



Solutions Journalism and the SDGs

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Today, we'll cover:

1

What is solutions
journalism?

2

How to take a solutions
approach to covering
the SDGs

3

Why it matters

THE FOUR PILLARS

Features not just a person or an organization, but a *response* to a problem

Provides available *evidence* of results, looking at effectiveness — not just intentions

Discusses *limitations*

Seeks to provide *insights* that can help others respond — not just inspiration

Crafting compelling narratives

1

Shift from "whodunnit"
to "howdunnit"

2

Focus on the work and
outcomes, not just the
intentions

3

Highlight barriers and
breakthroughs

For example ...



NEWS | GLOBAL HEALTH

A car mechanic's invention to deliver babies is finally coming to market

Jorge Odón's idea has generated a lot of interest and investment over the past 17 years. BD licensed the device but decided not to commercialize it. A new company expects to launch OdonAssist in summer 2024, pending EU regulatory approval.

By *Catherine Cheney* // 05 October 2023



The role of data

There's a growing emphasis on data driven development.

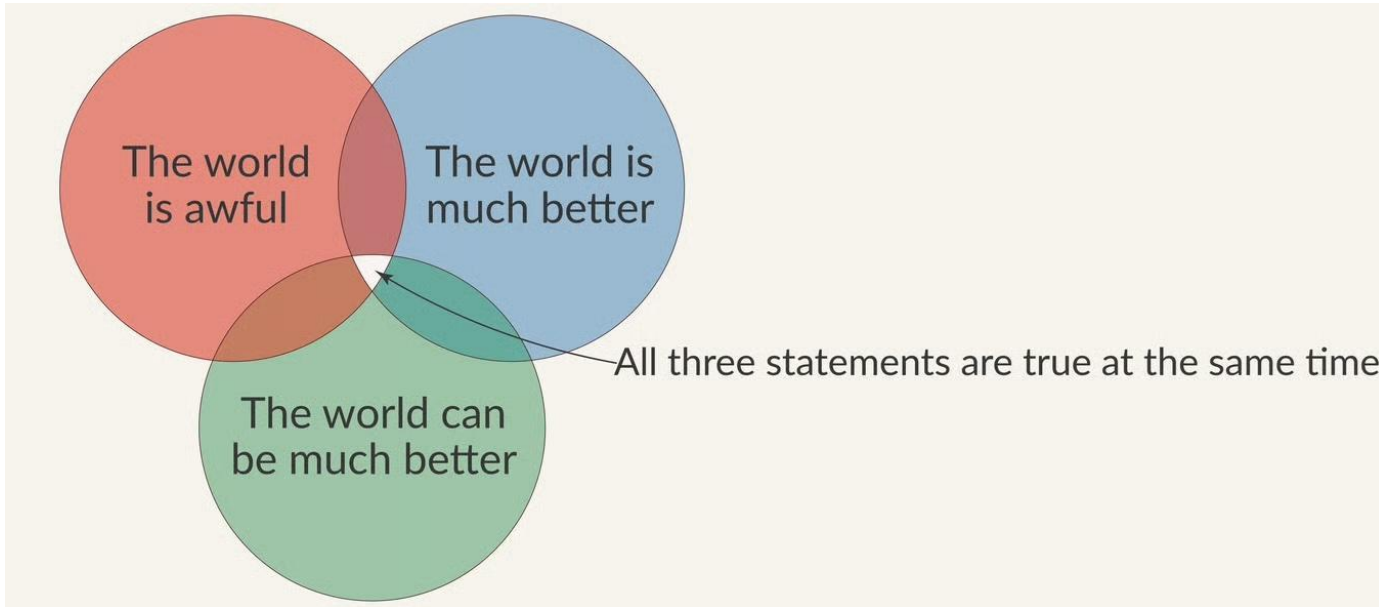
This presents an opportunity for solutions journalism.

Journalists need to ask for evidence.
Never overclaim.
Include limitations.

Consider the positive deviants, the outliers worth studying.

“The whole story” matters for the SDGs.

From Our World in Data:



The cost of ignoring what works



Team 1

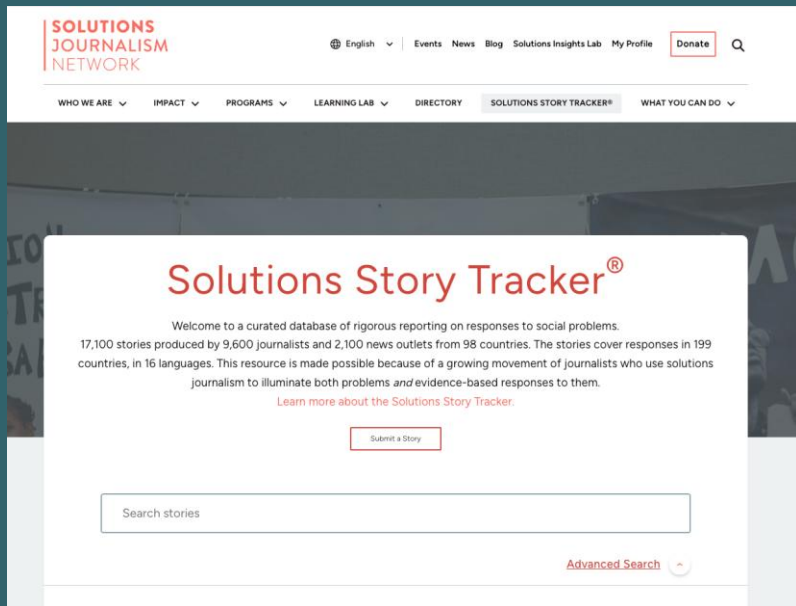
Team 2

Team 3

Team 4

Solutions Journalism Network

Leading a global shift in journalism.



Solutions Insights Lab

Applying the solutions journalism framework to research on social change.



Thank You



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