries spanning four continents and audiences of billions of people. The Compact is inclusive and aims to embrace media companies from all regions and all platforms.

“We are an alliance of news and entertainment media and we are committing to work with the United Nations to foster public discourse and spur action on the Sustainable Development Goals.” Olusola Momoh, Chairwoman of Channels Media Group-Nigeria, one of the founding members.

Participating organisations will have the opportunity to create content partnerships with the United Nations, whereby the organisation will increase its efforts to source and share high-value media content and newsworthy opportunities relating to the SDGs. Regular monitoring and review meetings will gauge engagement.

More information and the list of members can be found here:
UN.ORG/SUSTAINABLEDEVELOPMENT/BLOG/2018/09/MEDIA-COMPACT-LAUNCH/

“We are an alliance of news and entertainment media and we are committing to work with the United Nations to foster public discourse and spur action on the Sustainable Development Goals.”

– OLUSOLA MOMOH
Chairwoman of Channels Media Group-Nigeria (one of the founding members)

“Achieving the Goals by 2030 will require concerted actions by everyone. By telling stories, news and entertainment media have a critical role in multiplying messages and propagating new ways of behaving.”

– ALISON SMALE
Under-Secretary-General for Global Communications
TIMELINE
MILESTONES FOR SMALL ISLAND DEVELOPING STATES

1992
At the UN Conference on Environment and Development in 1992, Agenda 21 was adopted. Agenda 21 is a comprehensive plan of action for sustainable development. In Chapter 17.g, of Agenda 21, Member States commit themselves to addressing the problems of sustainable development of small island developing States.

1994
The Barbados Programme of Action (BPOA) was adopted during the Global Conference on the Sustainable Development of SIDS held in Barbados in 1994.

1999
In September 1999, a Special Session of the UN General Assembly carried out a five-year review of the BPOA. It identified six areas requiring urgent attention: climate change, natural and environmental disasters and climate variability, freshwater resources, coastal and marine resources, energy, and tourism.

2002
The World Summit on Sustainable Development was held in 2002 in Johannesburg, South Africa, aiming to examine the progress made in the ten years since the 1992 Rio Earth Summit. This resulted in the Johannesburg Plan of Implementation (JPOI). Chapter 7 of the JPOI identifies SIDS as a special case, stating that “Although they continue to take the lead in the path towards sustainable development in their countries, they are increasingly constrained by the interplay of adverse factors.”

2005
A meeting was held in 2005 in Mauritius as part of the ten-year review of the BPOA. It produced the Mauritius Strategy for the Further Implementation of the Barbados Plan of Action (MSI). The MSI recognised the challenges still faced by SIDS in the implementation of the BPOA, particularly in the context of limited financial resources and the reduction of development assistance, and listed a set of 19 priority themes.

2010
A five-year review of the Mauritius Strategy (MSI+5) was held in 2010. It identified as priorities the strengthening of SIDS data management capacities for monitoring and evaluation, the enhancement of strategic partnerships, the assessment of the UN System’s effectiveness in supporting SIDS, the need for resulted-oriented approaches, the improvement of measures to effectively address SIDS vulnerabilities, and the possibility of recognizing SIDS as a special category within the UN System.

2012
A declaration entitled The Future We Want was adopted at the UN Conference on Sustainable Development in Rio de Janeiro, Brazil, on 19 June, 2012. Paragraphs 178–180 of The Future We Want are devoted to SIDS.

In paragraph 178, Member States reiterate SIDS as “a special case for sustainable development in view of their unique and particular vulnerabilities, and Member States expressed their concerns that “small island developing States have made less progress than most other groupings, or even regressed, in economic terms, especially in terms of poverty reduction and debt sustainability”.

In paragraph 179, Member States reaffirm their commitment to provide assistance to SIDS in implementing the Barbados Programme of Action and the Mauritius Strategy, as well as the need to "strengthen the United Nations System support to small island developing States".
TIMELINE

MILESTONES FOR SMALL ISLAND DEVELOPING STATES

2014
The Third International Conference on Small Island Developing States was held from 1–4 September 2014 in Apia, Samoa. The overarching theme of the conference was “The sustainable development of small island developing States through genuine and durable partnerships”. The SIDS Accelerated Modalities of Action (SAMOA) Pathway was adopted at the Conference. It addresses priority areas for SIDS and calls for urgent actions and support for SIDS’ efforts to achieve sustainable development.

2015
The 2030 Agenda for Sustainable Development was adopted at the 2015 UN Summit. The 2030 Agenda includes:

- **Target 13.b** – “Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities”
- **Target 14.a** – “Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular small island developing States and least developed countries”
- **Target 14.b** – “Increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism” by 2030.

2019
The 69th session of UN General Assembly decided to convene a one-day high level review of the progress made on the SAMOA Pathway in September 2019. The high-level review will result in “a concise action oriented and inter-governmentally agreed political declaration”.

2024
The SAMOA Pathway programme of action concludes. The UN General Assembly will decide on a future programme of action for small island developing States.
Kiribati. Riibeta Abeta, from Kiribati’s Ministry of Environment contemplates the future. He more than most knows the importance of educating people about the impacts of climate change.

Photo: Lorrie Graham for DFAT (CC BY 2.0)
The SAMOA Pathway lays out the issues that SIDS face and is a vehicle for rallying support for these issues from a range of people, perspectives and places. It is an opportunity to bring urgent attention to and back up the both specific and individual, and shared and common issues that SIDS are facing.

It can also provide a bigger platform and wider context for SIDS stories, as well as a banner under which events and campaigns can be organised, voices amplified, messages strengthened and a forum for various stakeholders to come together and push for change.

Stories about SIDS dealing with big issues such as climate change impacts, which they often feel first and hardest, grab headlines far beyond their local audiences. By highlighting the issues SIDS are facing, what is at stake and what the global community has committed to do, SIDS stories and the SAMOA Pathway can be used to show what the future might look like if policies and actions on sustainable development do not match promises and deadlines are missed.

Positive stories from SIDS can show that under-resourced or vulnerable nations can be innovative and motivated to combat problems and be quicker and better at trying to bring about change, deliver the Sustainable Development Goals and hold other parties to account.

This section highlights the thematic areas laid out in the SAMOA Pathway and defines and describes them in more detail. It will provide real sample stories for each section to show how journalists can use the SAMOA Pathway to guide their reporting on SIDS across a range of platforms and tailored to a range of audiences. This will include examples of best practices and questions to ask around each topic which may help to elicit reactions from interviewees and audiences.

Example stories from a range of outlets show that despite an increasingly busy and competitive global media marketplace, issues relating to SIDS and the SAMOA Pathway can and do attract audiences and appeal to a wide group of people consuming news online, in print and broadcast forms.

GENERAL REPORTING TIPS FOR JOURNALISTS

A journalist’s first job is to attract the audience’s attention. In the case of SIDS journalists writing about SIDS issues, familiarity may be an advantage in terms of greater knowledge and understanding, as well as offering local context to an issue, but may also have some drawbacks in terms of objectivity and neutrality.

WHAT IS THE SAMOA PATHWAY?

The SAMOA Pathway refers to the SIDS Accelerated Modalities of Action Pathway, a programme of action that resulted from the Third International Conference on Small Island Development States held in Apia, Samoa, in September 2014. The theme of the conference was “The Sustainable Development of SIDS through Genuine and Durable Partnerships.”

The SAMOA Pathway builds on numerous previous commitments made to the sustainable development of SIDS, from Agenda 21 onwards (for a full timeline, see page 10-11), and recognises that there is a need for a more integrated approach to the sustainable development of SIDS, supported by the international community and civil society. Each of the priority areas of the SAMOA Pathway links to one of the Sustainable Development Goals (SDGs).
A number of elements can be used to successfully engage the audience.

The use of self-interest angles can help to show how SIDS issues and global events are intertwined. For example, how are global decisions on climate change affecting SIDS? What innovative steps are SIDS taking to ensure tourism is sustainable, which other countries could learn from?

Human empathy—Stories that focus on inspiring people who have overcome adversity and shown great courage or perseverance in achieving their aims can be a way of generating audience sympathy without sacrificing the dignity of the subjects.

A story that builds connections between the subject and the audience can be very effective in engaging them. Stories that are potentially dry and technical can be humanised through the use of local actors. For example, audiences are more likely to read a story about health statistics when it is presented through the experiences of local health workers or patients.

Audiences are interested in stories that spark their intellectual curiosity. Anything that is new, unique, innovative or creative, whether it’s an invention or an idea, can create excitement and engagement among readers, listeners or viewers.

Stories that contain drama will engage an audience—for example, a disaster or an epidemic that threatens lives.

However, journalists should be careful to avoid clichés when reporting on these things, and to take care to ensure that large numbers are presented in ways that ordinary people can understand and relate to.

Celebrities are effective in attracting audiences. Numerous Hollywood stars, such as Leonardo DiCaprio, as well as those from SIDS, such as Usain Bolt, have become official or unofficial climate change ambassadors, and their involvement in a story will generate interest.

To view the list of UN Messengers of Peace, visit: OUTREACH.UN.ORG/MOP/

Launched in January 2016, the Sustainable Development Goals Advocates consist of 17 eminent persons assisting the UN Secretary-General in the campaign to achieve the SDGs: UN.ORG/SUSTAINABLEDEVELOPMENT/SDGADVOCATES/

Stories that link to daily life will spark interest—for example, by drawing links between the products that people use every day and their environmental impacts can increase a story’s personalisation and impact.

High profile international summits focusing on sustainable development can act as springboards for interesting stories, provided that the journalist can show how the issues being discussed at a global level have relevance on the local level.
If a story about sustainable development doesn’t have the wow factor to compete with other, flashier stories, it may work better as a feature. This will offer more space for creative expression and explanation of complex topics, as well as the chance to humanise the story more. A feature that is linked to a specific news event—for example an election, a government announcement, or a weather event—can be a useful point of entry for audiences. In some cases, offering more information in a feature, particularly if a potentially negative story can be turned into a positive one by highlighting how people are working to improve things can be a powerful factor for engagement.

Two key approaches can be used when writing about sustainable development: the general approach, and the individual approach.

The general approach begins with the main, headline point, and then continues with subsequent facts in order of most to least important. For example:

- 5000 jobs will be created by the new desalination plant, which will also increase supply of fresh water.
- The desalination plant will be located between Town A and Town B and will be opening in 3 months.
- The plant will use innovative new technologies, developed by...

The individual approach starts by engaging the audience with an individual case, for example a person or a community, and then expanding out to reveal the broader picture. For example:

- Jonas has been fishing for a living since he was sixteen years old, but in the past five years he has noticed unusual items appearing in his nets, such as...
- Marine pollution has increased by x% in Country Y over the past Z years...

These examples should just be considered as starting points: a creative journalist can engage an audience in any number of ways. However, the recipe for good journalism has the same ingredients, no matter the subject matter: a strong lead, well-sourced detail, descriptive writing, balance and objectivity, and, for television or radio, good quality visual or audio material.

Numbers and statistics can be used effectively but at times difficult to comprehend as too many numbers may overwhelm the audience and cause distraction, disengagement or confusion. Only the most important numbers to a story should be included, and journalists should consider using narrative comparisons—for example, equivalent to the size of a large football field—or data visualisations to aid comprehension.

Good journalism relies on credible, compelling sources, and a good journalist must learn to identify these people in the field. A number of considerations are important for effective field reporting.

- Do not rush or jump to conclusions. It can take time to gain a full understanding of what is going on, particularly in an unfamiliar location.
- Consider a person’s perspective. A number of factors can impinge on the reliability of what a source is telling you. Question why a particular person is telling you a particular thing. Take care to ensure balance and objectivity in your reporting, and to verify any facts.
- Try to be representative in your selection of sources. For example, in some places, older men will presume to speak for an entire community, but it is valuable to seek out different voices: women, younger people, those from different ethnic groups, and so on.
- Strive to reflect atmosphere in your field reporting by adding local colour and detail.

As well as field reporting skills, a well-rounded journalist will develop their desk supporting skills. An immense amount of information on sustainable development is available on the internet, which can be both a blessing and a curse: while it is a luxury to have so much information at your fingertips, it can be difficult to know what information is reliable and what is not. Take care to fact check carefully, consulting multiple sources. The list of sources mentioned at the end of this handbook can provide a good starting point. In addition, it’s not always necessary to do all the research yourself. For example, when writing about sustainable development, many NGOs will have communication officers or even press officers who will be able to assist with key information and statistics, and even field sources.
BEAR IN MIND

The 17 Sustainable Development Goals, adopted unanimously in 2015 and due to expire in 2030, are well known and discussed within aid and government circles. But to the public they are generally alien, and will require some explanation in media reporting. Journalists might need to refer to them by adding an introductory sentence, put them in context by providing some background information or adding a link for further information. Below is more information and a list of definitions and explanations of the SDGs from across the UN:

“The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries—developed and developing—in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth—all while tackling climate change and working to preserve our oceans and forests.”

“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.”

“The Sustainable Development Goals are a call for action by all countries—poor, rich and middle-income—to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.”

The SDGs are broad and the SIDS are disproportionately affected by many major threats facing the world today. Examples are climate change, consumption, marine pollution and population growth that make achieving the Sustainable Development Goals hard or harder to achieve that the SAMOA Pathway can relate to and be cited in many news stories or events taking place in other countries that affect them. This could include flagging the Pathway and SDGs in many stories that often appear on news agendas that might affect SIDS in the short or long term. For example: Gathering reactions from local people and leaders as well as national and international decision-makers over fears and realities of global climate change around events such as climate talks, conferences, disasters, celebrities or politicians speaking out and causing a shift in ideas or policy, finding local angles and context and a human face on faceless policy and topical global issues such as the use of single-use plastics and marine litter harming fishing communities, coral bleaching damaging local industry, wildlife and tourism, cuts to international development aid jeopardising health gains, etc.
The SAMOA Pathway takes over from two previous international programmes of action that specifically focused on SIDS.

The Barbados Programme of Action (BPOA, 1994-2004), established at the 1994 UN Global Conference on the Sustainable Development of SIDS in Barbados, aimed to translate the sustainable development commitments of Agenda 21 into actions, measures and policies at national, regional and international levels. It also focuses on the specific challenges and constraints that SIDS face in achieving sustainable development goals: small size and geographical isolation (as set out in Agenda 21), and also dependence on international trade, high population density (and resultant resource constraints), overuse of resources, limited supplies of freshwater, expensive public administration and infrastructure, and limited domestic markets and institutional capacities.

The BPOA identified 14 priority areas for action:

1. Climate change and rising sea-levels
2. Natural and environmental disasters
3. Management of wastes
4. Coastal and marine resources
5. Freshwater resources
6. General resources
7. Energy resources
8. Tourism resources
9. Biodiversity resources
10. National institutions and administrative capacity
11. Regional institutions and technical cooperation
12. Transport and communication
13. Science and technology
14. Human resource development

In addition, it set out cross-sectoral areas of focus:

1. Capacity building
2. Institutional development (national, regional and international)
3. Cooperation in technology transfer
4. Trade and economic diversification
5. Finance

The BPOA was followed by the Mauritius Strategy for the Further Implementation of the Barbados Programme of Action (MSI), which came out of the ten-year review of the BPOA at the Mauritius International Meeting in 2005. The MSI recognised that there were ongoing constraints in the implementation of the BPOA, particularly related to limited financial resources within SIDS, and the decline in development assistance to SIDS. The MSI builds on the 14 priority areas in the BPOA, adding five new priority areas:

1. Graduation from least developed country status
2. Trade
3. Sustainable production and consumption
4. Health
5. Knowledge management and culture

It also aimed to build resilience in SIDS. The MSI covered the period from 2005 until 2014, when it was replaced by the SAMOA Pathway. The SAMOA Pathway will cover the period from 2014 until 2024.

The SAMOA Pathway reaffirms that SIDS remain a "special case" for sustainable development, "in view of their unique and particular vulnerabilities". The achievement of the three overarching goals of sustainable development—poverty eradication, changing unsustainable patterns of consumption, and managing natural resources—are particularly challenging for SIDS, and as a result, despite the significant efforts that SIDS have made to implement internationally-agreed sustainable development action plans, they are in need of international support.

In particular, the SAMOA Pathway recognises that rising sea-levels, and "other adverse impacts of climate change" pose significant risks to SIDS; at the very least, impacts of climate change may exacerbate existing development challenges for SIDS and impose additional financial burdens, while in some cases, rising sea-levels threaten the very survival of some SIDS.
Yolanda in grade 10 uses the computers at One Small Bag a youth centre in Vanuatu’s capital Port Vila.

Photo: Connor Ashleigh for AusAID.
(CC BY 2.0)
The SAMOA Pathway sets out a number of specific focal areas. Firstly, it promotes “sustained and sustainable, inclusive and equitable economic growth with decent work for all”, particularly through the development of “green economies”, and through the involvement of the private sector, working alongside governments and intergovernmental bodies. According to UNEP, a green economy aims to reduce environmental risks and ecological scarcities, and aims for sustainable development without degrading the environment. This priority area links to Sustainable Development Goal (SDG) 1, “end poverty in all its forms everywhere”, and SDG 8, “promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”.

Specifically, the SAMOA Pathway calls on SIDS to:

- Enhance international cooperation in education and training
- Enhance the enabling environment to attract investment in infrastructure
- Foster entrepreneurship and innovation, with the widest possible participation
- Support initiatives to develop the capacity of the financial services industry in SIDS
- Create decent local jobs with environmentally sound businesses
- Promote and foster an environment conducive to investment
- Enhance the use of information and communication technology for education and employment
- Promote gender equality and women’s participation
- Establish regulatory frameworks to advance sustainable development

It also supports innovative approaches to improve the debt sustainability of SIDS.

The SAMOA Pathway also recognises the importance of sustainable tourism to drive economic growth in SIDS. Specifically, it calls on SIDS to:

- Develop policies to promote sustainable tourism
- Diversify sustainable tourism
- Promote policies that ensure that local communities can drive and benefit from tourism
- Implement measures to enhance employment opportunities, particularly for women and other marginalised groups
- Work with international tourism bodies to promote sharing of good practice
- Establish a food and sustainable tourism support initiative, upon request
- Establish and maintain the structures to govern and manage sustainable tourism
HOW JOURNALISTS CAN COVER SUSTAINABLE, INCLUSIVE AND ECONOMIC GROWTH IN THEIR REPORTING

The link between business, growth and the environment has become increasingly important in recent years and more mainstream in media and society as consumers and voters become more aware of how their choices and actions are ethical and global and their actions and footprints have ramifications for future generations. Advances in technology and greater access to information and connectivity in an increasingly online world mean stories about innovation do well in all kinds of media stories and across a range of platforms and outlets. This is especially true when they involve young people who come from places with fewer resources and opportunities but who are doing great things due to creativity and digital democracy. Such stories inspire hope for the future and people being the change they want to see, wherever they are. Here is an example of students from SIDS winning a competition to use innovation and develop software to solve climate change issues.

Stories about inspiring individuals from smaller or less developed places who overcome obstacles and whose ideas are going global can often make pieces, or sell them as they work as standalones.

Meet St. Lucia’s First Indigenous Biotech Company
forbes.com/sites/daphneewingchow/2019/02/01/meet-the-caribbeans-first-indigenous-biotech-company/#79b0902846df

Antigua and Barbuda Takes Top Spots in Dadlihack 2019

Rewriting Haiti’s narrative: ten Haitian entrepreneurs helping to reinvent their nation
forbes.com/sites/jamesellsmoor/2018/12/01/rewriting-haiti-narrative-ten-haitian-entrepreneurs-reinventing-their-nation/#4f497785254f

This Entrepreneur is Engaging the Diaspora with Cabo Verde

These stories from the Seychelles show how a small island nation can pioneer a financial system to save its seas.

Seychelles Finds a Novel Way to Swap Its Debt for Marine Protections

Seychelles Issues World’s First Blue Bond to Fund Fisheries Projects
ipsnews.net/2018/10/seychelles-issues-worlds-first-blue-bond-fund-fisheries-projects/

Youth Employment Critical to Sustainable Development in Pacific Islands
ipsnews.net/2014/10/youth-employment-critical-to-sustainable-development-in-pacific-islands/
Big or new ideas coming from small places to solve major problems around sustainability, especially those mainly caused by larger nations and that they fall victim to, are especially newsworthy, because they evoke feelings about the possibility for change and inspire others to follow suit.

The below examples in international press around the problem of marine litter and sustainability highlight the work of SIDS to solve global problems locally and how urgent actions, such as those laid out SAMOA Pathway, are needed on a global scale.

Coconut-Leaf Plates on the Table as Samoa Looks Beyond Single-Use Plastics
theguardian.com/world/2018/jun/25/samoa-ban-single-use-plastics

Vanuatu Has One of the World’s Strictest Plastic Bans. It’s About to Get Tougher.
huffpost.com/entry/vanuatu-plastic-ban-law-ocean-pollution_n_5c6ee757e4b0f40774cd355d

Small countries having an impact on a global stage and overcoming adversity is also an easy narrative to sell and has a long history of doing well with readers and being (think about popular ancient fables such as David and Goliath).

See the below stories from Palau as examples, and note how journalists have stressed how the small developing island is choosing to pursue long-term profits over quick cash, quality over quantity of tourists and dictating the terms of their stay to make tourism more sustainable and protect resources.

Palau, the Tiny Island Nation That Is Standing Up For Itself
skift.com/2019/01/04/palau-campaign-stands-tough-on-environment-despite-hit-to-tourism/

‘Explore Lightly’: Palau Makes All Visitors Sign Pledge to Respect Environment
theguardian.com/world/2017/dec/15/explore-lightly-palau-makes-all-visitors-sign-pledge-to-respect-environment

Palau Bans Many Kinds of Sunscreen, Citing Threat to Coral

This Small Island Nation Makes a Big Case For Protecting Our Oceans
news.nationalgeographic.com/2017/03/palau-marine-protected-area-ocean-fish/

Stories that highlight the plight of wildlife, and especially large mammals, are a good way to highlight SIDS issues attracting a wider or more diverse audience into reading about stories on sustainable tourism, green economies and so on.

Pew Applauds New Shark Sanctuary in Kiribati

Generally, the larger the animal, the larger the audience and journalists often cite them in the opening paragraph or use photos of large animals to draw audiences to the story.

Palau approves huge Pacific marine sanctuary
theguardian.com/environment/2015/oct/22/palau-approves-huge-pacific-marine-sanctuary

Dominica Regulates Freediving With Sperm Whales As It Prioritises Ecotourism – CS Global Partners
The SAMOA Pathway affirms that SIDS are a “special case” for sustainable development due to their vulnerability to climate change, which should be an urgent global priority. This links to SDG 13, “take urgent action to combat climate change and its impacts,” and Target 13.B which refers to promoting mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities.

In addition to calling on developed countries to act on and increase their commitments to mitigate climate change, specifically in reducing the consumption of hydrofluorocarbons and reducing the emissions from deforestation, the SAMOA Pathway calls for international support to the SIDS to:

- Build their resilience and adaptation to climate change impacts
- Improve monitoring and projections of climate impacts
- Raise awareness of the risks of climate change
- Address capacity gaps to manage climate finance

BEAR IN MIND

Solutions-based journalism is a relatively new but increasingly popular reporting genre, from print to podcast. Many media outlets and organisations now have dedicated pages for stories that involve solutions, hacks, innovation and other buzzwords that cover this type of reporting, and may be helpful to use when pitching SIDS stories to editors and offering SAMOA Pathway suggestions to support articles and answer common editor’s questions of ‘Why now, why is it newsworthy and why should people care?’

For stories on climate change impacts facing small islands, the report “The IPCC’s Fifth Assessment Report, What’s in it for Small Island Developing States?, by the Climate and Development Knowledge Network summarises the key findings of the Intergovernmental Panel on Climate Change’s (IPCC) 5th Assessment Report.

CDKN.ORG/WP-CONTENT/UPLOADS/2014/08/CDKN_IPCC_WHATS_IN_IT_FOR_SIDS.PDF
Stories about islands sinking and disappearing as a result of global warming are a frequent climate change story. They appear often in international media across a range of platforms, because they perfectly illustrate the gravity of what is at stake. Some examples of reporting that highlights how SIDS are struggling with these issues and trying to offset and combat them are below:

**Besieged By the Rising Tides of Climate Change, Kiribati Buys Land in Fiji**
theguardian.com/environment/2014/jul/01/kiribati-climate-change-fiji-vanua-levu

**Graphics of Marshall Islands Sea Level Rise ‘Brought EU Ministers to Tears’**

**The Marshall Islands: A Nation That Fears It’s On the Brink of Extinction**
abcnews.go.com/International/marshall-islands-nation-fears-brink-extinction/story?id=59941977

**Township in Solomon Islands is 1st in Pacific to Relocate Due to Climate Change**

Articles with lots of visuals, such as photo slideshows and videos, are instantly dramatic because they show how climate change is already a shocking reality in some places, with land swallowed or eroded and properties and businesses washed away or damaged. This long-read article in The Guardian is a compelling story but also peppered with photos of landscapes and people affected by climate change that illustrate that large scale of the issue whilst also putting faces to it to personalise the plight.

**Waiting for the Tide to Turn: Kiribati’s Fight for Survival**
theguardian.com/world/2017/oct/23/waiting-for-the-tide-to-turn-kiribatis-fight-for-survival

**Slideshow–Sinking States: the Islands Facing the Effects of Climate Change**

**Feature story on several disappearing islands**
theguardian.com/environment/2016/may/10/five-pacific-islands-lost-rising-seas-climate-change

SAMPLE MEDIA STORIES AND QUESTIONS FOR JOURNALISTS

Climate change is an increasingly serious and pressing problem that affects the whole world and threatens life on earth as we know it. As such, stories about climate change and especially the people and places on the front line of it and already suffering the severe effects of global emissions of greenhouse gases, such as warming oceans and rising sea levels, are becoming more widespread and mainstream.

The SIDS have been disproportionately affected by climate change and stories from small islands are gaining traction in international media. This is because they provide dramatic examples of the effects of climate change impacts and a vision of the world’s dystopian future if dangerous environmental practices are not curbed and collective global action to limit emissions and global temperature rises within a certain time frame is not implemented.

In the face of great change and adversity, SIDS are often coming up with solutions to problems that the rest of the world will face in the future, acting rather than talking, providing crucial examples in survival against the elements and the odds and lessons in how to change that the world should learn from and mimic. A narrative which showcases success against the odds is always effective in engaging audiences, for example this article highlighting a small country teaching larger countries a lesson:

**This Tiny Country Says It Can Beat Climate Change**
The worst scenario of SIDS disappearing is often cited at the start of media reports and used to introduce stories on climate change because it grabs attention, and whether people are reading, viewing or listening to reports, they can picture the scene and scenario. Opinion pieces on climate change are often written by people from SIDS or who have visited them, such as the filmmaker in this New York Times Op-ed.

Sinking Islands, Floating Nation
nytimes.com/2018/01/24/opinion/kiribati-climate-change.html

Quirky stories about leaders taking a stand against climate change, or in this case of the Maldives holding an underwater cabinet meeting, still appears quite high on news search lists despite being written in 2009. It provides a great example of how to sell stories using PR stunts or headline grabbing comments from leading public figures and outspoken or colourful individuals.

Can Mohamed Nasheed Save the Maldives—and the Rest of the World—from the Rising Seas?
theguardian.com/world/2009/oct/11/mohamed-nasheed-maldives-rising-seas

For radio and print outlets, powerful testimonies from people experiencing first-hand the impacts of climate change can bring home why urgent actions, such as those the SAMOA Pathway advocates for, are really needed and why climate change is already a reality. This in-depth project on Kiribati, funded with a grant from the Pulitzer Center, provides a good example of how to cover climate issues from a variety of perspectives.

Kiribati: Casualties of Climate Change
pulitzercenter.org/project/oceania-kiribati-drowning-nation-climate-change-rising-sea
<table>
<thead>
<tr>
<th></th>
<th>Key Messages from the Report</th>
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<tbody>
<tr>
<td><strong>1</strong></td>
<td>The climate is already changing and SIDS are already feeling the impacts</td>
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<tr>
<td><strong>2</strong></td>
<td>Further climate is inevitable in the coming decades</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Climate change is affecting SIDS’ growth and development</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Climate Change poses an existential threat to some SIDS</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Adaptation can reduce the impacts of climate change, but there are limits and risks involved</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>The economic cost of adaptation to climate change is high in SIDS relative to the size of their economies</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>SIDS stand to benefit from further integration of climate adaptation, mitigation and development approaches</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Transformation to a low-carbon economy implies new patterns of investment</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>International cooperation is vital to avert dangerous climate change and SIDS governments can promote ambitious global action</td>
</tr>
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</table>
SAMPLE QUESTIONS ON CLIMATE CHANGE

- What steps are governments taking to ensure that companies are reducing carbon emissions?
- What is the current global carbon emissions footprint compared to the emission of X SIDS country? [Note to journalists and editors: SIDS as a whole contributes less than 1 percent of global carbon emissions].
- What steps are being made to offset carbon emissions in X place?
- Why should SIDS pay the ultimate price for the consumption and greed of larger, wealthier countries?
- How much money is X SIDS country or SIDS as a whole receiving for climate change projects [you may need to split them into mitigation and adaptation projects and other types of climate funding] and from where? How is this set to change in the coming X years?
- What will the situation look like in X SIDS country in X years time if targets to limit carbon emissions and cap global warming are not met?
- How quickly is the sea level rising in X SIDS country and what is being done to combat it?
- If current climate targets are not met and world leaders failed to implement X promise [see Paris Agreement, SDGs, the SAMOA Pathway], what will the future look like in X country?
- If global carbon emissions continue at the same rate, what is the prediction for SIDS and how many SIDS could disappear by X date?
- How much is the government spending on climate change projects and futureproofing [again, may need to split them into mitigation and adaptation] and is this enough?
- What percent of GDP is being spent on climate change projects and how much is the issue costing the economy per year/how much [land, money, wildlife] could X SIDS country lose if actions laid out in climate agreements [such as the Paris Agreement, SAMOA Pathway, SDGs etc] are not met?

WELL-KNOWN CLIMATE CHANGE AMBASSADORS

Well-known climate change ambassadors that could be used to sell stories or reference to widen audiences:
- Usain Bolt
- Leonardo de Caprio
- AKON
- Jessica Alba
- Arnold Schwarzenegger
- Emma Thompson
- Justin Timberlake
- Cate Blanchett
- Brad Pitt
- Gisele Bundchen
- Matt Damon
- Cameron Diaz
- Emma Watson
- Al Gore
The SAMOA Pathway focuses on the importance of sustainable energy, recognising the effect of fossil fuel dependence on increasing the vulnerability of SIDS, and linking to SDG 7, “ensure access to affordable, reliable, sustainable and modern energy for all,” and its Target 7.b which aims to expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in SIDS and other developing countries.

The SAMOA Pathway calls upon the international community to support SIDS to strengthen their use of renewable energy sources through actions to:

- Develop strategies and measures to promote energy efficiency
- Assist SIDS to access finance mechanisms that allow for the development of Sustainable energy projects
- Support investment in renewable energy initiatives in SIDS
- Promote international collaboration to ensure SIDS can access renewable energy
- Encourage SIDS to fulfil renewable energy targets

The International Renewable Energy Agency (IRENA) is an intergovernmental organisation that supports countries in their transition to a sustainable energy future, and serves as the principal platform for international cooperation, a centre of excellence, and a repository of policy, technology, resource and financial knowledge on renewable energy. Through IRENA’s SIDS Lighthouses initiative, the organisation is also assisting SIDS with policy and capacity building for the transition to renewable energy.

Sustainable Energy for All (SEforALL) is an international organization working with leaders in government, private sector and civil society to drive further, faster action toward achievement of Sustainable Development Goal 7.

The launch of SIDS Lighthouses Initiative 2.0 in 2018 at the 73rd Session of the United Nations General Assembly.

Photo: IRENA (CC BY 2.0)
MEDIA REPORTING ON SUSTAINABLE ENERGY

Sustainable energy has developed at a fast pace in recent years, making stories about it easier to place.

SIDS are extremely affected by the rest of the world’s use of fossil fuels in terms of global emissions causing warming oceans and rising sea levels that jeopardise development progress and in some SIDS, threaten people’s way of life and their whole nation’s existence (see above climate change section for more details).

The international community, especially the biggest industrial nations and polluters, have a responsibility to help SIDS ease their reliance on fossil fuels and switch to greener energy to ensure a brighter future.

There are plenty of media stories that highlight the large advances that SIDS are making to provide greener energy and that journalists could cite as shining examples in their reporting, in addition to citing the needs for more global support and investment in sustainable energy for the SIDS laid out the SAMOA Pathway.

Renewables to Become the Norm for the Caribbean
ipsnews.net/2019/04/renewables-become-norm-caribbean/

Cape Verde’s Goal Is 100% Renewable Energy By 2025. Why it May Just Do it
theconversation.com/cape-verdes-goal-is-100-renewable-energy-by-2025-why-it-may-just-do-it-85759

Dominican Republic Leapfrogs to Energy-Efficient Lighting
unenvironment.org/news-and-stories/story/dominican-republic-leapfrogs-energy-efficient-lighting

UAE’s Masdar Delivers Samoa’s First Wind Farm
gulfbusiness.com/uaes-masdar-delivers-samoas-first-wind-farm/

Video story

Small Island Developing States: Powering Development with Renewable Energy
youtube.com/watch?v=UM7ydYdhLDM

SAMPLE QUESTIONS FOR JOURNALISTS

- What percentage of SIDS energy comes from renewables and how is this predicted to change in the coming years, by 20XX?
- How much money does X country receive from other countries/from development aid to fund sustainable energy projects?
- How many/what percentage of people in X country/across SIDS countries/how much of X country is electrified and how has the use of renewable energy changed in recent years?
- What are the sustainable energy targets for this country/SIDS, how does that match current usage/how is the countries/are the countries faring in delivering them/on track to meet them?
The SAMOA Pathway recognises the increased vulnerability to SIDS to disasters and the need to build resilience. This links to SDG 11, "make cities and human settlements inclusive, safe, resilient and sustainable". It supports the efforts of SIDS to:

- Access technical assistance and financial support for disaster risk reduction systems
- Promote public/private cooperation and investment in disaster risk management
- Strengthen contingency planning for disasters
- Implement the Hyogo Framework for Action, now replaced by the Sendai Framework for Disaster Risk Reduction 2015–2030 which provides a global blueprint for disaster risk reduction.
  www.unisdr.org/we/coordinate/sendai-framework
- Mainstream policies related to disaster risk reduction, climate change adaptation and development
- Harmonise reporting systems, nationally and regionally
- Strengthen risk insurance at national and regional levels
- Increase participation in international disaster risk reduction initiative.

MEDIA REPORTING ON DISASTER RISK REDUCTION

This style of reporting touches on many of the same themes mentioned in the Climate Change section, above. When disasters strike, they become international news stories and the media spotlight generally falls on reporting the impacts such as fatalities and damage, and collecting testimony from survivors and comments from leaders and experts.

In the aftermath of disasters and counting losses, journalists also write stories about what went wrong and mitigation, how future situations could be avoided. The list of supported actions from the SAMOA Pathway, above, provides a good background and source of ideas for questions that could be raised about what policies SIDS have made and will make to prepare for disasters, what systems are in place to cope with them and how they could be improved on a local, national and international level.
Below are examples of stories which illustrate different approaches for covering disaster risk reduction, from documenting their effects and sounding the horn about the likelihood of future disasters, to highlighting the methods and tools needed to prevent more losses.

'We Cannot Swim, We Cannot Eat': Solomon Islands Struggle with Nation’s Worst Oil Spill
theguardian.com/environment/2019/mar/06/solomon-islanders-suffer-worst-oil-spill-nations-history-bulk-carrier-bauxite

Within Decades, Floods May Render Many Islands Uninhabitable

Why the Flooding In Grenada Is a Clear Reminder of Its Vulnerability to Climate Change
ipsnews.net/2018/08/flooding-grenada-clear-reminder-vulnerability-climate-change/

Building Resilience Through Climate-Proof Infrastructure In Timor-Leste
undp-adaptation.exposure.co/construction-in-progress

Fiji Told It Must Spend Billions to Adapt to Climate Change
theguardian.com/environment/2017/nov/10/fiji-told-it-must-spend-billions-to-adapt-to-climate-change

BEAR IN MIND:
THERE IS NO SUCH THING AS A ‘NATURAL’ DISASTER, ONLY NATURAL HAZARDS

As defined by the UN Office for Disaster Risk Reduction (UNISDR), disasters often follow natural hazards. A disaster’s severity depends on how much impact a hazard has on society and the environment. The scale of the impact in turn depends on the choices we make for our lives and for our environment. These choices relate to how we grow our food, where and how we build our homes, what kind of government we have, how our financial system works and even what we teach in schools. Each decision and action makes us more vulnerable to disasters—or more resilient to them.

UNISDR.ORG/WHO-WE-ARE/WHAT-IS-DRR

This article “There is No Such Thing as a Natural Disaster Anymore: Why Wilful Ignorance is Not Innocence,” published in the Australian Broadcasting Corporation, among others, illustrates the concept:

ABC.NET.AU/RELIGION/THERE-IS-NO-SUCH-THING-AS-A-NATURAL-DISASTER-ANYMORE-WHY-WILFUL-/10095340

Climate Change in The Pacific: Enabling Early Warning Systems in Tuvalu
youtube.com/watch?v=uncwwUwZ014
The SAMOA Pathway acknowledges that oceans and seas are intrinsic to sustainable development and are particularly important to SIDS, due to their large maritime areas. This links to SDG 14, “conserve and sustainably use the oceans, seas and marine resources for sustainable development”. The SAMOA Pathway recognises the leadership that SIDS have shown in ocean conservation. The Pathway specifically supports:

- All efforts to conserve and protect the oceans through research and implementation of policies
- The sustainable use of ocean resources to support SIDS
- The full and effective implementation of the regional programmes in which SIDS participate
- Addressing marine pollution through effective partnerships
- Urgent action to protect coral reefs and other vulnerable marine ecosystems
- Marine research and technological development of SIDS
- Improvement of monitoring of fishing vessels to prevent unregulated fishing
- Sustainable development and improved management of small-scale fisheries
- Tightening subsidies in fisheries, to limit those subsidies that result in overfishing
- Joining the UNESCO Convention on the Protection of Underwater Cultural Heritage, for those States that have not already done so
- Promoting the conservation of migratory fish stocks
- Supporting SIDS to sustainably use their fisheries, ensuring that they do not shoulder a disproportionate burden of the conservation of marine resources
- Urging the international community to shoulder shared responsibility for regional fisheries management
- Enhancing cooperation to address ocean acidification
- By 2020, to conserve at least 10% of coastal and marine areas in SIDS
- Address the concerns of the impact of munitions dumped at sea
MEDIA REPORTING ON OCEANS AND SEAS

After decades of reporting focusing mainly on terrestrial environmental issues such as deforestation and worsening pollution of air and land, recently issues around threats to marine life have started taking centre stage.

Media stories have mainly focused on the major global issues of climate change leading to warmer oceans, increasing marine litter and harmful fishing practices and policies that have decimated ecosystems and led to plummeting fish stocks.

Greater awareness of these issues, especially due to a raft of media stories on the threats to life below water, has garnered a lot of attention across the world and led to a considerable amount of collective action in terms of new policies, partnerships and campaigns to save our seas.

Below are a list of stories highlighting recent action and partnerships in SIDS countries. They often bear the brunt of global marine issues such as rising sea levels due to global emissions from larger countries using fossil fuels, being hit by the tide of marine plastics and dealing with the fallout from unregulated fishing.

President of Seychelles Shock G7 Meeting With Photos of Ocean Trash
seychellesnewsagency.com/articles/9274/President+of+Seychelles+shocks+G7+meeting+with+photos+of+ocean+trash

UNGA President, Antigua and Barbuda, Norway Announce Campaign to Tackle Plastic Pollution

Polynesian Leaders Issue Declaration on Climate Change And Oceans

A Caribbean island tackles its growing trash problem
dw.com/en/a-caribbean-island-tackles-its-growing-trash-problem/a-45763291

Wave of Plastic Hits Dominican Republic

Grenada is Banning Styrofoam
caribjournal.com/2018/09/19/grenada-is-banning-styrofoam/

Timor-Leste: Maubere Tribes Revive Customary Law to Protect the Ocean

The Blue Economy–A New Frontier For Small Island Developing States
ipsnews.net/2018/11/blue-economy-new-frontier-small-island-developing-states/
The SAMOA Pathway recognises that SIDS are primarily countries that rely on food imports, and that there is therefore a need to ensure universal access to “safe, sufficient and nutritious” food. This links to SDG 2, “end hunger, achieve food security and improved nutrition and promote sustainable agriculture”. In particular, the Pathway supports:

- The promotion of sustainable practices to improve food security
- The existence of open and efficient markets to optimise food security
- Enhanced international cooperation to maintain access to global food markets
- Increasing rural income, particularly for smallholders and women
- Ending malnutrition in all its forms
- Improving the resilience of agriculture and fisheries to climate change and related impacts
- Maintaining natural ecological processes to support sustainable food production

As called for in the SAMOA Pathway, the Global Action Programme on Food Security and Nutrition in Small Island Developing States was facilitated by the Food and Agriculture Organization, the United Nations Department of Economic and Social Affairs and the United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States. The action programme provides a framework within which SIDS and their development partners can better articulate and mobilize coordinated actions at the local, national, regional and global levels.

[FAO.ORG/3/A-I7297E.PDF](http://FAO.ORG/3/A-I7297E.PDF)
MEDIA REPORTING AND STORY EXAMPLES

Media stories about food security and nutrition in SIDS are often linked to their greater vulnerability in terms of climate change and disasters (see sections above on Climate Change and Disaster Risk Reduction), which can lead to land and marine degradation and food insecurity.

The stories below provide good examples of the issues facing farmers and fishers in SIDS whose yields and catches have dropped and how these countries and international partners are helping them to build resilience.

"Where There Used To Be So Much There Is So Little": The Challenge of Climate Change in The Comoros

Agriculture–Key to Caribbean Food Security
jamaicaobserver.com/business-observer/agriculture-8211-key-to-caribbean_122588

WHYFARM’s Innovative ‘Agri-Coolture’ Recognized By the Bill and Melinda Gates Foundation

Technology and Nutrition Meet in Pacific Island Classrooms

Five Overlooked Facts About Caribbean Food Security
forbes.com/sites/daphneewingchow/2019/02/20/five-facts-about-caribbean-food-security/#d064ef250162

European Development Fund to Finance Second Coconut Project in the Caribbean

TCI’s First Mobile Health Clinic Launched

Caribbean NCD Death Highest In the World
newsday.co.tt/2018/05/12/caribbean-ncd-death-highest-in-the-world/

Video story

Solomon Islands: Saving the Pacific’s Tuna
youtube.com/watch?v=X3M429z9ick

Survival Challenges: Food & Water Security in Tuvalu
youtube.com/watch?v=umPfcQLxEvI
The SAMOA Pathway recognises the challenges that SIDS face regarding freshwater resources. This links to SDG 6, "ensure availability and sustainable management of water and sanitation for all". The Pathway supports the efforts of SIDS to:

- Develop capacities for the management of water resources, including enhancing women’s participation
- Provide appropriate infrastructure for safe drinking water and related facilities
- Expand wastewater recycling and treatment
- Improve water-use efficiency

MEDIA STORY EXAMPLES

Journalists can highlight stories about water and sanitation in SIDS by using examples of their precarious position when it comes to shortages, especially in the wake of disasters as the below example illustrates. This issue is also heavily linked to climate change, because rising sea levels in SIDS are turning groundwater salty, spoiling wells and soils and leading to thirst and crop failure.

Maldives Facing ‘Disaster’ Over Drinking Water Shortage
telegraph.co.uk/news/worldnews/africaandindianocean/maldives/11276954/Maldives-facing-disaster-over-drinking-water-shortage.html

Water, Water, Everywhere, But Not a Drop to Drink: Adapting to Life in Climate Change—Hit Kiribati
youtu.be/GjIKCmb4vNo

Perishing of Thirst in a Pacific Paradise
huffpost.com/entry/marshall-islands-climate-change_n_56796928e4b06fa6887ea12c

New Climate Resilient Water Project Will Ensure Reliable Water Supplies for 450,000 People in Comoros
adaptation-undp.org/new-climate-resilient-water-project-will-ensure-reliable-water-supplies-450000-people-comoros

In Search of a Solution for Water Scarcity in the Caribbean
forbes.com/sites/daphneewingchow/2019/02/12/in-search-of-a-solution-for-water-scarcity-in-the-caribbean/#657bb4181511

Sustainable Coastal Fisheries in the Pacific Depends on Improving Sanitation
ipsnews.net/2018/10/sustainable-coastal-fisheries-pacific-depends-improving-sanitation/
The SAMOA Pathway recognises the centrality of transport for the development of SIDS, particularly in enhancing economic growth. This links to a number of SDGs, particularly SDG 9, "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation“, and SDG 11, "Make cities and human settlements inclusive, safe, resilient and sustainable".

The SAMOA Pathway guides SIDS to:

- Develop capacities for the management of water resources, including enhancing women’s participation
- Provide appropriate infrastructure for safe drinking water and related facilities
- Expand wastewater recycling and treatment
- Improve water-use efficiency

MEDIA STORY EXAMPLES

Journalists can report stories on sustainable transport in SIDS by documenting the current gaps and needs, government expenditure and international support for the sector and stories around the introduction of greener forms of transport and innovation, such as the examples below.

The Electric Vehicle Revolution Is Alive in Barbados
forbes.com/sites/jamesellsmoor/2018/12/20/the-electric-vehicle-revolution-is-alive-in-barbados/
#6f2bbc15ff8

Mauritius Shares Their Experience in Promoting Cleaner and More Fuel Efficient Vehicle Strategies with Africa
unenvironment.org/news-and-stories/blogpost/mauritius-shares-their-experience-promoting-cleaner-and-more-fuel

Gov’t to Develop Electric Vehicle Policy
jamaica-gleaner.com/article/news/20190226/govt-develop-electric-vehicle-policy
The SAMOA Pathway recognizes sustainable consumption and production as being essential for achieving sustainable development and calls on the international community to support SIDS in implementing programmes under the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP). In this regard, the SAMOA Pathway makes specific reference to the need to support micro, small and medium-sized enterprises, sustainable tourism, waste management, food and nutrition, lifestyles, education for sustainable development and linkages in the supply chain to promote rural development.

10YFP sustainabledevelopment.un.org/index.php?page=view&type=400&nr=1444&menu=35

Sustainable Consumption and Production is linked to SDG 12, “ensure sustainable consumption and production patterns”. This issue is very closely linked to other priority areas of the SAMOA Pathway such as Sustainable Growth, Climate Change, Oceans and Seas and Food Security and Nutrition.

MEDIA STORY EXAMPLES

Increasing demand for energy, food, water and other resources has resulted in resource depletion, pollution and environmental degradation pushing many SIDS up against environmental limits. This is a story familiar to many island communities and indeed island journalists. Due to their small size and often limited resources, SIDS face capacity constraints in responding to environmental degradation which is coupled with increasingly more urban populations. Among areas journalists can compile stories is how their countries are integrating sustainable consumption and production patterns into national development and how this can make it easier and cheaper to produce goods and services more efficiently, with lower risks to island communities and the environment.

This video encapsulates many of these issues:
Climate Change in The Pacific: Food
youtube.com/watch?v=A2nOzcSyj9E

Story samples:
Caribbean Island of Dominica Bans Plastic and Styrofoam
cnn.com/travel/article/dominica-plastic-ban/index.html
SDG 12 Review at HLPF Calls for Circular Economies, Sustainable Lifestyles
sdg.iisd.org/news/sdg-12-review-at-hlpf-calls-for-circular-economies-sustainable-lifestyles/
The SAMOA Pathway recognises the importance of the management of chemical waste, including for SIDS, and the additional challenges some SIDS face due to their remoteness. It links to a number of SDGs, including SDG 11, “make cities and human settlements inclusive, safe, resilient and sustainable”, SDG 14, “conserve and sustainably use the oceans, seas and marine resources for sustainable development”, and SDG 15, “protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”.

Specifically, it seeks to support:

• Enhanced international technical cooperation to strengthen the ability of SIDS to manage waste
• SIDS becoming parties to the Globally Harmonised System of the Classification and Labelling of Chemicals and the Strategic Approach to International Chemicals Management
• Improved access to existing capacity building programmes for risk management in waste disposal
• Increased implementation of reduction, reuse, recycling, recovery and return approaches for waste

MEDIA STORY EXAMPLES
Sustainably managing waste is a critical issue for many SIDS. Often lacking the capacity and means to efficiently collect, sort, recycle and dispose of waste, many island countries face growing challenges on this issue. Furthermore, the nature of waste being generated such as electronic waste, single-use plastics and construction waste means that in many cases SIDS are having to resort to mixing and disposing waste in haphazard conditions. Journalists can bring this important issue to wider attention including through stories about the challenges their countries are facing but also the solutions being implemented.

Story samples:

This Dome in the Pacific Houses Tons of Radioactive Waste—And It’s Leaking
theguardian.com/world/2015/jul/03/runit-dome-pacific-radioactive-waste

Government Focused on Eliminating Plastic Waste
looptt.com/content/government-focused-eliminating-hazardous-waste

Samoa Launches Public-Private Partnership on E-Waste
sdg.iisd.org/news/samoa-launches-public-private-partnership-on-e-waste/
HEALTH AND NON-COMMUNICABLE DISEASES

Linking to SDG 3, “ensure healthy lives and promote well-being for all at all ages” and specifically Target 3.C which aims to substantially increase health financing and the recruitment, development, training and retention of the health workforce in SIDS the SAMOA Pathway recognises health as a key precondition for sustainable development, and aims to:

• Develop comprehensive and integrated policies across the whole of government for the prevention and management of disease
• Develop national health systems strengthening programmes, supported by international bodies such as UNICEF, WHO and UNFPA
• Develop ten-year targets (2015–2025) to reverse the spread and severity of non-communicable diseases
• Strengthen health promotion and primary health care
• Cooperate with other SIDS to respond to non-communicable diseases
• Achieve universal access to HIV services, eliminate mother-to-child HIV transition, and strengthen the fight against malaria, TB, and neglected tropical diseases
• Reduce maternal and child mortality
MEDIA STORY EXAMPLES

SIDS are highly impacted by Non-Communicable Diseases (NCDs), with particularly high rates of morbidity and mortality. In Pacific SIDS, NCDs account for some 70% of all deaths including high rates of premature (below age 60) deaths compared to the global average. Government expenditure on health is a major component of overall national budgets in SIDS and NCDs add large—even unsustainable—pressures on national budgets. Journalists can look at health and NCDs from various angles such as: the role of diet and physical activity, impacts on workforce and productivity, the high socio-economic costs of NCDs, the impacts on youth and women and what actions are being taken by governments and the international community to address health and NCD-related challenges in small islands.

The following are examples of media reporting on health and NCDs in SIDS:

- **Caribbean Ministers Approve Action Plan on Climate-Resilient Health Systems**

- **Childhood Obesity, a Growing Concern in The Pacific**

- **Pacific Islands Have an Obesity Problem. The Tongan Leader Thinks a Weight-Loss Competition Could Help.**

- **The Pacific’s Double Burden of Disease**
  [policyforum.net/the-pacifics-double-burden-of-disease/](policyforum.net/the-pacifics-double-burden-of-disease/)

- **Reducing Non-Communicable Disease in SIDS through Climate Preservation**

- **SIDS Facing Man-Made Crisis Around the World**
  [pina.com.fj/?p=pacnews&m=read&o=2038861655581698cc06bc96265da7](pina.com.fj/?p=pacnews&m=read&o=2038861655581698cc06bc96265da7)
GENDER EQUALITY AND WOMEN’S EMPOWERMENT

Linking to SDG 5, “achieve gender equality and empower all women and girls”, the SAMOA Pathway recognises the importance of gender equality as transformative in economic growth and sustainable development. Specifically, it supports SIDS to:

- Eliminate discrimination against women and girls
- Integrate gender perspectives into sustainable development
- Strengthen women’s economic empowerment
- End all forms of violence against women
- Work towards women’s full participation in all fields and in decision-making
- Guarantee equal access to healthcare and education
- Promote and protect women’s sexual and reproductive rights
- Tackle the structural inequalities and intersectional forms of discrimination that affect women and girls
- Ensure women’s equal rights to economic resources

MEDIA REPORTING, STORY EXAMPLES AND QUESTIONS

On a daily basis, women make decisions that impact on the sustainable development of their communities whether it is the use of fresh water, or energy, or forests or household budgets. They can become drivers of sustainable development, if they have equal access to resources and opportunities and are part of decision-making processes.

Being aware of gender biases—even within the media—is critical to breaking down barriers and ensuring a more balanced approach which includes the voices of both men and women. Women and girls have historically been overlooked or underserved when it comes to policy-making and media stories. There are various avenues to take to advance gender-sensitive journalism including approaching more women as sources for stories related to politics, economics or business.

EViS Roundtable August. More than 60 people gathered in Apia for the Ending Violence in Samoa (EViS) Roundtable event on Orange Day, 25 August 2015, to view excerpts from a new documentary “Sisi le La’afa Raise the Sennit Sail” about violence against women in Samoa.

Photo: UN Women/Ellie van Baaren (CC BY 2.0)
MEDIA REPORTING ON GENDER EQUALITY AND WOMEN’S EMPOWERMENT

Story samples about women in SIDS

Antigua’s ‘Island Girls’ on Becoming the World’s First All-Black Team to Voluntarily Row across the Atlantic Ocean
espn.com/espnw/sport/article/26050674/antigua-island-girls-becoming-world-first-all-black-team-voluntarily-row-atlantic-ocean

Make Jamaica Green Again: 10 Powerful Women Leading the Sustainability Movement
forbes.com/sites/jamesellsmoor/2019/02/07/make-jamaica-green-again-10-powerful-women-leading-the-sustainability-movement/#4a3be70a36d8

In Protecting Their Forests, These Women Transformed Their Futures
blog.conservation.org/2019/03/in-protecting-their-forests-these-women-transformed-their-futures/

Pacific Women Target Equal Representation at Leadership Level
radionz.co.nz/international/pacific-news/385809/pacific-women-target-equal-representation-at-leadership-level

Women Challenged to Lead
postcourier.com.pg/women-challenged-lead/

Speaker of Parliament Commits to Ensuring Gender Balance

Does a Job Have a Gender? One Motivational Speaker Says No.
cayman27.ky/2019/04/does-a-job-have-a-gender-one-motivational-speaker-says-no/

Video samples

Climate Change Is a Gender Issue
youtube.com/watch?v=RtuVGXjWG9w&feature=youtu.be

St. Lucia: A Non-Traditional Investment in Women
youtube.com/watch?v=5EpD_ble96g

Women Vanua’Tai Resource Monitors (Short Version)
youtube.com/watch?v=GfQZHy1MjA
The wealth of culture possessed by SIDS is highlighted in the SAMOA Pathway in addition to how it can act as a driver for development. This links to a number of SDGs, including SDG 4, “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”, SDG 10, “reduce inequality within and among countries”, and SDG 16, “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”.

The SAMOA Pathway recognises the wealth of culture possessed by SIDS, and how it can act as a driver for development. It specifically supports SIDS to:

• Promote cultural diversity and intercultural dialogue
• Work with UNESCO and the World Intellectual Property Organisation
• Strengthen national and regional cultural activities and infrastructures
• Develop cultural and creative industries, including tourism
• Develop internal mechanisms to protect cultural heritage and traditional knowledge

The SAMOA Pathway also recognises the potential for crime and violence to adversely affect sustainable development, and supports SIDS to ensure that their communities are peaceful and safe. In particular, it supports SIDS in combatting trafficking and organised crime, and in eliminating violence against women and girls.

The SAMOA Pathway affirms the importance of full and equal access to education in achieving sustainable development. Specifically, it supports SIDS to:

• Provide education and training for youth, girls and the most vulnerable
• Ensure education contributes to peace-building and social inclusion
• Increase investment in education and training at all levels

The SAMOA Pathway recognises SIDS capacity in sport, and its use as a vehicle to drive development.

Children at Buk bilong Pikinini (books for children) which is an independent not-for-profit organisation based in Port Moresby, Papua New Guinea, which aims to establish children’s libraries and foster a love of reading and learning.

In PNG there are few functioning libraries outside the school system and most children do not have access to books at all.

Photo: Ness Kerton for AusAID (CC BY 2.0)
MEDIA REPORTING ON SOCIAL DEVELOPMENT

Story samples

Reggae Music Is Added to UNESCO Cultural Heritage List

Fish Farming Takes on Crime in Papua New Guinea
ipsnews.net/2018/12/fish-farming-takes-crime-papua-new-guinea/

Drug Trafficking At Sea Is Devastating Island States, Ministers Say
theguardian.com/environment/2018/oct/16/drug-trafficking-at-sea-is-devastating-island-states-ministers-say

Video samples

Traditional Warning Signs of Cyclones
youtube.com/watch?v=mngRNiZBpXI

Reggae Music of Jamaica
youtube.com/watch?v=olYYISLYLiU
The SAMOA Pathway recognises the exceptional biodiversity of SIDS, which in many cases is at considerable risk. Linking in particularly to SDGs 14 and 15, "conserve and sustainably use the oceans, seas and marine resources for sustainable development" and "protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss", it supports efforts of SIDS to:

- Conserve biodiversity and its sustainable use
- Export sustainably-produced and locally-grown products
- Access resources for the conservation of biodiversity
- Ratify the Nagoya Protocol on Access to Genetic Resources, which can contribute to conservation of biodiversity

The SAMOA Pathway highlights the importance of addressing desertification, land degradation and drought for SIDS to develop sustainably, and supports SIDS to increase their resilience to these challenges. It also stresses the importance of forests to livelihoods and ecosystems and supports SIDS to:

- Implement the Non-Legally Binding Instrument on All Types of Forests
- Halt deforestation and forest degradation
- Achieve appropriate reforestation, restoration and afforestation
- Mobilise financing to support sustainable forest management policies
- Participate in the Review of the International Arrangement on Forests
- Strengthen their capacity for sustainable forest management

The SAMOA Pathway notes the threat that invasive alien species pose to sustainable development. It supports SIDS to:

- Enhance multisectoral collaboration to address the issue
- Improve efforts to eradicate and control invasive alien species
- Develop their capacity to prevent invasive alien species issues, including raising public awareness
MEDIA REPORTING ON BIODIVERSITY

Story samples

PNG to Create 7,500 Square Kilometres of New Marine Protected Areas in Bismarck Sea

UN Environment, Partners Launch Pacific Marine Climate Change Report Card

In The Solomon Islands, Making Amends in the Name of Conservation
news.mongabay.com/2019/02/making-amends-in-the-name-of-conservation/

Palau Ratifies Nagoya Protocol to Safeguard Its Biodiversity

Study Uncovers 135 Species of Land Snails in Belize, Including 17 New Ones
news.mongabay.com/2019/03/study-uncovers-135-species-of-land-snails-in-belize-including-17-new-ones/

Video samples

Our Forest Our Future Conservation and Managing Biodiversity in the South Pacific
youtube.com/watch?v=gQWIfaMCdGY

Protecting Palau’s Rich Biodiversity | Global Ideas
youtube.com/watch?v=oNb7MxZ1Q2Q
youtube.com/watch?v=mngRNiZBpXI

Reggae Music of Jamaica
youtube.com/watch?v=oIYYISLYLiU
Linking to SDG 17, "strengthen the means of implementation and revitalize the global partnership for sustainable development”, the SAMOA Pathway acknowledges that SIDS bear primary responsibility for their own sustainable development, but also recognise that the persistent challenges they face need international support and operation and therefore call for an increase in all forms of equal partnership, at all levels. It also acknowledges the importance of financing sustainable development initiatives, including international financing, and urges all countries to fulfil their commitments to SIDS, including through financing. It specifically supports SIDS to:

- Strengthen domestic policies and financing
- Access international arrangements for developing financing
- Carry out climate change adaptation and mitigation projects
- Reduce remittance-related transfer costs

It further supports SIDS’ engagement in trade and economic agreements, in formulating trade agreements and policies and strengthening trade partnerships.
The SAMOA Pathway affirms the importance of capacity building for SIDS, so as to build their societies and economies and supports them to improve existing mechanisms for capacity building programmes, strengthening education and training, develop national and regional cooperation frameworks for capacity building, and ensure women’s participation.

The SAMOA Pathway recognises the importance of SIDS accessing appropriate technologies for sustainable development and reaffirms the need to support efforts to acquire these technologies. It also highlights the importance of reliable data and statistics for development planning for SIDS, and reaffirms commitments to strengthen SIDS’ data and statistical systems, to use UN-standard resources for social and environmental statistics, and to improve the use of gender statistics and other statistics pertaining to marginalisation.

The plan of action calls on the UN and related organisations to make greater use of national statistics and indicators from SIDS, to support sustainable development statistics and information programmes and to develop appropriate indices to track progress made by SIDS in sustainable development.

Finally, the SAMOA Pathway calls upon the UN system and other multilateral development partners to support SIDS, specifically to:

- Take fully into account the issues of SIDS in their programmes
- Enhance the voice and participation of SIDS in decision-making and norm-setting for international financial institutions
- Improve interregional and intraregional cooperation among SIDS
- Ensure the issues of SIDS are addressed by the UN General Assembly, and the Economic and Social Council

### MEDIA EXAMPLES OF MEANS OF IMPLEMENTATION

#### Story samples

- **Seychelles Raises $15 Million with World’s First Blue Bond**

- **When the Rain Comes: Fighting Climate Change with Forecasting In the Comoros**

- **Temple Professor, Airline CEO Create Haiti's First-Ever Private Nature Reserve**
  news.temple.edu/news/2019-02-05/haiti-professor-biologist-airline-ceo-private-nature-reserve

- **India to Provide $20 Million Concessional Funding to Suriname for Development of Solar**
  mercomindia.com/india-provide-20-million-funding-to-suriname-solar/

- **Seychelles Blue Economy Strategic Roadmap and Implementation**
  thecommonwealth.org/project/seychelles-blue-economy-strategic-roadmap-and-implementation

- **Cape Verdeans Try to Clean Up Their ‘Postcard Island’**

- **Renewable Energy in the Cape Verde Islands**

- **Barbados Looks Beyond Its Traditional Sugar and Banana Industries Into the Deep Blue**
  ipsnews.net/2018/10/barbados-looks-beyond-traditional-sugar-banana-industries-deep-blue/

#### Video sample

- **IDB to Assist Jamaica with Debt Swap and Financing for Small Businesses**
  youtube.com/watch?v=fzfUAagQJmg
HOW ARE SIDS PROGRESSING?

In the run up to the Mid-term Review of the SAMOA Pathway scheduled for 27 September 2019, each of the three SIDS regions held preparatory meetings in 2018. The AIMS group of countries met in Mauritius in May 2018, the Pacific Group in Tonga in June 2018, the Caribbean group in Belize in August 2018, and an inter-regional meeting was held in Samoa in October–November 2018.

Each meeting explored progress towards the various SAMOA Pathway priority areas on a country-by-country basis, with a view to identifying successes, and ongoing challenges. A mixed picture emerged from each of the preparatory meetings: there were many success stories at the level of individual countries and priority areas, but a number of thematic challenges remain, particularly those that are adversely impacted by climate change impacts, including vulnerability to disasters.
The Inter-Regional report specifically highlights concerns about the uneven rates of progress across SIDS. It particularly notes key areas where serious challenges still persist and where greater international support is still needed. These areas include: health, poverty and inequality, gender inequality, food insecurity, transport and communications, environmental degradation and access to appropriate infrastructure to deal with the impacts of climate change. Human-induced climate change was highlighted in the report as a tremendous barrier to SIDS achieving sustainable development, as well as the effects on SIDS of extreme weather events and disasters linked to climate change.

Outcome document of the Inter-Regional preparatory meeting:
SUSTAINABLEDEVELOPMENT.UN.ORG/CONTENT/DOCUMENTS/21058FINAL_SAMOA_OUTCOME.PDF

All three of the regional meetings highlighted numerous success stories at the regional level, or by individual countries. However, a number of thematic challenges were also discussed.

For AIMS, examples of cross-cutting challenges faced include:

- Economic growth, where many AIMS members highlighted challenges related to “brain-drain” and high youth unemployment, due to skills-work mismatches
- Sustainable tourism, which can bring great economic rewards, but also cause degradation to the unique biodiversity that attracts tourists in the first place
- Climate change impacts, for which SIDS are at disproportionate risk, particularly given their low population numbers and their commensurate low carbon emissions (SIDS nations are estimated as being responsible for less than 1% of emissions worldwide)
- Sustainable energy, where many SIDS are still reliant on oil imports due to lacking the capacity to maximize sources of sustainable energy
- Oceans and seas, which are under significant threat due to coastal development and other factors
- Food security, as natural- and human-induced disasters have limited food production and increased reliance on imports

Outcome document of the AIMS regional preparatory meeting:
SUSTAINABLEDEVELOPMENT.UN.ORG/CONTENT/DOCUMENTS/18949FINAL_OUTCOME_AIMS_MEETING_.PDF

The Caribbean meeting focused on the need for improved alignment, integration and coordination in implementation, noting in particular the need for:

- Taking a “programmatic approach to implementation”, with support from development partners to establish national and regional mechanisms to track the Pathway’s implementation
- Developing systems to set targets and monitor achievements
- Focusing on resource mobilisation at a national level

Outcome document of the Caribbean regional preparatory meeting:
SUSTAINABLEDEVELOPMENT.UN.ORG/CONTENT/DOCUMENTS/20630SAN_PEDRO_DECLARATION_REVISED_AT.PDF

The Pacific meeting underlined a number of areas for ongoing concern, such as:

- Gender equality, which remains a major challenge throughout the region, particularly in relation to violence against women and girls
- Poverty eradication, particularly linked to rising levels of inequality within the region, youth and female unemployment, and an ageing population
- Food security and nutrition: the report notes that the Pacific region is facing a “triple burden” of malnutrition, with obesity, undernutrition, and deficiencies in micronutrients (such as specific vitamins or minerals) all being prevalent

Outcome document of the Pacific regional preparatory meeting:
SUSTAINABLEDEVELOPMENT.UN.ORG/CONTENT/DOCUMENTS/20194THE_NUKUALOFA_OUTCOME_FINAL.PDF
Scene at the United Nations Headquarters during high-level week (20 September 2017). A view from one of the media booths during the general debate of the seventy-second session of the General Assembly.

Photo: UN Photo/Cia Pak (CC BY 2.0)
The Midterm Review of the SAMOA Pathway will take place on 27 September 2019 in New York, on the margins of the UN General Assembly. It has been preceded by three preparatory meetings, one in each of the SIDS regions, in 2018, and an inter-regional meeting.

The purpose of the Midterm Review will be:
- To review the progress of the SAMOA Pathway so far
- To seek renewed political commitments to the needs of SIDS
- To set out the next steps in accelerating progress on the SAMOA Pathway, including what SIDS themselves need to do, and what support is needed from development partners and the international community.

**STAKEHOLDERS**

The Midterm Review of the SAMOA Pathway will seek to engage all stakeholders in the process. These include:

**SIDS Governments.** SIDS themselves play a crucial role in the implementation of the SAMOA Pathway, and the preparatory regional meetings show the great efforts that individual SIDS have been making to implement the SAMOA Pathway, in terms of policy, implementation and infrastructure.

**Regional intergovernmental organisations.** A number of intergovernmental organisations exist to further the interests of SIDS. For example, the Global Island Partnership (GLISPA) is a platform that enables island leaders and their supporters to build resilient and sustainable island communities.

**Civil society and non-governmental organisations.** Individual civil society organisations and non-governmental organisations working in sustainable development in SIDS are important stakeholders, as well as networks such as the Pacific Islands Association of Non-governmental Organisations (PIANGO) and the Caribbean Policy Development Centre (CPDC).

**Development partners.** The role of bilateral and multilateral development partners in supporting SIDS is crucial to the SAMOA Pathway. For example, UNDP—a multilateral development organisation—and the Global Fund to Fight AIDS, Tuberculosis and Malaria are working with the Government of Guinea-Bissau to prevent and treat malaria for the country’s most vulnerable populations. Bilateral development partners, such as the Kingdom of the Netherlands, also provide valuable support to SIDS—for example, through supporting communities in SIDS to improve their adaptive capacity and reducing their vulnerability to climate change impacts. The Kingdom of the Netherlands has also provided financial support to the UN Development Programme in establishing a Centre of Excellence (COE) for the Sustainable Development of SIDS based in Aruba. For a list of resilience and capacity building programmes for SIDS by the Kingdom of the Netherlands, see:

BIT.LY/2OJKIBO
The private sector. The private sector can have a potentially significant role in driving sustainable development in SIDS. For example, in 2017 the Caribbean Climate-Smart Accelerator, a public-private coalition, was launched, aiming to make the Caribbean into the world's first "climate-smart zone" through an US$8 billion climate investment plan. Private sector partners in the Accelerator include Airbnb and Sir Richard Branson.

International financial institutions. International Financial Institutions such as the World Bank work to support the SAMOA Pathway and SIDS more generally, both through information sharing and through specific projects: for example, the World Bank’s project to improve the "connectivity, sustainability, safety, and climate resilience" of roads in Sao Tome and Principe.

The UN System. The UN is central in supporting SIDS through a number of mechanisms some of which are as follows:

- The SIDS Partnership Framework (https://sustainabledevelopment.un.org/sids/partnershipframework), set up in 2014 specifically to monitor existing and new partnerships for sustainable development in SIDS.

- The SIDS National Focal Points (http://unohrlls.org/sids-national-focal-points/), launched by UN-OHRLLS in October 2018, aiming to mainstream issues of concerns to SIDS into UN processes by linking the global and national agendas through coordination, information sharing and planning.

- For the nine SIDS that are LDCs, the Technology Bank for LDCs (http://unohrlls.org/technology-bank/), established in 2016, acts as a hub to connect the science, technology and innovation needs, resources and actors of LDCs.

Journalists who cover the United Nations play an important part in its work, because they help explain to the public what the Organization does and why. This page contains a list of United Nations resources for journalists.

UN.ORG/EN/SECTIONS/RESOURCES-DIFFERENT-AUDIENCES/JOURNALISTS/INDEX.HTML

The United Nations regional commissions covering the three SIDS regions are as follows:

- United Nations Economic and Social Commission for Asia and the Pacific unescap.org/

- United Nations Economic Commission for Latin America and the Caribbean cepal.org/en

- United Nations Economic Commission for Africa uneca.org/
USEFUL LINKS AND RESOURCES

UN Office of The High Representative For Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UNOHRLLS)
UNOHRLLS.ORG/

SIDS ACTION PLATFORM
SIDSPARTNERSHIPS.UN.ORG/

ALLIANCE OF SMALL ISLAND STATES (AOSIS)
The Alliance of Small Island States (AOSIS) is a coalition of small island and low-lying coastal countries that share similar development challenges and concerns about the environment, especially their vulnerability to the adverse effects of global climate change. It functions primarily as an ad hoc lobby and negotiating voice for small island developing States (SIDS) within the United Nations.
AOSIS has a membership of 42 States and observers, drawn from all oceans and regions of the world: Africa, Caribbean, Indian Ocean, Mediterranean, Pacific and South China Sea.
AOSIS.ORG/

INTER-AGENCY CONSULTATIVE GROUP (IACG) ON SIDS
The IACG is an informal consultative mechanism at the working level in which SIDS focal points from relevant UN agencies, international and regional intergovernmental organisations (IGOs) come together to exchange views and information.
The main activities being pursued through the IACG are:
• Coordination of the various activities carried out as part of the implementation of the Samoa Pathway at global, regional, and national levels
• Consultation among UN and non-UN agencies to advance mainstreaming and promotion of synergies on SIDS issues
• Coordination on the Secretary-General’s report on SIDS and other relevant documents

More information about the IACG:
SUSTAINABLEDEVELOPMENT.UN.ORG/TOPICS/SIDS/IACG

SUSTAINABLE DEVELOPMENT GOALS
The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries—developed and developing—in a global partnership.
SUSTAINABLEDEVELOPMENT.UN.ORG/

UN DATA
UN Data is a web-based data service for the global user community. It brings international statistical databases within easy reach of users through a single-entry point. Users can search and download a variety of statistical resources compiled by the United Nations statistical system and other international agencies.
DATA.UN.ORG/

VOLUNTARY NATIONAL REVIEWS DATABASE
As part of its follow-up and review mechanisms, the 2030 Agenda for Sustainable Development encourages member states to conduct regular reviews of progress at the national and sub-national levels, which are country-led and country-driven. This online review platform compiles information from countries participating in the voluntary national reviews of the High-level Political Forum on Sustainable Development.
SUSTAINABLEDEVELOPMENT.UN.ORG/VNRS/

UN SYSTEM SDGS ACTION DATABASE
The UN System SDGs action online database is the UN family’s repository of actions, initiatives and plans on the implementation of the 2030 Agenda and the sustainable development goals (SDGs).
SUSTAINABLEDEVELOPMENT.UN.ORG/CONTENT/UNSURVEY/INDEX.HTML
SGD INDICATORS
This platform provides access to data compiled through the UN System in preparation for the Secretary-General’s annual report on “Progress towards the Sustainable Development Goals.”
UNSTATS.UN.ORG/SDGS/INDICATORS/DATABASE

SDG TRACKER
The SDG-Tracker is a joint collaborative effort between researchers at the University of Oxford and the Global Change Data Lab. The Global Change Data Lab publishes Our World in Data and the research team is based at the Oxford Martin Programme on Global Development at Oxford.
SDG-TRACKER.ORG/

SIDS GLOBAL BUSINESS NETWORK
The Small Island Developing States Global Business Network is an online platform and resource hub to share best practices and lessons learned in support of private sector partnerships for small island developing States.
SIDSGBN.ORG

SUSTAINABLE DEVELOPMENT 2015
The Sustainable Development 2015 website was developed to provide the latest news, information and expert analysis around the global decision-making process to define a new set of global goals to eradicate poverty through sustainable development, known as the post-2015 development agenda.
SUSTAINABLEDEVELOPMENT2015.ORG/

SIDS KNOWLEDGE HUB BY THE INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT
SDG.IISD.ORG/REGIONS/SIDS/

GLOBAL ISLAND PARTNERSHIP
A platform that enables island leaders and their supporters to take action to build resilient and sustainable island communities. Includes “bright spots”, which highlights successful initiatives with the potential to be replicated.
GLISPA.ORG/
As the SAMOA Pathway reaches its midpoint, it is our hope that this guide will add value to the work of island journalists in reporting on development issues which affect the daily lives of island peoples. The remaining five years of the SAMOA Pathway will be a critical time in increasing momentum to implement the priority areas which the programme of action has laid out. But, increasing momentum will depend in large part on how all stakeholders can collectively work in partnership to achieve what the SAMOA Pathway has articulated. Among the stakeholders are island journalists and citizens, whose voices need to be heard if the SAMOA Pathway is to be owned by the people who the programme of action is intended to help.
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<tr>
<td>Children’s Well-Being in Small Island Developing States and Territories</td>
<td>unicef.org/publications/index_24756.html</td>
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<td>Climate and Disaster Resilient Transport in Small Island Developing States: A Call for Action</td>
<td>openknowledge.worldbank.org/handle/10986/28798</td>
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<td>Climate finance in the Caribbean region’s Small Island Developing States</td>
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<td>Closing the Distance: Partnerships for sustainable and resilient transport systems in SIDS</td>
<td>sustainabledevelopment.un.org/content/documents/2295 (UNCTAD, 2015)%20Closing%20the%20Distance%20-%20Partnerships%20for%20Sustainable%20and%20Resilient%20Transport%20System%20in%20SIDS.pdf</td>
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<td>Emerging Issues for Small Island Developing States Results of the UNEP Foresight Process</td>
<td>sustainabledevelopment.un.org/content/documents/2173emerging%20issues%20of%20SIDS.pdf</td>
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<td>Ensuring Sustainable Connectivity in Small Island Developing States</td>
<td>internetsociety.org/resources/doc/2017/sidsreport/</td>
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<td>Financing for Development Challenges in Caribbean SIDS: A case for review of eligibility criteria for access to concessional financing</td>
<td>latinamerica.unpd.org/content/rb/lan/en/home/library/poverty/financing-for-development-challenges-in-caribbean-sids--a-case-f/</td>
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<td>Global Action Programme on Food Security and Nutrition in Small Island Developing States</td>
<td>fao.org/3/a-i7135e.pdf</td>
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<td>In-depth analysis of Partnerships for Small Island Developing States</td>
<td>sustainabledevelopment.un.org/content/documents/20883SIDS_partnership_analysis_formatted_final_web.pdf</td>
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<td>Leveraging the Environment for the Sustainable Development of Small Island Developing States</td>
<td>undp.org/content/undp/en/home/librarypage/environment-energy/IslandInnovations_UNDP_GEF_LeveragingTheEnvironment/</td>
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<td>Partnerships for Small Island Developing States</td>
<td>sustainabledevelopment.un.org/content/documents/20883SIDS_Partnerships_Analysis_2019.pdf</td>
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<tr>
<td>SIDS Lighthouses Initiative. Progress and way forward</td>
<td>islands.irena.org/-/media/Files/IRENA/Sids/IRENA_SIDS_Brochure_2019.ashx</td>
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<tr>
<td>Small Island Developing States and the GEF: Building Lasting Partnerships</td>
<td>thegef.org/publications/small-island-developing-states-and-gef-building-lasting-partnerships</td>
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Small Island Developing States in Numbers: Updated Climate Change Edition  

Small Island Developing States Waste Management Outlook  
[Link](wedocs.unep.org/bitstream/handle/20.500.11822/27683/SIDS_WMO.pdf?sequence=1&isAllowed=y)

The IPCC’s Fifth Assessment Report. What’s in it for Small Island Developing States?  
[Link](weadapt.org/sites/weadapt.org/files/legacy-new/knowledge-base/files/1483/5405b7a26c243cdkn-ipcc-whats-in-it-for-sids.pdf)

UNWTO Leaflet “Tourism in SIDS/Building a more sustainable future for the people of Islands”  
[Link](cf.cdn.unwto.org/sites/all/files/docpdf/unwtotourismsid sa4wtables.pdf)

Urbanization and Climate Change in Small Island Developing States  
[Link](sustainabledevelopment.un.org/content/documents/2169(UN-Habitat,%202015)%20SIDS_Urbanization.pdf)