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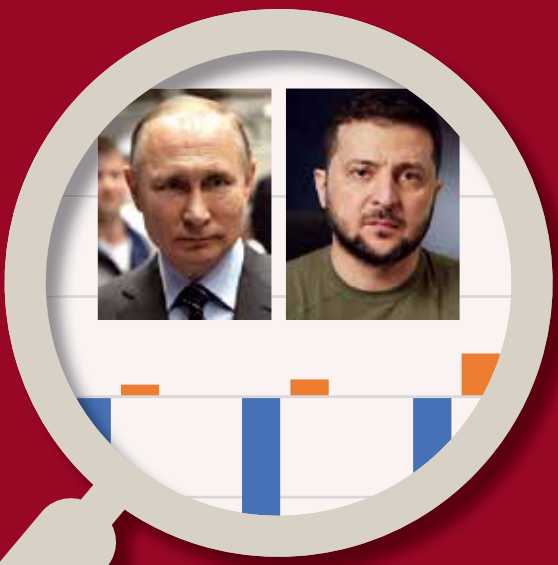
GLOBAL AGENDA INDEX 2022

Reliable Data as fundamental to overcoming the Post-Truth-Era



→ Trust Meltdown 1:
Putin lost the war before he started it: it's the media!

→ Trust-Meltdown 2:
IT giants would love to have the media image of the finance sector

The trust meltdown after two years Covid is fundamental: only few citizens saw their leaders in government, health, business and education well prepared.

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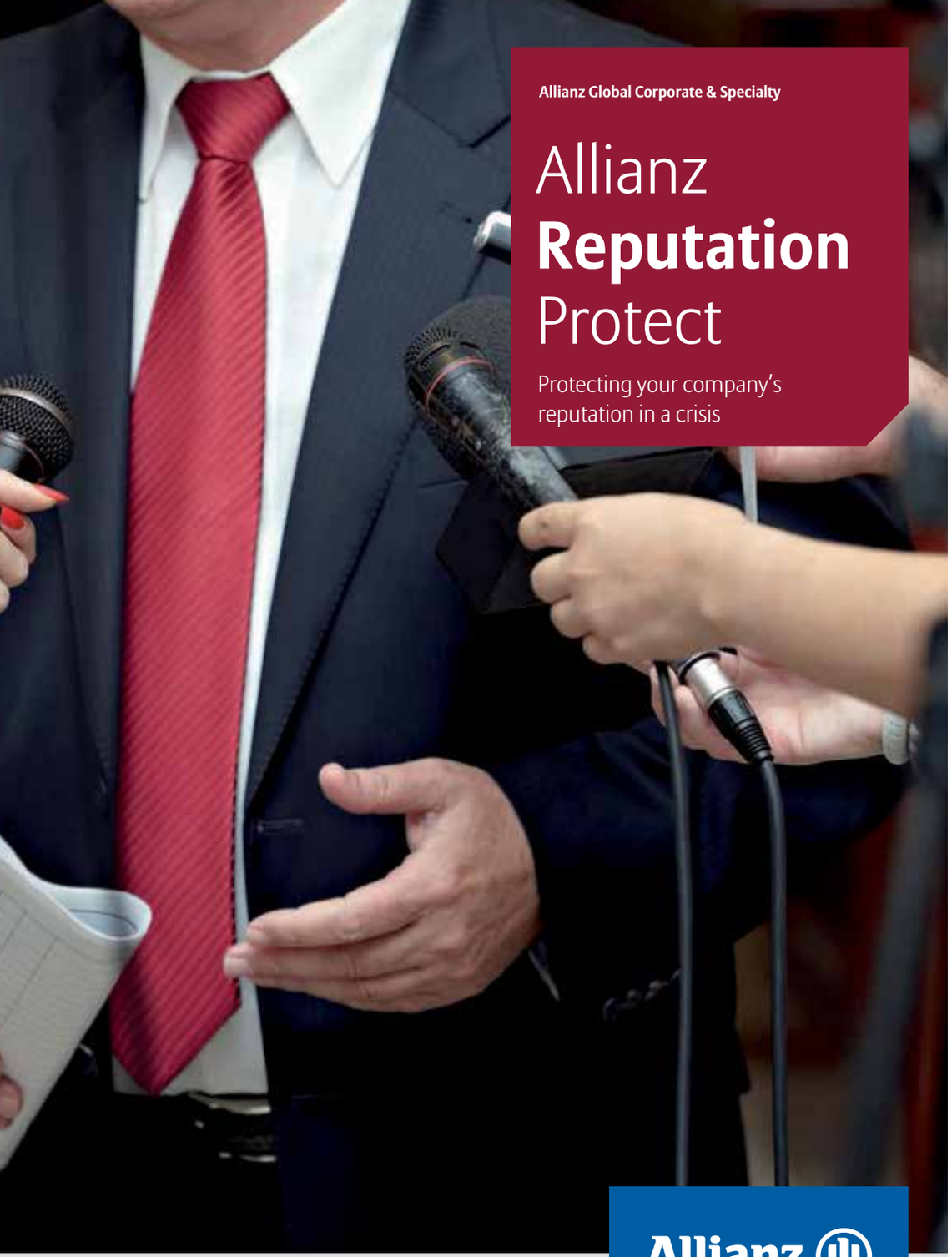

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Roland Schatz

THE ABCs OF TRUST

As if the daily news flow from Ukraine, Syria, Chad, Jemen or India wouldn`t be enough depressing, one day ahead of this year's Victory in Europe Day near the end of the Second World War, the Taliban regime in Afghanistan underlines the post-truth Era. After all, Afghanis have suffered through common disasters of Russia's occupation and the West's war against terrorism that wounded the proud country. Now, the Taliban extremists declare that women have to wear the Burka totally covering themselves and have forbidden girls to take advantage of higher education.

This day commemorating the end of a war, held amid Putin's War against Ukraine, reminds us how important it is to have reliable, factual data and truthful historical context. While one side, on May 8, 1945, Victory in Europe Day remembers the horrors of war and is driven by a commitment to 'Never Again' war.

On May 9, the other side celebrates its victory over Nazi Germany by invading a neighboring country under the guise of fighting against Nazis in another war of annihilation, as if they would rather fight another war today. They have broadcast their intentions explicitly for years.

But the May 8 side seems to be surprised. And the May 9 side is surprised that «Never Again» does not always lead to a repeat of 1936 when Hitler invaded Czechoslovakia with the acquiescence of the West in an effort of appeasement that imposed no consequences on Nazi Germany. Then, the Ukrainians resisted, the world condemned the invasion, and Europeans sent arms to defend the international rule of law.

The ABC of Trust starts with knowledge, understanding, and commitment to the rule of law that is the foundation of peace and the interests and motivations of the other side. The media plays a crucial role in such understanding. After analyzing the information provided by the opinions

10%

of news coverage received by Politicians, business leaders, and scientists who announce policies to address problems for a better tomorrow.

10:1

is the ratio between *us* and *them* – not a healthy balance.

of leading media, years ago, we examined the following facts: journalists, when covering politics, society, and the economy, select the « news » focusing on 70% on average on current events. References to history occasionally are covered by about 20%. However, facts politicians, business leaders, and scientists who announce policies to address problems for a better tomorrow only receive 10% of news coverage.

This 10% is a significant deficit in information and analysis to prepare for and manage crises. The past 2 Covid years offer lessons not learned: Surprises thwart good management. Therefore, what we can know today, we should know today latest. Strategic foresight would have addressed the appearance of Covid and the Russian justification for the invasion to celebrate its May 9 Victory Day, but not the Taliban interpretation of the fifth UN Sustainable Development Goal 5 (SDG5). It is this 10% that shows up again when we look into our data how much we see when looking into our news sources trying to find out about the «other .»The ratio between «us» and «them» is about 10:1, not a healthy balance.

The Helsinki Commission reminded Switzerland a few days before Davos 2022 how difficult it seems to even be «neutral» - after centuries in which the Eidgenossen Neutrals took advantage of almost every war. It made money by sending soldiers to fight in European wars, arranging the war canteens, and making money on what the most would interpret as the most inhuman activity. A country that still talks about its neutrality status, that less than 80 years ago helped Adolf Hitler finance his war against humankind, still needs bank officers to answer questions about whether they respect the Swiss constitution and others in Europe. A country whose supreme court is backing Nazi symbols and at the same time is taking advantage of the fact that the United Nations continues its offices in Geneva, which brings Switzerland an annual benefit of 5 Billion Swiss Francs.

If countries like Switzerland struggle with finding an adequate position on how to interpret «Neutrality» in times of the SDGs – how much more is still to be done to understand the own history, presence, and future of all the other countries?

And two years of fighting Covid taught all of us, no matter on which continent we live: almost everything is «taken for granted,» such as a holistic, functioning health system, solid finance, and education for all, are less than we all hope. Citizens of the UK face a devastating reality in their hospitals with, for example, three million deferred surgeries. Almost 40% of all the nurses working in hospitals, senior citizen homes, etc., in Europe are considering quitting their jobs as decades of ignorance towards this profession did not even change during the heat of Corona.

Germany lacks some 23.000 music teachers. Now one could think: why would anybody need music? Just go with me back 15 years to Thailand. The Tsunami destroyed during Christmas large parts of Phuket Island. The world's media were alerted, and their reporting led to a massive wave of support. Weeks later, they moved to other stories and missed that thousands of children had survived but had lost their mothers and fathers because they could swim better than the grownups. The loss for these orphans was dramatic, but no one managed to find a solution. The result was that these children committed suicide at a higher rate than youth in the US, Europe, etc. now after Covid.

It was only after Anthony Azuma and his team of experts arrived in Thailand that they could bring the power of singing to help the children overcome their trauma. That trauma had led some Tsunami surviving children to abandon the ultimate escape of walking up the stairs of the hospitals and jumping from the roofs to their deaths only to be «united with their parents». So Anthony arranged joint singing concerts: the orphants sang with the members of the royal family a song composed by the emporer. With the support of the royal family, which is perceived as God-like in Thailand, the children found solace in music and communal singing; some found relief. The concerts were aired on all national TV networks – within a short period, the suicide rate of the children dropped by 80%.

My first lesson in journalism school was: Tomorrow today was yesterday. It sounds weird, but it is hard work implementing this first/ABC lesson into a reasonable, factual reporting capturing in orchestration the flow of conflict, crises, and confrontation in our towns, in our countries, and the world. The Knowledge Vault is one step towards this goal of getting back to the fundamental ABCs of a Post-Truth Era.

THE WORLD POST COVID-19

THE WORLD POST COVID-19

Kerstin Klemm

COVID-19 HAS REVEALED THE IMPORTANCE OF INFORMATION QUALITY

The COVID-19 pandemic has exposed many weaknesses: in the health system, in educational institutions, in digitalization, in political decision-making, and also in regard to the information quality from the media. An anchorman for the German TV news magazine heute-journal, Claus Kleber, summed this up for his editorial team with the most brutal possible frankness saying, "We have practically taken on the role of a press spokesman or minister explaining to his population why these measures have to be taken now. That is simply not our job."

Thus, he addressed the problem that the findings, results, and measures adopted by high-level political figures were reported on like a prayer wheel. Appeals were made to the population (via politicians), and infection and death figures from the Robert Koch Institute (a German public health institute) and hospital statistics were referred to. But when it came to news reporting, this was not questioned critically enough and counter-positions and other factors were not taken into account, at least not at first. A larger debate about restrictions on fundamental rights also took place, highlighting the arguments of former president of the Federal Constitutional Court, Hans-Jürgen Papier, and others. In the meantime, discussion about the sense and nonsense of modelling by virologists and other COVID-19 experts has taken place.

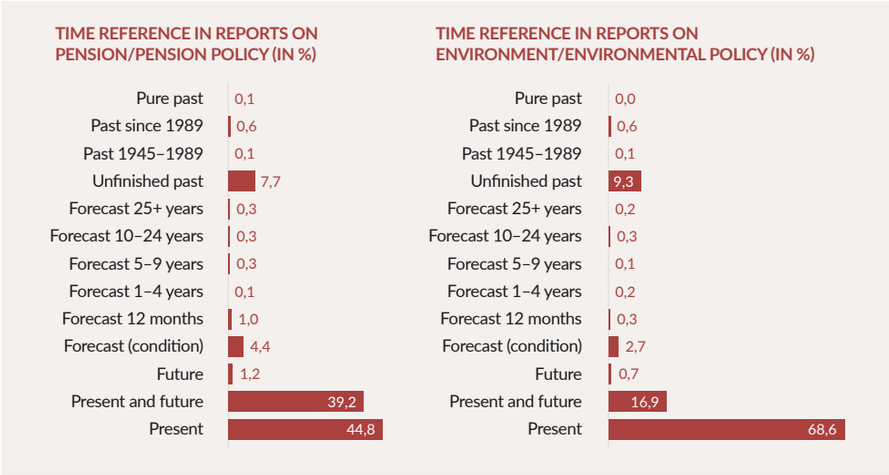
Despite all this, after two years of the pandemic, the uncertainty is so great that people are protesting week after week – just as they did after the arrival of the refugees in 2015. Uncertainty is often caused by a lack of information. The media are tasked with providing this information and

explaining it in a comprehensible way, but there is still a lack of information in many places. The "Report on the State of Information Quality in Germany," published for the first time in September 2020, has set out a series of examples of this, and not only in relation to reporting on COVID-19.

REPORTING ON TIME IN RELATION TO LONG-TERM CONCERNS

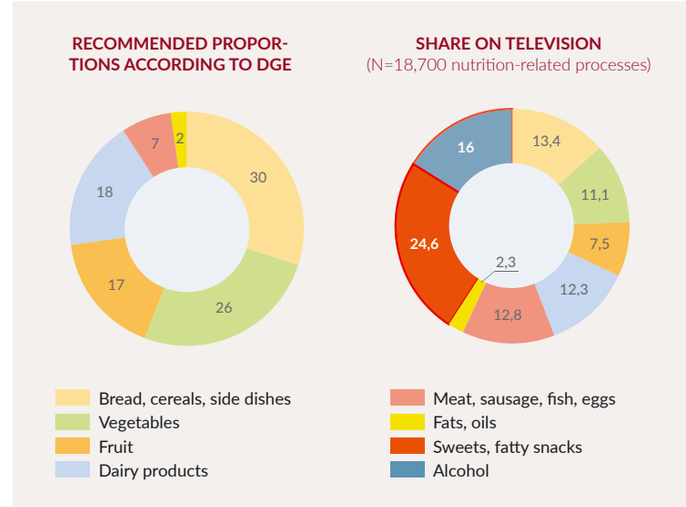
The stability of the pension system depends on numerous factors, but above all on the proportion of payers to recipients. This can be modeled decades for decades due to demographic developments. Because people depend on pensions when they can no longer draw an income from work, it is helpful for society to know possible scenarios for what to expect and how to wisely allocate present consumption and savings. However, the share of reports on the distant future (ten years or more) in this discussion has been only 0.6 percent.

Time reference in the representation of media reports 1/2016–6/2020
(Basis: 6,702/23,406 of a total of 1,131,115 reports)



Environmental policy is also about acting responsibly in the long term. Here the share of contributions about the distant future is 0.5 percent. In both cases there are also conditional forecasts on what may happen if certain parameters are adhered to. In the case of pensions, they make up 4.4 percent, in the case of environmental issues 2.7 percent. Investment planning for projects such as power plants, power lines, and pipelines usually goes well beyond the ten-year horizon. The debate on phasing out nuclear power and coal, and their associated costs, have shown that a discussion with significantly longer time references could be societally beneficial.

REPORTING ON NUTRITION

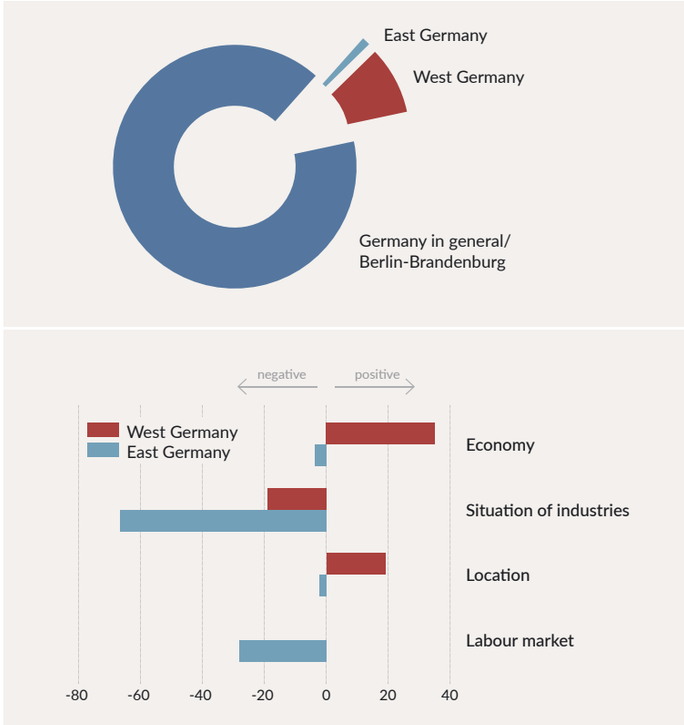


Example results of the study "Nutrition on TV" (2003)

Overall television conveys an alarmingly poor image of nutrition that doesn't reflect the nutritional recommendations of the German Nutrition Society. The information situation in 2020 resembles the situation in 2003 in some respects. In the news sector, scandals dominate reporting on nutrition. For example, conditions in German slaughterhouses were the subject of discussion during the COVID-19 crisis, coupled with the demand for minimum prices for certain groups of food. In the entertainment sector, cooking shows (e.g., Das perfekte Dinner) enjoy unbroken popularity, and on reality TV, from Promi Big Brother to "Dschungelcamp", much revolves around the question of what to eat.

REPORTING ON THE EAST GERMAN ECONOMY

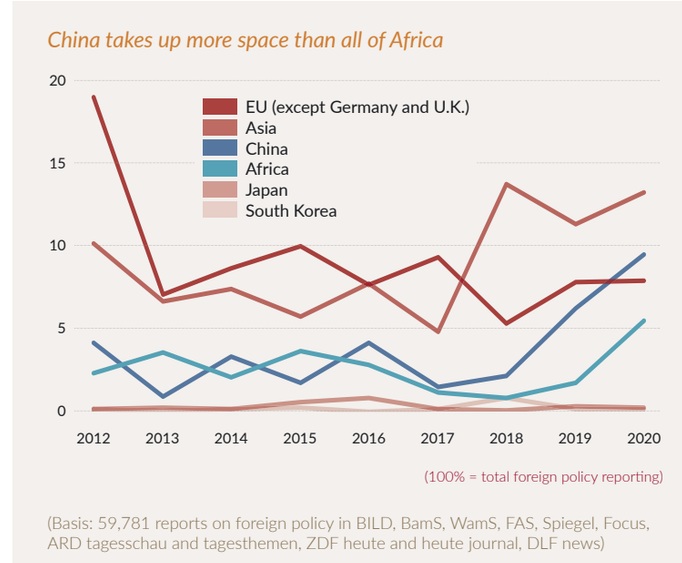
Media image: Reference areas of corporate reporting 2015–2020



What applies to development in general also applies to economic development in particular. The actual successes and progress of the East German economy are remarkable, as are many of the locational advantages. However, there is little media coverage of this (individual exceptions confirm the rule here as well). Significant locational advantages of East Germany, for example, are the still lower cost of living, on average considerably lower property prices, and the significantly better childcare compared to West German areas. This not only allows for a much higher rate of female employment in the east (and thus the equalization of household incomes in East and West), but also for more concentrated work, because with regard to childcare, it is literally more carefree. In the media, however, East Germany comes off much worse as a business location than the West. The assessment is even – unlike for the West – negative on balance.

REPORTING ON AFRICA

Reporting on foreign policy in German media: Share of Africa | Asia and China | Japan | South Korea (in %)



The current reporting on Africa makes it impossible to get a realistic picture of Africa and to learn to assess developments on this huge continent. Foreign policy reporting in the German media shows that Africa does not feature more often than China; both with shares in pre-COVID times of well under five percent. With all the reduction in complexity to be expected from the media, challenges cannot be addressed in this way. In order to learn to understand Africa, the media would have to make a completely different effort.

Quality suffers wherever data or news is presented overwhelmingly from a national perspective and where fundamental issues are framed as opposites (e.g., public health versus the economy) and this idea is accepted unchallenged.

The advantage of science is, among other things, to collect clean data and formulate hypotheses as to why the data currently look the way they do. What could possibly be done to formulate (in the case of a certain degree of dissatisfaction with the status quo) initial proposals for solutions, which then have to prove their suitability in scientific discourse, when reporting falls short in this way.

THE WORLD POST COVID-19

Gareth Presch

GLOBAL INDEX CORONA PERSPECTIVES – GOOD HEALTH AND PREVENTION

COVID-19 has significantly disrupted the global advancement of SDGs. The pandemic has exposed the fragility of local health systems, where increased demand by expanding urban populations, staff shortages and higher incidence of chronic and multiple conditions have made existing health systems unable to cope. It is often noted that had the principle of Leaving No-one Behind been better progressed in cities, they may have been more resilient to the pandemic. In reference to the recent Cities and Pandemics report, we explored how SDG acceleration in cities can promote a just, green recovery from the pandemic and further explores new models of health and wellbeing in cities that create value based on prevention, early intervention and the use of digital empowerment. The session outlined how communities can thrive and improve their health and wellbeing, support existing health services, create new and meaningful jobs while supporting the implementation of the 17 sustainable development goals in cities around the world (**SDG Cities 2021** *Health, wellbeing and resilience to pandemic in Cities*).

We believe the opportunity exists to create a new model of health and wellbeing that creates value based on prevention, early intervention and using different resources in a post COVID19 era that will help us prepare for the next pandemic. The aim is to enable people and communities to thrive and improve their health and wellbeing, support existing health services, create new and meaningful jobs while supporting the implementation of the 17 sustainable development goals.

Despite the warnings (*appendix 1: EVENT 201) there has been a lack of emergency health crisis preparedness (under-resourced, weak leadership, strategic plans without clear lines of authority), siloed policy frameworks (focus on individual diseases and the lack of integration of health into the whole of societal activity and its impact on individual as well as community well-being and prosperity), and unclear communication (misguided rationale of policies, inconsistent interpretation of data). The result has been fear and panic– about the disease, about risks and survival, about which rules to follow, and about economic security.

There is a need for a robust distributed health system and for transparent and truthful communication as the basis for trust in the system.

Statistics in 2021

- Total population: 7,913,282,243
- Deaths this year: 55,968,498
- Births this year: 77,345,805

Deaths in 2021

Noncommunicable diseases (NCDs) kill 41 million people each year, equivalent to 71% of all deaths globally. Each year, more than 15 million people die from a NCD between the ages of 30 and 69 years; 85% of these "premature" deaths occur in low- and middle-income countries. Cardiovascular diseases account for most NCD deaths, or 17.9 million people annually, followed by cancers (9.3 million), respiratory diseases (4.1 million), and diabetes (1.5 million). These four groups of diseases account for over 80% of all premature NCD deaths source WHO

Communicable disease 12,352,546 source Global Burden of Disease WHO (A communicable disease is a disease that spreads from one person or animal to another. Pathogens such as viruses, bacteria, and fungi cause these diseases.)

- Deaths of children under 5: 7,232,690 (source: UNICEF)
- Cancer deaths: 7,814,925 (WHO)
- Suicides: 1,020,383 (WHO)
- Road traffic fatalities: 1,282,486 (WHO)

COVID-19 3,593,317 Dec 14th 2020 – Dec 13th 2021 (worldometer)

In May 2022 WHO have estimated that covid deaths have been underreported and estimate there have been over 15 million deaths worldwide

- Patient Safety: Each year, 134 million adverse events occur in hospitals in low- and middle-income countries (LMICs), due to unsafe care, resulting in 2.6 million deaths (WHO)
- FOOD Undernourished people in the world: 856,986,060 (FAO)
- Overweight people in the world: 1,720,133,142 (WHO)

HOW WILL WE MEET THE CHALLENGES IN HEALTHCARE PRE-PANDEMIC AND POST-PANDEMIC TO MOVE FORWARD?

The current healthcare system is based predominantly on a sick-care model, the system is essentially one that waits until we have fallen ill. We face unprecedented challenges with global staff shortages predicted to be 18m by 2030 (BMJ) this is compounded by staff leaving during COVID19 (500,000 exits in the US in 2021, over 93,000 vacancies in the NHS, UK and in April 2022 the Health Service Journal has reported that 7,000 staff are leaving the NHS per month for example). Healthcare costs have been rapidly rising over the past few decades pre-pandemic (***Mental Health Example***): UK Parliamentry report in 2016 on Sucide found For every life lost to suicide, the estimated total cost to the economy is around £1.67 million. The Association of Directors of Public Health told us in written evidence that for every person who ends their life by suicide, a “minimum of six people will suffer a severe impact”.Those bereaved by suicide are themselves at greater risk of suicide.). This unsustainable demand and increase in costs can be largely attributed to the growth in the human population along with a diverse population that results in higher incidence of chronic and multiple conditions. As well as this, a one-size-fits-all approach to health doesn’t work. Both consumer preferences for convenience and affordability are shifting, as well as demand for a more efficient, personalised delivery model is growing.

Prevention at scale

Moving forward after COVID-19 we will need to look carefully at how we can learn and plan for the future of our healthcare provision. With a predicted 18 million staff (ref: BMJ) shortfall by 2030, rising cancer cases and non-communicable diseases along with the significant disruption to the health system from COVID-19 (Globally we've had over 28m delayed surgeries in 12 weeks ref: BJS – listing are continuously rising across the world), how can we invest and support our health services while improving

people's health and wellbeing to ensure we learn and prepare for the next pandemic?

SDG17 partnership for the goals will play an important role - through the SDG Cities, World Health Innovation Summit (WHIS) platforms (WHIS has methodology for prevention that delivers 1 invested 36 returned in societal impact) we are creating opportunities by bringing all sectors of society together to co-create solutions that impact people's health and wellbeing (UN Habitat, FAO, WHO, NASP etc). The methodology being used can be adopted locally to create new health ecosystems that support global communities implementing SDG3 Good Health & Wellbeing and other SDGs such as SDG13 Climate Action. It's values driven and has been widely recognized as a sustainable model for healthcare now and in the future. At the Global Solutions event in 2021 the model was presented as a solution to move forward during COVID19 to support G20 nations while implementing SDG3. The model can be replicated across all SDGs to scale the impact.

Turning Interest Into Action

Within the strategy for SDG3 is social prescribing and in 2021 The Global Social Prescribing Alliance (WHIS, NASP, WHO, UNGSII) was launched by the UK Secretary of State for Health and Social Care.

Dealing with the challenges of today requires problem-solvers who bring different perspectives and are willing to take risks. The Global Social Prescribing Alliance emerged out of a pursuit to inspire and support the community, and a desire for actions to speak louder than words. An organisation driven by progressive ideas, bold actions, and a strong foundation of support. We are working to support the UN sustainable development goals and ensure we leave no-one behind.

WHAT IS SOCIAL PRESCRIBING?

Social prescribing is a way for local agencies to refer people to a link worker. Link workers give people time, focusing on 'what matters to me' and taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.

Link workers also support existing community groups to be accessible and sustainable, and help people to start new groups, working collaboratively with all local partners.

Global Social Prescribing Alliance Founding Members

The World Health Innovation Summit (WHIS) CIC platform for sustainable development. WHIS is a platform to improve health and wellbeing, sharing knowledge and creating an opportunity to better the world we live in. We do this through collaboration and specific pillars targeting relevant points through projects. We create a positive atmosphere that gives responsibility to business and the communities to stimulate and facilitate change on local, national and international levels (www.whis.world).

The National Academy for Social Prescribing (UK) exists for people to live the best life they can. To do this it wants social prescribing to thrive. Its activity focuses on 5 key areas: making some noise, finding resources, building relationships across all sectors, shaping and sharing the evidence base and spreading what works (www.socialprescribingacademy.org.uk).

In September 2015, 193 heads of state pledged their commitment to implement the 17 Sustainable Development Goals at the United Nations. The UNGSII Foundation was created to assist and accelerate the implementation process. Our mission is to ensure that the world reaches its goal, at the latest, by 2030 (www.ungsii.org).

HO's primary role is to direct international health within the United Nations' system and to lead partners in global health responses (www.who.int).

6 principles of social prescribing (prevention)

1. Creating a Universal Narrative for redefining health and wellbeing through 'rethinking medicine', 'Personalised Care', and 'social prescribing' in support of SDG3 Good Health & Wellbeing.
2. Delivering Clinical Leadership through the development of a global network of clinical champions.
3. Creating innovative Community Development approaches focussed on existing assets and sustainable financial structures (economic model).
4. Implementing the Building Blocks for Social Prescribing and developing the: Arts – Nature – Exercise and Knowledge/Wisdom (coaching).
5. Creating Workforce Solutions for healthcare institutions via new platforms
6. Harnessing Digital Solutions to enhance information and meaning.

In 2021 the Alliance published two books to support building resilient health systems to support the implementation of SDG3 and generating economic value across all SDGs.

Social Prescribing Playbook

The playbook builds on the momentum and vision set out by global leaders in September 2015 at the UN General Assembly when the Sustainable Development Goals were announced in New York. It showcases best practices for Social Prescribing and highlights shared learning that can support health systems around the world to navigate and deliver Good Health and Wellbeing during and after the pandemic.

Social Prescribing – International Student Movement Framework

The document serves as a call for action for students, academics, and clinicians world-wide, to unite and challenge the pathogenic approach to health, in an attempt to explore health promotion and health creation through principles of social prescribing, personalised care, and sustainable development goals.

WHAT CAN BE DONE NOW TO TRANSFORM HEALTH FROM DISEASE MANAGEMENT TO A WELLBEING ECONOMY?

Global Pregnancy and Wellbeing

Pregnancy is a wonderful window of opportunity and motivation to engage, participate and implement healthy lifestyle measures. This is true not only for pregnant women, but also for their partners too. During pregnancy women get multiple consultations with healthcare professionals and each one of them could be used as an opportunity for change. Women often engage into different pregnancy groups and participate in social media forums to discuss challenges and pregnancy related problems with other pregnant women. Therefore, robust helpful health information and guidance could have a far-reaching impact. Pregnancy and parenthood brings some specific stress factors which can initiate or aggravate serious mental health conditions both for the pregnant woman and her partner.

A global pregnancy and wellbeing programme (IFWIP, WHIS) would focus on lifestyle modifications through the advice on diet, physical activity, rest and relaxation techniques.

Adopting a healthy lifestyle also helps in reducing the risk of pregnancy complications such as Gestational Diabetes and also helps in avoiding excessive weight gain during pregnancy.

HOW CAN WE EMPOWER CITIZENS TO NAVIGATE THEIR OWN HEALTH AND WELLBEING?

Health Literacy

Marginalized people are clearly more vulnerable to the SARS CoV-2 pandemic as they are more likely to be living in hazardous environments, facing economic hardships, and engaged in occupations that put them at further risk. Furthermore, vulnerable people are more likely to have a low or limited health literacy. At the same time, health literacy can no longer be limited to just a set of skills. A new theoretical model proposes that health literacy is always an interaction between the needs of people and health care systems that either support or inhibits access to help (1). Thus, the method of health and science communication should ease comprehension by implementing a clear purpose with a meaningful context that uses a friendly and conversational tone with a familiar and appropriate use of language. Of critical importance is that meaningful information can be readily recognized and that actionable steps can be taken.

HOW DO WE EMBRACE GENDER EQUALITY?

Mainstreaming of a gender perspective throughout SDG programmes and initiatives and will identify opportunities to progress gender equality and the empowerment of women globally.

- Mainstream a gender perspective throughout all SDG programmes and projects.
- Increase visibility on inequality issues and SGBV.
- Build a community of equality advocates.
- Identify barriers to sustainable development and offer tangible, measurable solutions, rooted in principles of equality, human rights and inclusivity.
- Improve gender equality globally.

CAN WE CREATE A “ONE HEALTH” APPROACH TO SUPPORT CLIMATE ACTION?

In 2019 at the European One Health international conference held at Spiru Haret University, Bucharest, Romania partner organisations outlined the importance of implementing a One Health Approach to support the SDGs.

The 'One Health' is an approach to designing and implementing programmes, policies, legislation and research in which multiple sectors communicate and work together to achieve better public health outcomes. The 'One Health' approach is critical to addressing health threats in the animal, human and environment interface.

The areas of work in which a One Health approach is particularly relevant include food safety, the control of zoonoses (diseases that can spread between animals and humans, such as flu, rabies and Rift Valley Fever), and combating antibiotic resistance (when bacteria change after being exposed to antibiotics and become more difficult to treat). *SDG Villages (FAO, UN Habitat, WHIS, NASP, WHO etc) provide a fantastic opportunity to deliver this approach.

HOW CAN WE EMBRACE A SILVER ECONOMIC BOOM THROUGH OUR RECOVERY FROM COVID19?

Eastern and south-eastern Asia will see the largest growth in over-65 population by 2050 Millions of people aged 65 years or over by geographic region, 2019 and 2050. Europe has the oldest population in the world, with a current median age of 42.5 years. By 2050, a projected 34% of Europe's population will be over 65 years old. This has far-reaching implications for society as a whole and makes the aging population a pressing policy issue. The silver economy of the EU is expected to grow by 5% a year from €3.7 trillion in 2015 to €5.7 trillion in 2025.

We're seeing opportunities emerge in Greece with their recent efforts to establish the country as a retirement destination for seniors is taking place against a wider European Union initiative to develop effective policies for an ageing population and Europe's €4 trillion silver economy. (ref: Enterprise Greece).

WHAT IS THE ROLE OF DIGITAL HEALTH TO HELP US BUILD TRUST AFTER COVID19?

Digital health is a key enabler for the future of delivering high quality patient care around the world. Opportunities exist to establish new platforms that can support people's good health and wellbeing. This includes digital care programs, technologies with health, healthcare, living, and society to enhance the efficiency of health and wellbeing delivery and to make medicines more personalised and precise.

THE WORLD POST COVID-19

HEALTH IS A HUMAN RIGHT, ARE WE DELIVERING?

Promote the understanding that health as a human right that creates a legal obligation on states to ensure access to timely, acceptable, and affordable health care of appropriate quality as well as to providing for the underlying determinants of health, such as safe and potable water, sanitation, food, housing, health-related information and education, and gender equality.

The right to health, as with other rights, includes both freedoms and entitlements:

- Freedoms include the right to control one's health and body (for example, sexual and reproductive rights) and to be free from interference (for example, free from torture and non-consensual medical treatment and experimentation).
- Entitlements include the right to a system of health protection that gives everyone an equal opportunity to enjoy the highest attainable level of health. (ref: WHO)

Mobilising SDG Impact Investment Finance to support COVID19 response

In 2020 the estimated cost of the COVID-19 Pandemic was at $16 Trillion in the US (ref: JAMA Network 2020) – smart investments through the SDG Cities Investment portal will ensure we add value to our economy while strengthening and preparing for the next pandemic.

SCR500 – UNGSII was initiated by UN Director General Michael Moller to provide scientific data and know-how for SDG Implementation in 2014. The SCR500 Index was presented at the UN in New York on April 17th 2017. It illustrates that within the largest 500 stock listed corporations from around the world that the global goals have been accepted as a new guiding principle, it also demonstrated that being invested in those stocks and companies supporting SDGs brings competitive returns: the cumulative return after 5 years is above 67% and outperforms MSCI world.

This funding model aligned to the WHIS model of societal return on investment will bring about significant change to support the SDGs while creating new and meaningful jobs while supporting existing health services.

APPENDIX 1:

Recommendations from Event 201: Public-private cooperation for pandemic preparedness and response October 18, 2019,The Johns Hopkins Center for Health Security, World Economic Forum, and Bill & Melinda Gates Foundation.

1) Governments, international organizations, and businesses should plan now for how essential corporate capabilities will be utilized during a large-scale pandemic.
2) Industry, national governments, and international organizations should work together to enhance internationally held stockpiles of medical countermeasures (MCMs) to enable rapid and equitable distribution during a severe pandemic.
3) Countries, international organizations, and global transportation companies should work together to maintain travel and trade during severe pandemics. Travel and trade are essential to the global economy as well as to national and even local economies, and they should be maintained even in the face of a pandemic.
4) Governments should provide more resources and support for the development and surge manufacturing of vaccines, therapeutics, and diagnostics that will be needed during a severe pandemic.
5) Global business should recognize the economic burden of pandemics and fight for stronger preparedness.
6) International organizations should prioritize reducing economic impacts of epidemics and pandemics.
7) Governments and the private sector should assign a greater priority to developing methods to combat mis- and disinformation prior to the next pandemic response.

Accomplishing the above goals will require collaboration among governments, international organizations and global business. If these recommendations are robustly pursued, major progress can be made to diminish the potential impact and consequences of pandemics.

We call on leaders in global business, international organizations, and national governments to launch an ambitious effort to work together to build a world better prepared for a severe pandemic.

Ref – Event 201 https://www.centerforhealthsecurity.org/event201/recommendations.html

INTERNATIONAL POLITICS

INTERNATIONAL POLITICS

Racheline Maltese

WHICH COUNTRIES ARE MOST FRAMED AS CONTRIBUTORS TO GLOBAL STABILITY? AND WHICH ARE FRAMED AS THREATS?

The search for global stability in terms of peace, the environment, the economy, and more is ongoing. As we are over 20 years past the end of the Cold War, the idea of "super powers" as a way to identify those countries that have the greatest influence on global stability (or instability), no longer necessarily makes sense. However, unresolved conflicts from that period have come back into the spotlight since Russia's February 24, 2022 invasion of Ukraine.

We can look at the reporting on TV news in different media markets to see which countries are being pointed to as positive or negative influences on global peace and well-being. This helps us understand the greater global narrative, as well as policy decisions that are often targeted at currying favor or, conversely, trying to contain, significantly powerful actors on the global stage. Disconnects between major Western countries on which other nations merit concern can highlight potential fracture lines in alliances and trade policy to come.

While there was an overall consensus in German, U.K., and U.S. media on some issues – such as that the U.S. withdrawal from Afghanistan had a significant, likely negative ongoing impact on the global landscape, that was where agreement on which countries have, and will to continue, to

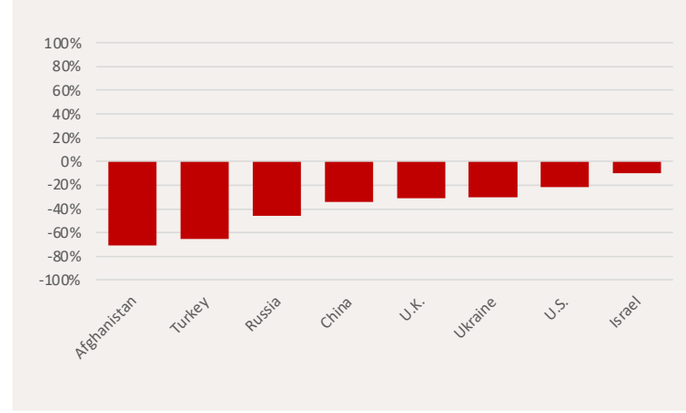
impact matters of global stability ended. At least until Russia's attack on Ukraine on February 24, 2022.

While some conservative politicians in a number of countries – including the U.S. and the U.K. – were reluctant to take sides or continued a trend of having praise for Putin, attacks on the whole of Ukraine (instead of just Crimea and Donbas regions which have been contested for at least 8 years) shifted the tone significantly to be more negative for Putin and more positive for Zelenskyy. The image gap between the two leaders is the most pronounced in U.S. media, highlighting the way in which much of the situation seems to be reigniting Cold War tensions with Russia.

It's the media!

Outside of the matter of Ukraine, there was a mixed tone and the uncertainty on which countries had the most significant influence on global (in) stability.

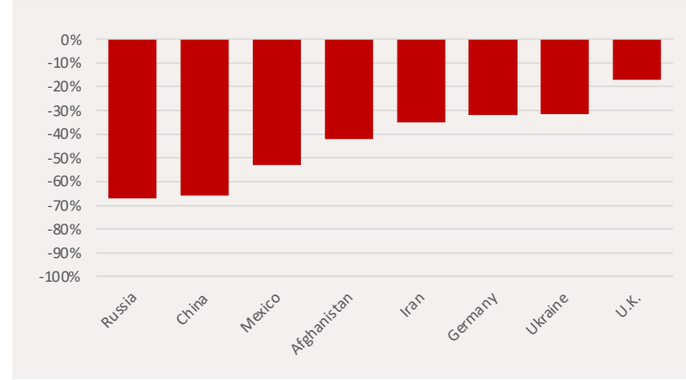
German TV, for example, media viewed Israel's role in international politics almost neutrally, while highlighting Afghanistan with the most negativity. It also highlighted significant negativity about Turkey – a story that was not repeated elsewhere.



Tone of coverage on German TV news, January 1, 2021 – March 31, 2022

The U.S. painted quite a different picture and portrayed Russa and China in equally negative lights. The negativity regarding Russia stemmed almost entirely from the country's war in Ukraine, although corruption and oppressive politics in Russia were also visible. Negativity on China was related business, trade, and COVID-19. Mexico faced the next most criticism, but was related to concerns about immigration and inflated numbers and risk portrayals by Republican politicians and was not about a global concern.

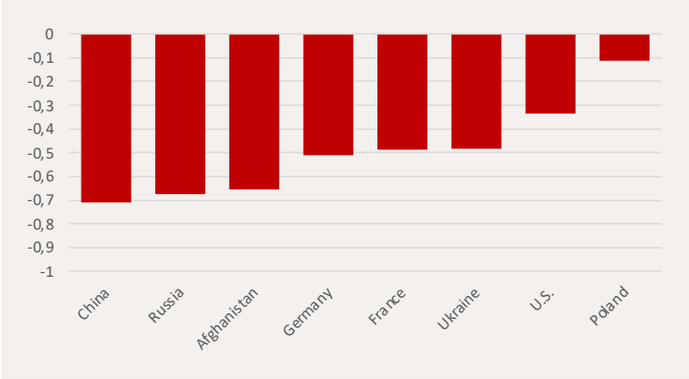
Countries like Iran and Afghanistan – long centers of U.S. anxieties about the state of the world, were portrayed negatively, but the focus has clearly shifted to new concerns and conflicts.



Tone of coverage on U.S. TV news, January 1, 2021 – March 31, 2022

The U.K. picture is somewhat similar to the U.S. picture in that it identified significant concern about China, and for similar reasons. The U.K. media also continued the trend of emphasizing concerns over Ukraine and Russia, which was also responsible for the significant coverage of Poland, which has won praise for its handling of the Ukrainian refugee crisis on its borders. France and Germany, two of the strongest countries in the E.U. and essential in current dealings with Russia in the Ukrainian crisis were both framed with skepticism. In France's case, concerns about potential impact in regard to its election weighed on the image prior to Macron's April victory.

Tone of coverage on U.K. TV news, January 1, 2021 – March 31, 2022



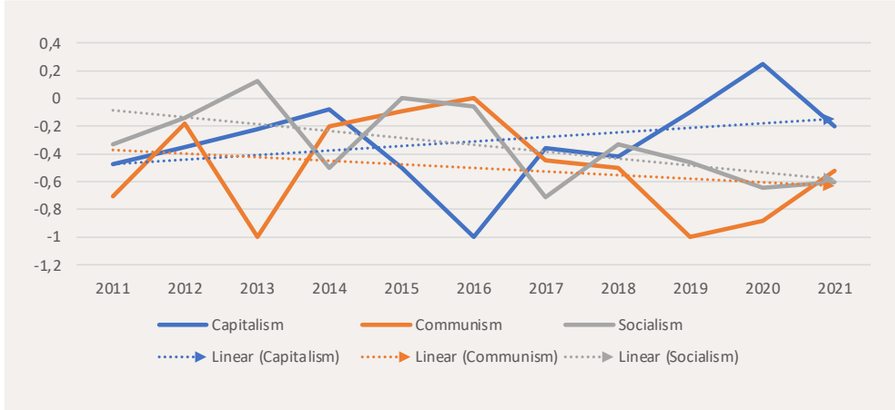
While the current global media focus is on the impact – and potential growth – of Russia's war in Ukraine, once this matter is resolved the story selection of international media suggests that global unity and clear alliances, outside of the basic NATO and Euro pacts, may remain uncertain.

Racheline Maltese

SYSTEMIC VALUES – MEDIA IMAGES OF CAPITALISM VS. SOCIALISM VS. COMMUNISM

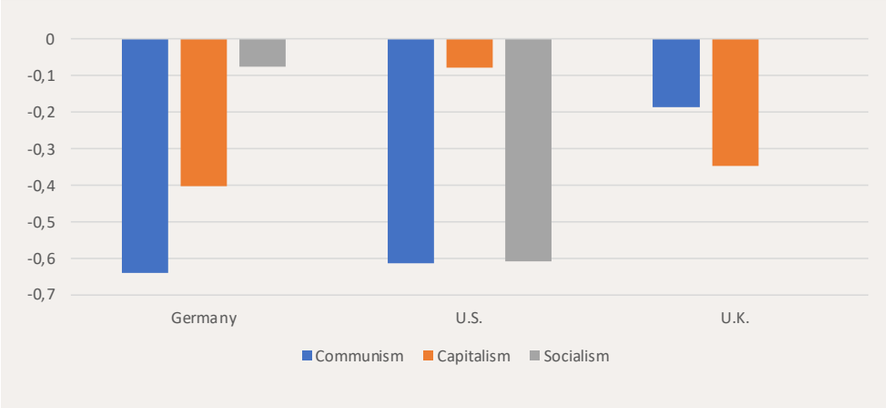
As the world has faced an increasing number of crises – from the pandemic to global warming governments have not always been said to rise to the challenge. As a result, there has been a significant level of discussion about what type of political and economic philosophies can most benefit ordinary people. This has been particularly visible in comparisons of how communism, socialism, and capitalism are portrayed portrayed on international TV news.

Tone of coverage on political/economic philosophies on international TV news, Jan 1, 2011 – December 31, 2021



A quick look at the data overall suggests a growing enthusiasm in the media for capitalism. This is hardly surprising when looking at media from countries that value capitalism and are democracies with varying levels of social safety net, but the story is quite complex. Especially if we look at the narrative on a country-by-country basis. It should be littler surprise that these different levels of social support programs are a huge factor in how these economic and political philosophies are perceived – even when their original meanings may be obscured by today's polarized political debates.

Tone of coverage on political/economic philosophies on international TV news, Jan 1, 2011 – December 15, 2021



First, it's important to note that when political/economic philosophies are covered in the media, it is always with a tone of dissatisfaction. No particular philosophy is seen as a clear, positive answer in any of the three media markets analyzed.

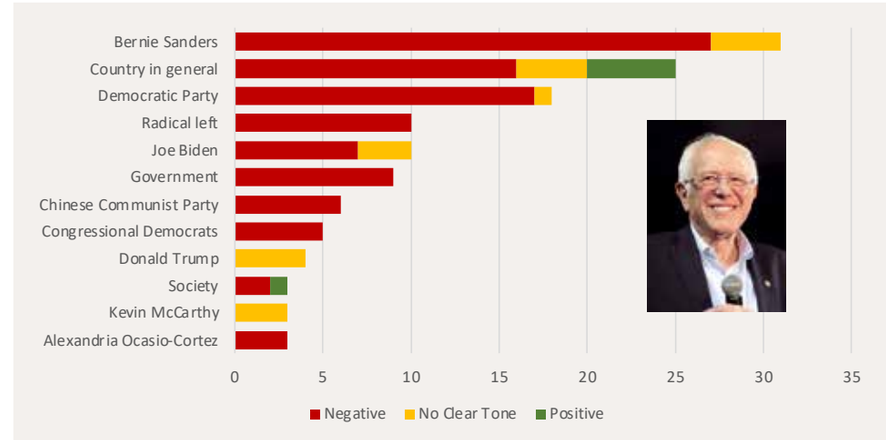
With the communist history of East Germany, it is little surprise that Germany shows the most media criticism of communism. The nation's direct experience with communist rule, as well as its historic proximity to the former Soviet block additionally makes this a presumably informed opinion. Similarly, German policy often tries to address concerns created by unfettered capitalism and its strong protections on workers rights as well as required board representation for workers, makes the images of capitalism and socialism also unsurprising.

Meanwhile, in the U.K., keen skepticism on capitalism has clearly emerged. While socialism has achieved a neutral tone largely through media coverage of the U.K.'s most well-known social program – its NHS. Communism does not generally register as a significant topic of media of political anxiety, and is usually the most visible in reference to issues related to China.

In the U.S., media coverage on these systems often reflects deep political anxieties and are not always accurate reflections of what the terms themselves mean. Capitalism was viewed the most favorably, and socialism and communism had nearly identical images in terms of intense negativity. This is likely a product of political discourse in the U.S. that does not actively differentiate between socialism and communism and uses both words in a pejorative sense to refer to everything from social safety net programs (such as food aid and medical care for the elderly and those with low incomes) to mask and vaccine mandates during the COVID-19 crisis. The concept of "democratic socialism" is often framed as a new idea, introduced into public consciousness on the left of the political spectrum by Alexandria Ocasio-Cortez and Bernie Sanders and generally framed with acute negativity as the "radical left" on the Fox News channel.

This is borne out by looking at the protagonists associated with socialism in U.S. media.

Tone of coverage on socialism on U.S. TV news, Jan 1, 2020 – December 31, 2021
(Protagonists Associated with Socialism)



Overall, this highlights that discussions about political/economic philosophies differ so strongly by country that it can be difficult for outsiders to fully understand what these discussions mean in any particular nature. This is because the domestic understanding of what any particular philosophy is about is shaped by both historic experience and political argumentation that may not directly relate to the true origins or applications of the systems in question and remains colored by national experiences of the Cold War period.

This creates significant challenges for countries looking to gain expertise and inspiration from other nations on how to best support their citizenry.

Roland Schatz

IMAGINE, IMAGE, I – HOW TO OVERCOME THE WALLS IN OUR HEADS WHEN IT COMES TO MIGRANTS

Imagine a typical mid-size company with major problems finding qualified workers. On Monday morning, 1,000 inventors, engineers, and IT practitioners knock on the door and ask to join the team. Imagine the head of HR at any hospital in Europe where there is a current shortage of over 5.000,000 nurses if 1,000 nurses apply. Imagine the restaurant owners who, during the COVID19 pandemic, lost large numbers of their staff to Amazon and similar companies. Imagine the senior citizen homes. The schools. Imagine they open their doors and all they see are people ready to work, but who look different from them. These images would somehow seem to be a challenge to the imagination.

In 2007 this dream was close to turning into a nightmare for Lawrence Gonzi the Prime Minister of Malta and his team. As the first Syrian crisis materialized, thousands decided to leave their country and search for hope and a future abroad. As they reached Malta, people there experienced the shock described above. Gonzi picked up his phone and called his colleagues in Europe and the United States asking for help in taking some of the refugees. But Angela Merkel said no. As did George W. Bush. And so did all the others.[1] Malta was forced to find a solution on its own. A few years later Malta was the sole country in Europe with economic growth of three per cent per year.

Having published the Integration Index[2] during the past decade and hosting Unlearning Intolerance masterclasses[3] together with UN Academic Impact, it seems fair to fall into the trap of blaming perception for almost everything when the discussion turns to migrants. Migration raises an essential question: How can we prepare cities for when the annual number of people being forced from their homes or deciding to move from their countries exceeds 100 million per year?

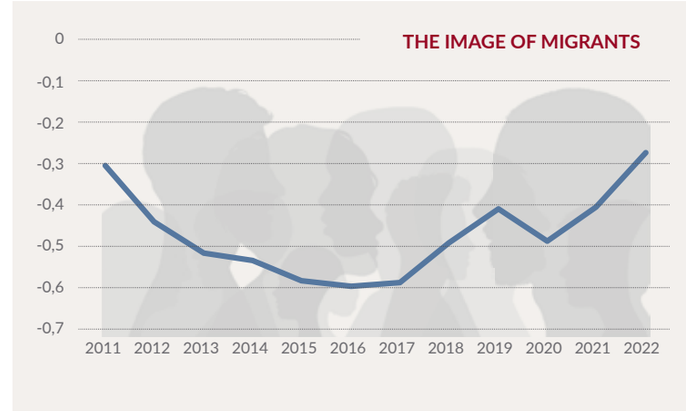
In 2007 we already knew what we know today. Any city would have loved to welcome Steve Jobs as taxpayer once he was successful. But when his family first decided to give up on their country of origin, Syria, nobody would have offered a warm welcome. Even after the total collapse of the Western war against Afghanistan and Iraq with its final stage in the summer of 2021 causing additional trauma not only in Kabul but also in Berlin, Brussels, Paris, London, Madrid, Rome and Washington, the Sunday speeches of their leaders continued to sound hollow to a speechless world.

But today, in the spring of 2022, a change in the perception of migrants appears to be emerging as refugees from Ukraine (and Belarus, Russia and Moldavia) seek urgent shelter. And this time solutions are being "found" quickly. Why now and not in the past? Because now the will exists. No law had to be changed. No parliament in any of the EU member-states, in the United Kingdom or elsewhere needed convincing.

The question is: What needs to be done in order to bridge the gap between what is "similar" and "what is different"? The image of migrants and refugees on international TV news has been consistently negative for more than the last ten years.[4] The only question has been how negative. While there has been some rebound in the framing over the last three years, media negativity remains high. This is the result of a mix of factors including the practical dangers faced by migrants, political opposition to migrants, and – at times – crime (or speculation about potential crime) committed by migrants.

The result is often that television media audiences are encouraged to be both afraid for and afraid of migrants. The following graph shows the extent to which this fear defined the perception of people like you and me who happened to be forced to give up their homes, friends and neighborhoods to search for a chance to live self-determined lives.

In order to read this trend correctly, in the year 2011 every report on migrants that aired on prime time TV news was, on average, framed with a negative rating of minus 30%. During the years 2015 to 2017 it fell even futher, to minus 60%. Meanwhile, almost one month of media reporting



Tone of coverage on migrants on international TV news, Jan 1, 2011 – March 31, 2022

on the Russian Army again invading Ukraine, the overall rating of migrants has improved to an average of minus 28%. This "improvement" leads directly to additional questions regarding migrants from Afghanistan, Syria, Yemen and all the other places where war, climate change and other reasons force families to leave their homes being portrayed as being "second class" migrants as compared to the positive coverage of refugees leaving Ukraine.

As numbers seldom help us to understand the real drama behind them, let us make a comparison. When the media cover corporate bankruptcy these reports generally have a tone of -40% to -50%. The reason for this is that stories about the company's better past are always highlighted as well as are stories about the negotiations aimed at trying to avoid or resolve the bankruptcy. Meanwhile, a politician running for office is likely to abandon his candidacy once the tone reaches -20% to -30%. In the last 10 years, migrants would have loved to face this level of negativity in the leading western opinion media compared to what they did receive.

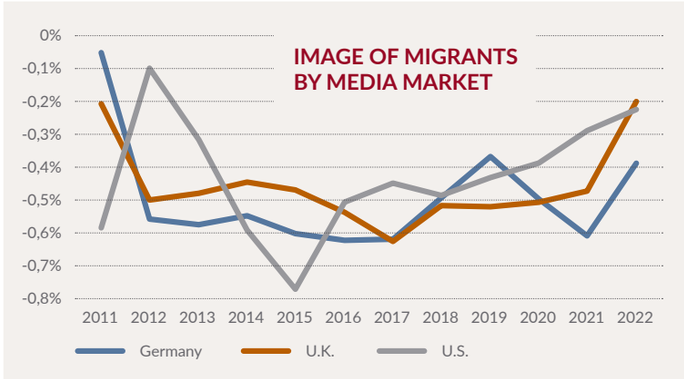
When the above data is broken up by media market, the image of migrants remains strongly negative, but the picture changes somewhat. In the U.S., the image of migrants has actually been improving. This has been particularly true since 2016. Some of this is due to the sympathy that was aroused by family separation policies implemented by the Trump administration and the recent influx of refugees from Afghanistan.

In the same period, the image of migrants has fluctuated in a narrower band in Germany and the U.K. over the last nine years. And now with a strong improvement in the last weeks of the first Quarter of 2022. This

is even more puzzling with respect to state-owned networks, such as the BBC in the U.K. and ARD/ZDF in Germany. By law[5] they are required to report in a balanced fashion and to serve as fora for promoting integration. While scientific data has indicated for decades that there may be a fundamental discrepancy between these laws and the reporting being conducted, there have been no consequences for defaulting on this.

This type of coverage becomes even more irritating when looked at from the perspective of citizens in Germany or the U.K. in urgent need of medical treatment. Three million and more surgeries in the U.K. will be delayed as this book is printed because of a lack of hospital staff. The death toll as a result of these shortages in the U.K. and Germany are in the tens of thousands annually. But the published debate on migrants remains focused on stereotypes when the refugees are coming from Africa or other non-European hot spots, despite the very real possibility of refugees being a partial solution to our staffing shortages in critical industries.

Tone of Coverage on Migrants on International TV News, Jan 1, 2011 – March 31, 2022

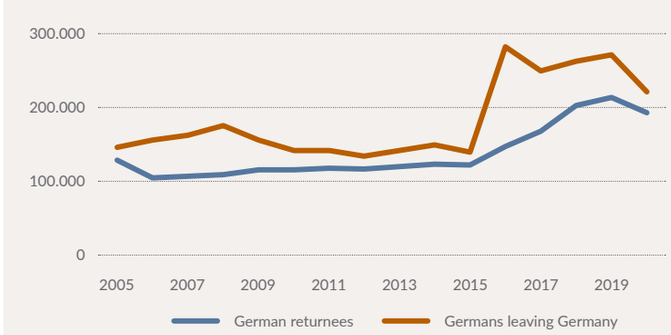


The tone of coverage on migrants is also somewhat dependent on the type of migrant as defined by the media. Immigrant workers and asylum seekers are generally given the least negative image due to what they can contribute to the economy or due to the situation that they are escaping from. Young refugees face image negativity both from the peril they face as well as the negativity – often based on racist stereotypes – that they are a path through which adults will also migrate.

A side remark might be made regarding the media trend from Germany: one could argue that the fear is triggered by a sentiment known as "the boat is full" mentality initially created during the Nazi-dictatorship, when

some politicians in Switzerland tried to use it as a reason to send Jews back to the concentration camps from where they managed to escape.[6] The Swiss, with more than 25 per cent of their population being foreigners as of 2022, still tend to have a susceptibility to these headlines. But when it comes to Germany, the realities are different. As the graph below indicates, under the leadership of Angela Merkel more people tended to leave Germany than those deciding to declare Germany as their new "Heimat"[7] or country of residence.[8] Since reunification, Germany is in desperate need of people identifying themselves officially as German, as does Europe in general – in order to keep the pension system up and running. Germany needs an additional 5 million people or 1% of the population of the EU, but nobody in Berlin or Brussels is taking any action working towards a solution – which would lead to a complete different migration policy.

German immigration statistics, 2005–2020

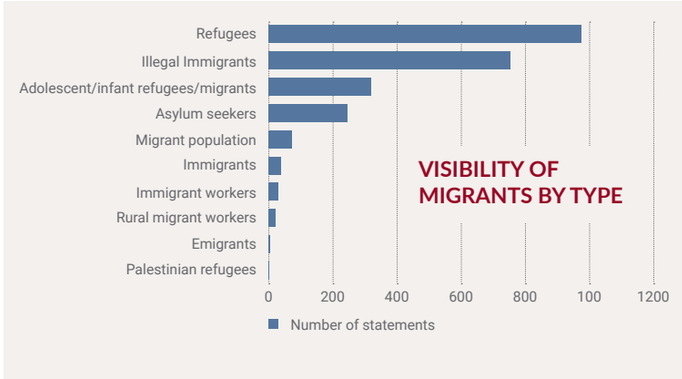


The results from the 2016 reporting year are only partially comparable with the previous year's values due to methodological changes and technical developments.

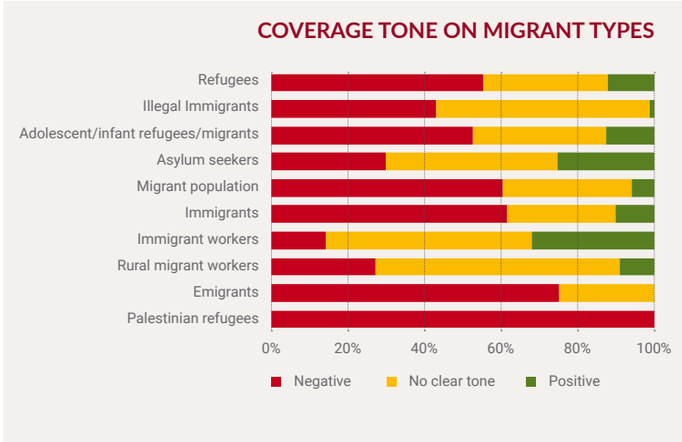
The topics associated with migration in the media also highlight this mix of peril and suspicion that may make it difficult for media audiences to view refugees and other migrants as people just like them. Fears about human trafficking, migrants adding to the burden of COVID-19, the possibility of integration, and risks to the job market – all feature prominently in this challenge.

As if this is not scary enough, cliche-driven news selection gets even worse when religion is added to the mix, as migrants often come from regions with a completely different experience and practice of faith and culture. Recognizing this is key to finding ways to overcome biases roo-

Volume of Coverage on Migrants on International TV News, Jan 1, 2021 – March 31, 2022



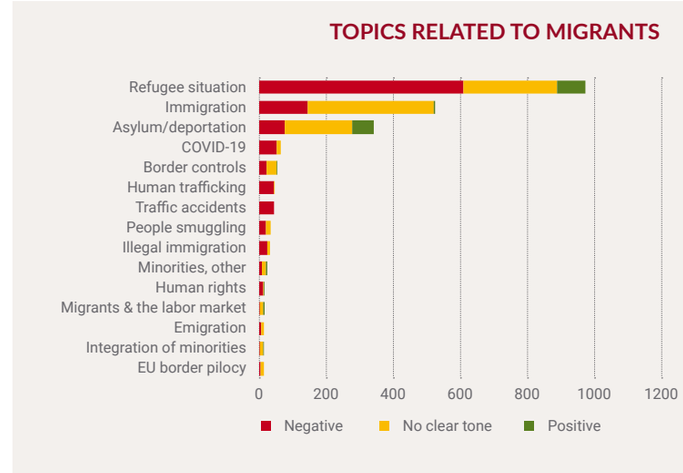
Tone of Coverage on Migrants on International TV News, Jan 1, 2021 – March 31, 2022



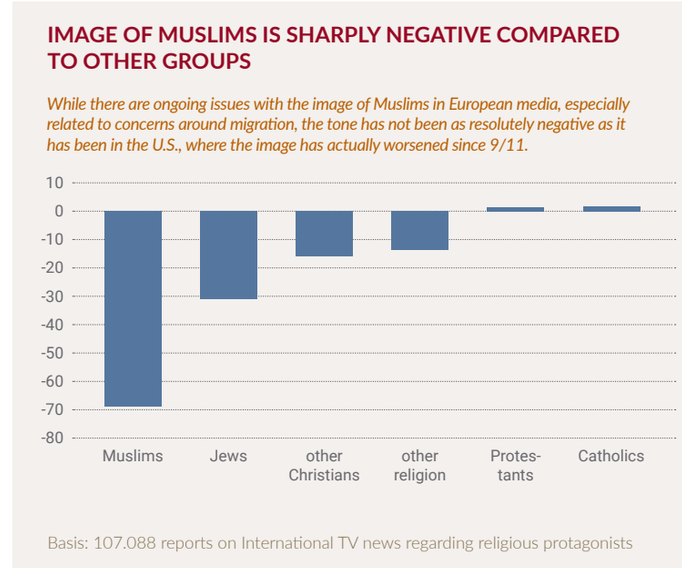
ted in differences. In looking at the following graphs showing the news coverage of different faiths since the terrorist attack on the Twin Towers of Manhattan New York on September 11, 2021 in what has come to be known simply as 9/11, one should keep in mind the most recent statement by the U.K. Secretary of State for Home Affairs, The Rt Hon Priti Patel MP, comparing the current breach of the UN charter by Russia with the terror attack 20 years ago. According to her, we are about to face a similar fundamental change in behavior as we suffered in response to the collapse of the World Trade Center.

According to some of my colleagues in the editorial rooms across the continents, religions are ofter seen almost as a new evil.[9] During the past

Tone of Coverage on Migrants on International TV News by Topic, Jan 1, 2021 – March 31, 2022



Tone of muslims on international TV news, Jan 1, 2021 – March 31, 2022



20 years, almost 70% of all 107,088 reports aired on U.S., U.K., and German prime time TV news relating to Islam were negative. Those trying to capture the realities of Jewish life were at minus 30%, and even those

regarding Christian faiths were neutral at best. Obviously, there is a difference between -70% for Islam and around -5% for Catholics.

There is, however, an option to unlearn intolerance. After decades of interfaith projects, Prince Ghazi and the other 200 faith leaders participating in the C1 Foundation "Common World" initiative have stated the obvious: that as people, there is more that unites us than divides us. And while this is no longer disputed, at least among those who show interest in comparative studies on holy texts, the public discourse – framed to some extent by the leading opinion media – too often tries to make us think and act otherwise.

But the negativity towards the Christian faiths is less extreme solely because of two factors. Members of these faiths are not only in the audience when BBC, ARD, ZDF try to cover the news, but with around 25 million Catholics and 25 million Protestants in Germany, most journalists in charge of news-selection know people of these faiths and would have to defend their coverage when stereotyping goes through the roof or towards the way they frame Jews and Muslims. But because Jews and Muslims make up a smaller segment of the population, there are fewer checks on how they are stereotyped in the news.

This leads to a second critical fact. Journalists, despite the sentiments of some people, remain, frankly, human beings. And human beings are social animals. In other words, we respond to contact. We even respond to good ideas, fascinating projects, and data and trends, which all help us gain recognition within our own species. Media exists because it catches the interest of a certain audience. This works mainly through quotations and getting quoted. Academics understand what I am referring to. For them, it is known as to "publish or perish". Every journalist knows their job is at risk if nobody reacts to their reporting. Therefore, what works in reporting on faith works as well in writing about migrants. Creating a trusted relationship with those who decide on news selection – the editors – is critical. This is not a one-off impulse but requires a permanent will and capacity to, as we often say in our newsrooms, "feed the beast."

As long as migrants only appear to journalists as a problem, the likelihood that they appear on the evening news in the same way is high. It is up to those within city management that need hands and hearts in hospitals, schools, factories, and restaurants to illustrate the other side of this story. And, what is expected from scientists in the 21st century is no longer reduced once their research is published in an academic journal: some of them learned already that visibility for their findings in TV, Radio and Print is key to win partners and acceptance beyond the walls of their universities. Full circle awareness means breaking down data and trends into concepts that are also meaningful to mainstream media. This may help increase third party funding, but it will also help change the perception of migrants from a problem to an opportunity.

Let me close with the reality of a city most of us have not heard about: Gaziantep.[10] Since the dictator Assad and his Russian and Iranian allies decided to ignore all principles which used to define not only the rich culture existing in Syria but also in Russia and Iran, 500,000 citizens from Syria left their homes and tried to find a new home in this town on the other side of the Turkish-Syrian border.

The mayor of Gaziantep did not decide to go for another UNHCR tent disaster. Instead, the city council as well as all the other stakeholders in town came to the conclusion that it would be the best for all if they would allow the new inhabitants to live where they wanted. Today, years after the most recent outbreak of the war in Syria, it is difficult to spot where the Syrian and where the Turkish communities live in town. While ten years ago almost from one day to the other every second school child happened to be non-Turkish, the teachers decided that the solution was to train the new pupils in Turkish – but at the same time offering classes in Arabic and in some Syrian languages.

More than 100 family-run companies from Syria operate out of Gaziantep. Their client base, their supply-chain base as well as their growing staff, are as diverse as they are successful. And yes, there are still enough challenges to be sorted out. But not less or more, than in any other city in Turkey, or in Europe or any other continent for that matter.

So, what can be done? If every real estate planning for future cities or future city areas dedicates 0.5% of the budget to the United Nations Sustainable Development Goals (UNSDG)-focused citizen/stakeholder platforms such as the UN Habitat/UNGSII "1 Stop Solution Platform" as well as 0.5% of the budget to media relations including the goal of a realistic perception change, most of the problems described in this chapter would disapear.

When I went to school one could see stickers on cars: "We are all foreigners – almost everywhere". A bit more of this mindset and a huge portion less of the stereotype-driven news selection when it comes to covering reports on migrants and faith could help create realistic solutions for cities (and rural areas) when it comes to dealing with the new normal: a massive growing number of migrants in the world.

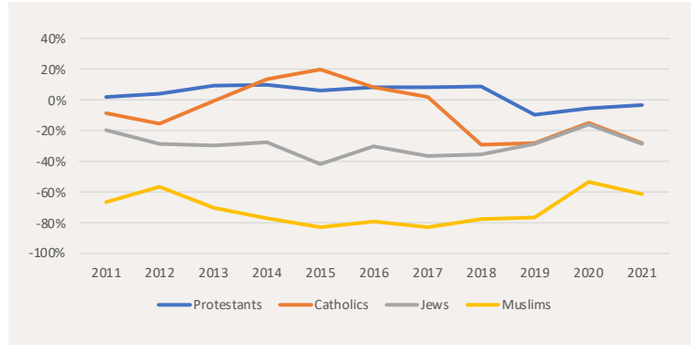
[1] Integration Index 2012, Innovatio Publishing, Zurich
[2] Integration Index 2012–2018, InnoVatio Publiblishing, Zurich
[3] Unlearning Intolerance Masterclasses at the UN NY : http://ias.org/wp-content/uploads/2013/05/Unlearning-Intolerance-Seminar-Series.pdf
[4] Annual Dialogue Report, Editors Ibrahim Negm and Roland Schatz, InnoVatio Publishing Zurich 2008-2019
[5] NDR-Rundfunkstaatsvertrag see Grundversorgung – Rechte und Pflichten, 1997
[6] https://www.swissinfo.ch/eng/business/switzerland-is-still-grappling-with-dark-chapters-of-its-history/47441618
[7] Freiheits-Index – Fremdbestimmung: Mehr als nur ein Gefühl, Thomas Petersen, Roland Schatz, 2021
[8] "Heimat" is a German term that has no proper equivalent in the English language. In contemporary political or immigration status terms, it means official country of residence, but it carries a romantic connotation of attachment to Germany as "home".
[9] Annual Dialogue Report on Religions and Values, Editor: Roland Schatz, InnoVatio Publishing 2015
[10] https://www.theguardian.com/cities/2019/jun/19/gaziantep-turkish-city-successfully-absorbed-half-a-million-migrants-from-syria

Racheline Maltese

RELIGIOUS (IN)TOLERANCE

For many, religion has been a source of solace and community during the COVID-19 pandemic. When it has often not been safe to gather in traditional ways, many services turned to social distancing, outdoor worship, or even virtual online events. But while faith – regardless of what that faith is – plays a similar role in the lives of individuals who believe, media coverage of religions varies widely. This variance, sadly, can risk amplifying bias and stereotyping through agenda cutting, source selection, and more.

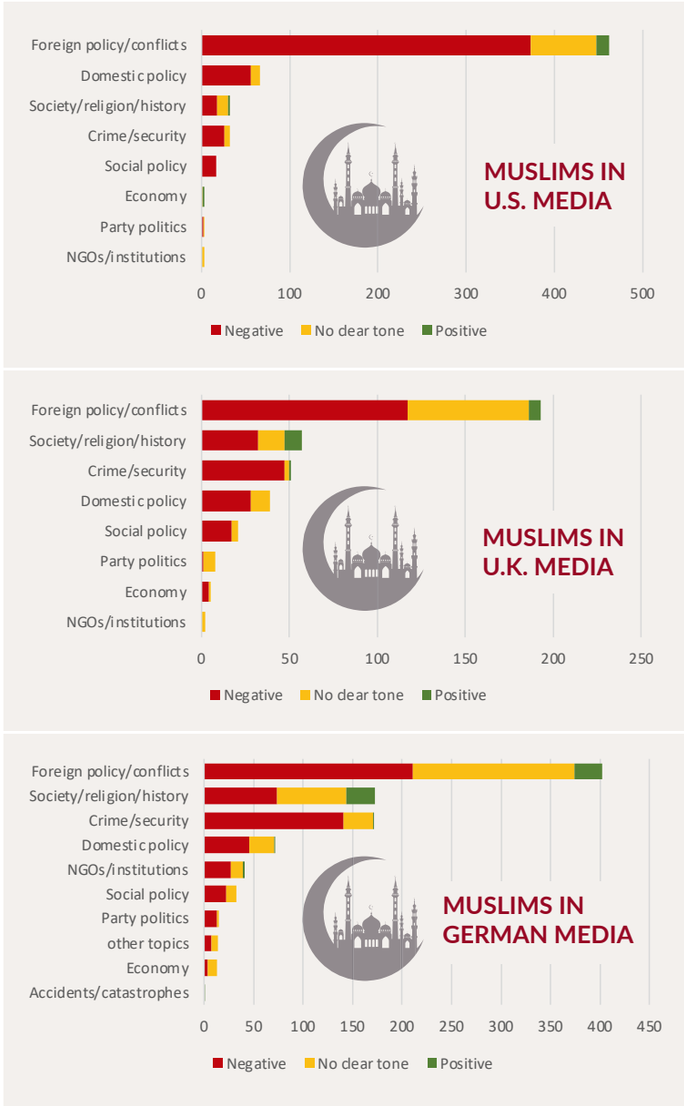
This is particularly clear regarding Islam and Muslims. Muslims consistently have faced much more negativity in the news that members of the other major Abrahamic faiths. This gap, which averages 20 percentage points continues to exist, despite positive developments in the Islamic world and contributions to society of Muslims globally *and* despite issues that could easily lead to negativity for other faiths, including the history of abuses in the Catholic church, the Christian-based residential school system that targeted indigenous culture in North America, and rising anti-Jewish sentiment in Eastern Europe.



Tone of coverage on religions on international TV news, Jan 1, 2021 – December 31, 2021

Yet, Muslims continue to bear the brunt of negative coverage on religions on international TV news. A look at the topic distribution in regard to Muslims in 2021, offers insight.

Tone of coverage on Muslims by topic on U.S., U.K. and German TV news, Jan 1, 2021 – December 31, 2021



In all three analyzed media markets, foreign policy and conflicts dominated the news. The withdrawal from Afghanistan, and the plight of people there as the Taliban regained control of the country was a significant factor in this coverage in 2021 and exemplified the way media coverage of Muslims is often reduced to narratives about narratives of either perpetrating violence or being a victim on it. The high levels of negativity regarding "crime/security" also highlighted the degree to which a stereotype-based correlation between Muslims and concerns about terrorism remain part of the media narrative.

Some credit must be given to U.K. and German media which have begun to show some limited positive coverage of Muslims in terms of society, religion, and history. But in the U.S., this category of coverage is almost invisible, and positivity in regards to it equally difficult to detect.

One of the drivers of this problem of anti-Muslim stereotyping in the media is related to source selection. Muslims are rarely given the opportunity to tell their own stories in the analyzed media markets. For example, in the U.K. the most visible source on Muslims after journalists, was the Taliban. Meanwhile, in the U.S., it was U.S. military officials. Muslims, particularly the non-extremists who represent the bulk of adherents globally, were almost non-existent in the media as a voice for the faith. This was in sharp contrast to coverage of Catholics, which frequently quoted the Pope as well as the Vatican.

While coverage of Jews and Protestants could not rely on a single faith leader as a voice in the way that is possible with Catholicism, members of theses faiths were identifiable as sources in the media. This was particularly true of Protestants, who had the most positive media image overall, and particularly in the U.S.

FINANCIAL MARKETS

Matthias Vollbracht

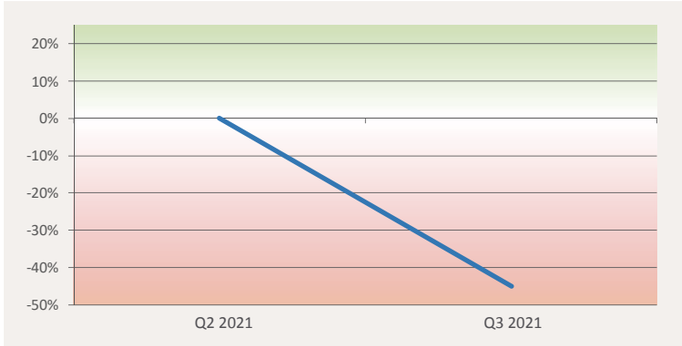
MANAGEMENT 2030: SUSTAINABLE SUBSTANCE OR GREENWASHING?

As importance of ESG information continues to rise, consistency becomes a success factor

Environmental positives are becoming increasingly scarce – whether it's clean air, fertile soil, or a people-friendly climate. In many places, the use of the environment is receiving a price tag (e.g., CO2 certificates); elsewhere, sustainable goods are in greater demand by customers. Finally, it is foreseeable that certain uses of nature will be restricted or banned in the future. All this makes ESG (Environmental, Social, and Governance) information a decisive factor for the financial markets. This is also evident from the fact that major rating agencies and stock exchange operators have bought up specialized ESG rating providers.

Where a dynamic market is emerging, it should not be surprising if freeloaders appear. Due to the lack of transparency, it is initially only possible to a very limited extent for customers to assess the quality of the offers. The lack of quality data (ratings on structured financial products) was already the driver behind the global financial crisis of 2007–2009. It would be good if the world did not repeat the same mistakes when it comes to the environment. At Deutsche Bank's fund subsidiary, it is thanks to the dissatisfaction of a former senior sustainability management executive that a gap between what should be and what is has been reported. Similarly, this has played out at U.S. fund giant Blackrock.

Media rating Deutsche Bank/ DWS on sustainability issues Q2 vs. Q3 2021 (balance of +/- rating in %)



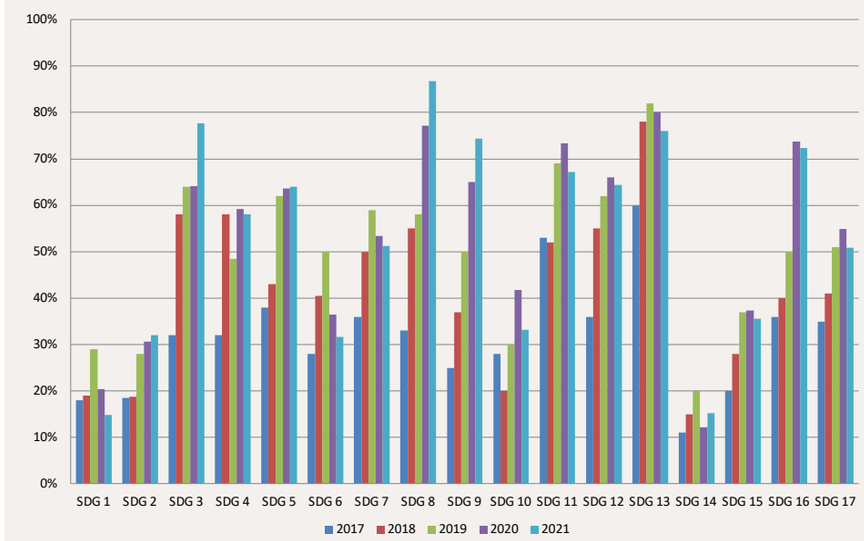
However, financial professionals cannot and should not rely solely on whistleblowers. Consistency of data is therefore of increasing importance in advancing the market for sustainability. Academic research clearly shows that companies learn from reputational crises and subsequently increase their sustainability efforts.[1] Moreover, it can be shown that even the fear of discovering unfair practices can already help to raise standards overall. Finally, companies that communicate about their sustainability status create an expectation among stakeholders that they cannot disappoint without taking significant economic risks.

The crucial factor for consistency in the analysis is therefore the three-pronged approach of self-communication, analyst response and media reputation. The self-communication on sustainability in the annual reports of large listed companies is the subject of a separate contribution in this book. Since the adoption of the UN Sustainable Development Goals (UN SDGs), large companies have been providing more and more structured information about their sustainability goals and plans. On this basis, investments can also be made successfully.

In terms of consistency, it is important to find out whether analyst quotes pick up ESG information in a relevant way and tie future performance estimates to it, for example, and whether the media are able to create disincentives by exposing greenwashing, or goodwill through confirmatory analysis, which leads to increased sales or better quality of applications, for example. Both can be considered proven (cf. Hartmann 2021).

The analysis of analyst quotes from The Wall Street Journal, Financial Times and Handelsblatt, which are among the most cited business media worldwide, shows an enormous increase in the importance of ESG-related topics in the statements of financial analysts for a number of industries.

UN Sustainable Development Goals (in %)



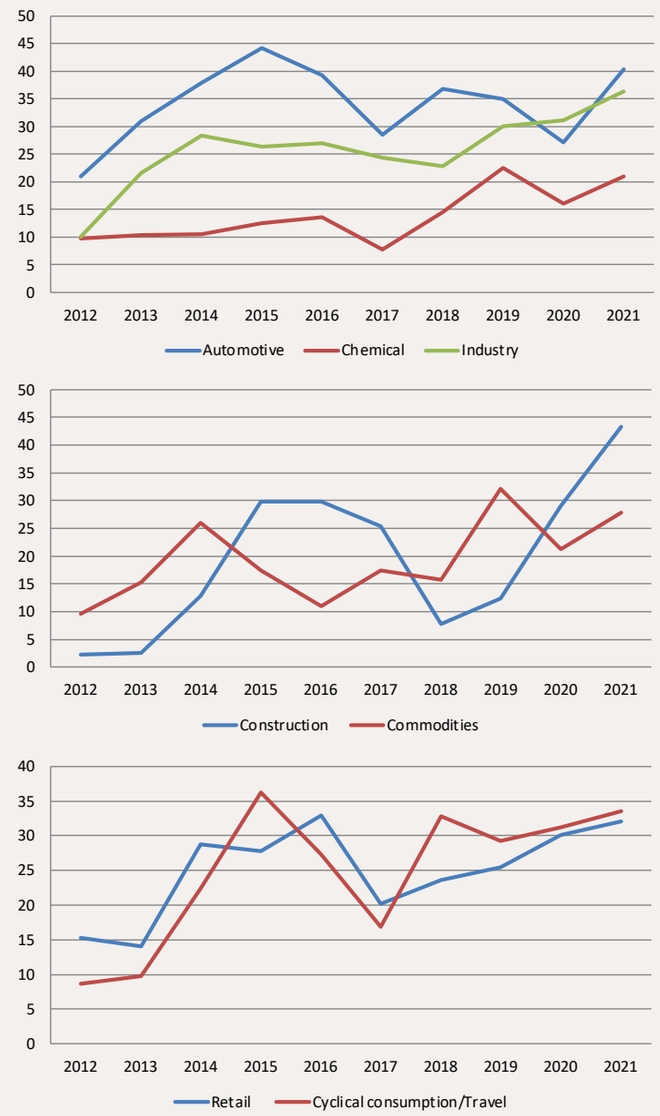
Source: Media Tenor International for the UNGSII Foundation. Basis: Coding of financial annual reports with regard to the 17 UN SDGs and the 169 subgoals.

For the automotive industry, the diesel scandal in 2015 represented a turning point; since then, the share of ESG topics has mostly been between 30 and 40 percent. In the chemicals sector, the share of ESG citations has more than doubled since 2012; the question of petroleum-free processes in the plastics industry or CO2-neutral production have moved strongly into focus.

In analyst communication on the construction sector, ESG citations hardly played a role next, but this has changed significantly with the Paris climate agreement in2015. In the case of raw materials, the question of human rights in the supply chain is increasingly playing a role.

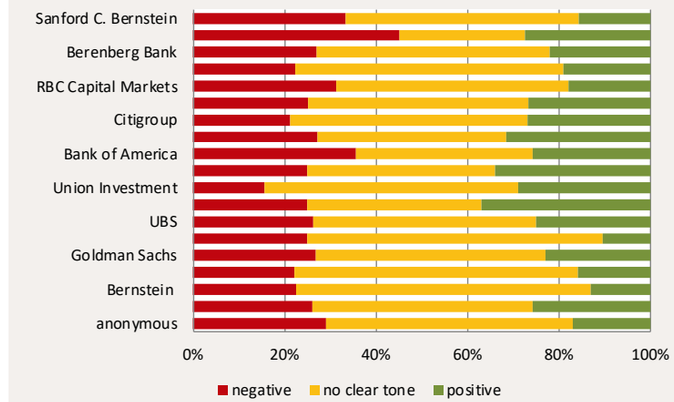
The increase in ESG citations is particularly dynamic in consumer-related sectors such as retail and cyclical consumer/travel. A detailed analysis by banks and financial services providers as originators of analyst citations shows a broad picture of approval and negative assessments. At present, it is not possible to speak of a positive analyst bias that would present sustainability opportunities at companies in an overly positive light.

Share of ESG issues in analyst citations on various industries (Proportion of all topics in %)



Basis: Media Tenor International. 562,905 statements by quoted analysts in The Wall Street Journal, the Financial Times, Handelsblatt

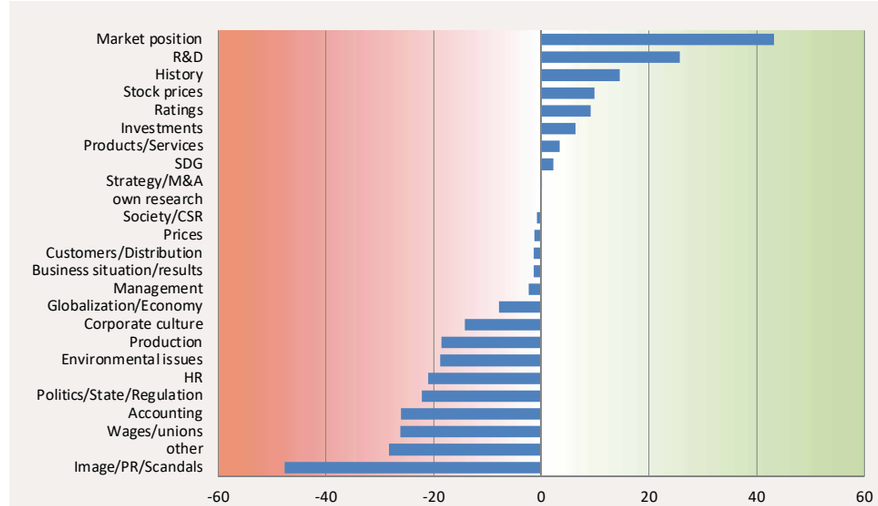
FINANCIAL MARKETS



Basis: Media Tenor International. 562,905 statements by quoted analysts in The Wall Street Journal, the Financial Times, Handelsblatt

Tone of reporting in ESG-related analyst quotes by source

Media valuation of companies and industries 7/2019–12/2021 in international leading media (Balance of +/- media rating in %)



Basis: Media Tenor International. Analysis of 364,569 posts about companies and industries in opinion-leading international media (TV, broadsheet, business media)

IS THE MEDIA DOING ITS PART, OR IS GREENWASHING BEING SUPPORTED HERE?

The overall evaluation for the last two and a half years gives no reason to fear that the media have lost their ability to critically evaluate information from companies. This does not mean that everything is correctly examined and questioned in individual cases. But the positive ratings are where one would expect them to be: in research and development, in market position (especially after acquisitions and in connection with successful digital business models), in share prices, innovations or products.

The picture is (only) just positively balanced when it comes to companies' efforts in the area of the 17 UN Sustainable Development Goals. In other words, the media are just as likely to give negative as positive ratings here. The picture is even more critical in the area of production and environmental issues, or when action is taken against standards or expectations in human resources management.

While a race for standards in the area of sustainability data has begun internationally and the number of ratings and certificates is gradually becoming confusing even for experts, a consistent picture of companies and industries can be achieved from the triple jump of self-communication, analyst quotes and critical media analysis.

[1] Hartmann, J. (2021). Toward a more complete theory of sustainable supply chain management: the role of media attention. Supply Chain Management. An International Journal 26/4 (2021) 532–547

Matthias Vollbracht

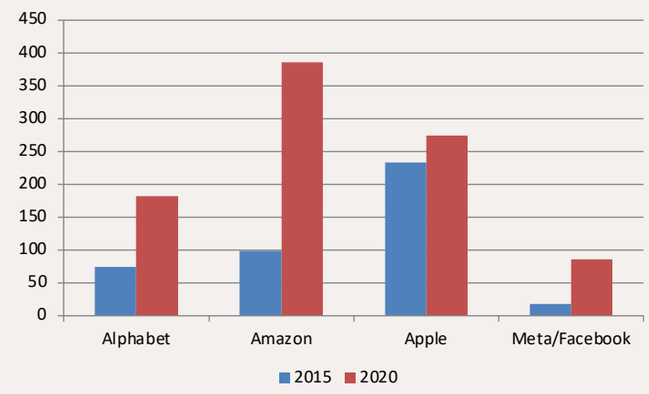
BIG TECH BUSINESS MODEL HITS ACCEPTANCE LIMITS

The COVID-19 pandemic has brought an unexpected growth spurt for many digital business models. This has been exemplified by Amazon's revenue. In 2019, the world's largest online retailer reported sales of US$245.5 billion; in 2020, the figure was US$386 billion. While sales in each of the previous years increased by around 40 billion, the increase from 2019 to 2020 was 141 billion. Comparing sales from 2015 and 2020, with the exception of Apple major technology companies have grown to new levels. This is particularly interesting in the case of Alphabet/Google and Meta/Facebook, because practically no physical goods are traded by these companies. Instead mainly targeted and, as far as possible, personalized advertising is sold on the basis of user data tracking.

The jump in the revenue development of the major technology companies between 2015 and 2020 is more differentiated when looking at the annual growth rates. A negative trend is emerging for Alphabet and Meta/Facebook, with only Amazon seeing an upward jump from 2019 to 2020. Apple's development is unsteady, with the company recording negative growth rates in 2016 and 2019.

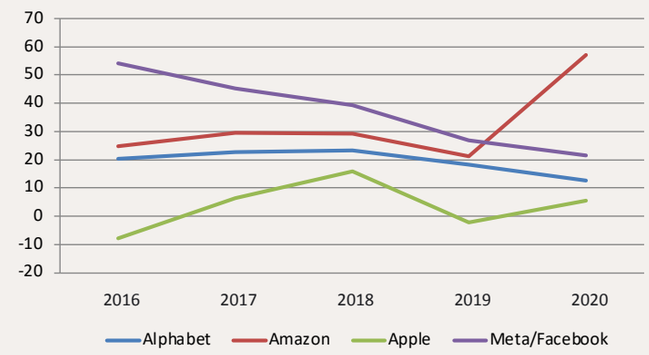
What are the possible future prospects in the development of these Internet giants? The question here is not to be considered from the product and technological side, but from the acceptance/reputation side. In the past, the online advertising and content business, as well as international online commerce, has often been ahead of regulation. Regulation in terms of taxes, competition rules, safety, and quality standards usually reflects an interest in the common good of society, which is not considered over the individual benefit of customers (for example, advertisers with a desire

Sales in billions of U.S. dollars



Source: Annual reports of the companies

Growth compared to previous year in %



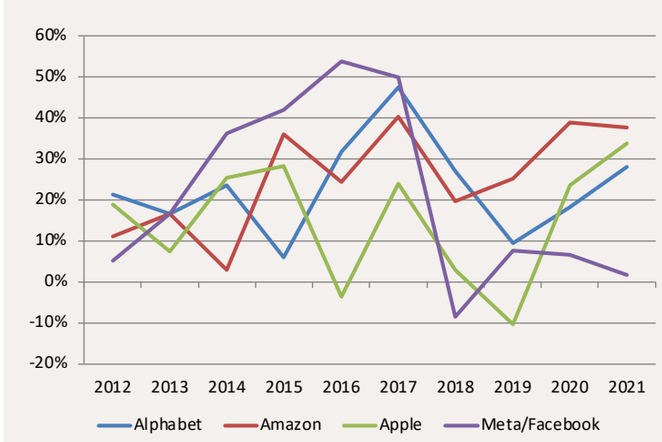
Source: Annual reports of the companies

to reach target audiences), or users (of services provided virtually for free, such as social platforms or mail access).

Analyst quotes in The Wall Street Journal, Financial Times and Handelsblatt have shown a clear positive trend for Meta/Facebook, Amazon, and Alphabet until 2017, after which the picture became more differentiated. At Facebook, there was a real crash in sentiment after the data scandal with Cambridge Analytica. Sentiment at the other companies has improved again since 2018, but has not reached the highs seen before 2016.

The cautious sentiment, however, has been based on slower growth rates rather than concerns over the risks of the business model. This is demonstrated by the roughly 25 percent drop in Meta's stock price on Feb 3, 2022 in what Forbes calls the "worst trading session in history – after the company's dismal quarterly earnings report showed declining users and surging expenses related to the company's metaverse project."[1]

Sales in billions of U.S. dollars



Source: Annual reports of the companies

At Alphabet, analyst sentiment was very positive until 2017, then declined significantly and has recovered somewhat since 2019. Behind the more cautious assessments are probably uncertainties about the outcome of antitrust and competition lawsuits, which, having started in Europe, are now also being pursued in the U.S. and other countries by government and private parties (e.g., CNBC 18.12.2020).[2] Google/Alphabet has been fined heavily by the EU Competition Commission several times in recent years: €2.4 billion in 2017 for discriminating against competitors in product search, €4.3 billion in 2018 for coercing smartphone manufacturers to pre-install an app package, and €1.5 billion in 2019 for abusing its dominant position in online advertising.[3]

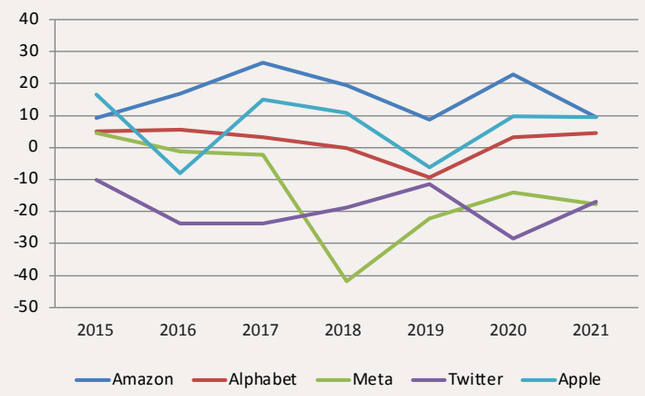
It is therefore no wonder that the Alphabet/Google annual report now contains extensive risk information in this regard.

At Amazon, there are also antitrust and competition lawsuits, in addition to proceedings in Europe for violations of the General Data Protec-

tion Regulation. According to enforcementtracker.com, DSGVO-related fines totaled nearly one billion euros in the third quarter of 2021. Of that, Amazon's European headquarters accounted for 746 billion and Meta/Facebook subsidiary Whatsapp Ireland for 225 billion.[4] Social debates have also arisen over the tax payments of Amazon and other digital companies. While local retailers have limited ability to dodge their tax liability, Amazon paid only $791 million in federal taxes on $26.5 billion in pre-tax profits in the U.S. between 2009 and 2018, a tax rate of three percent, according to calculations by the Institute of Taxation and Economic Policy.[5] Partly as a consequence of such facts, 136 countries led by the OECD have decided to introduce a minimum tax rate of 15 percent on corporate profits starting in 2023.[6]

Does the media picture provide any clues as to the further development of big tech?

Balance +/- rating in leading international media (in %)

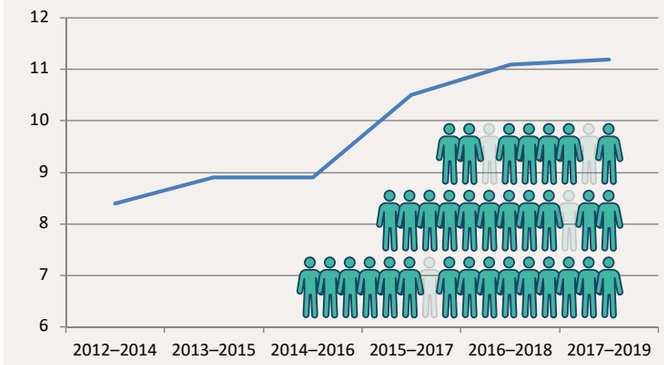


Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press)

In view of the great sales and profit momentum in which business success is expressed, it is surprising at first glance that, with the exception of Amazon, the major technology companies are only portrayed positively to a limited extent. The balance of positive and negative ratings barely goes above +10, which has been shown to be a resilient minimum value for a good image.[7] For Meta/Facebook, the image really plummeted in 2018. That's when the media revealed the scandal surrounding Cambridge Analytica, a consulting firm that served the Trump election campaign team, among others, and used Facebook data for personalized election advertising.

The accusations in this context were directed against illegal data collection by Cambridge Analytica, against the involvement of non-Americans in the U.S. election campaign, and against Facebook's unwillingness to take action against the data leak.[8] Since then, Meta/Facebook has failed to move past the negative ratings. In 2021, a new wave of allegations was added by whistle-blower Frances Haugen, according to which Facebook, for profit interests, was not doing what it could to curb criminal activity via the site. At issue is also the question of what influence the content suggested and disseminated by the algorithms has on the mental health of users, for example with regard to eating disorders among teenage girls.[9] Some researchers now attribute to social media use an influence on the suicide rate among teenagers in the U.S., which has risen in recent years.[10]

Suicide rate per 100,000 teens in the U.S.



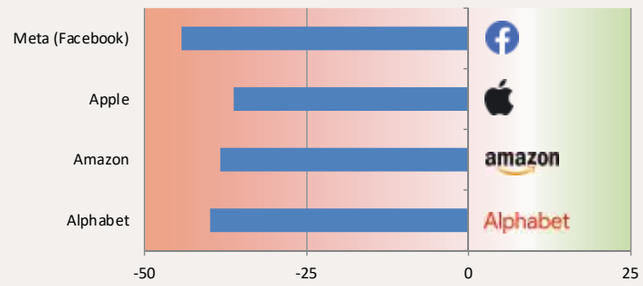
Basis: United Health Foundation. America's Health Ranking[11]

Some shareholder representatives have submitted motions for the upcoming Annual General Meeting to fundamentally change the company's governance structure, which until now has ensured Marc Zuckerberg's control as CEO and Chairman through special voting rights.[12] Shareholders from churches and faith communities in particular are expressing concern about the governance structures and effectiveness of measures to reduce harm by the company.

A detailed analysis of the image factors that together make up the reputation profile of big tech companies reveals where reputational risk is a limiting factor and where companies are more likely to be perceived as constructive enablers.

Reporting on accounting is not the focus, but is of particular importance in view of the breezy valuations of technology companies, as demonstrated not least by the Wirecard scandal. The image of the companies considered here is predominantly in negative territory, with Amazon being the only exception.

Balance of +/- media ratings to politics/state/ regulation issues (in %)

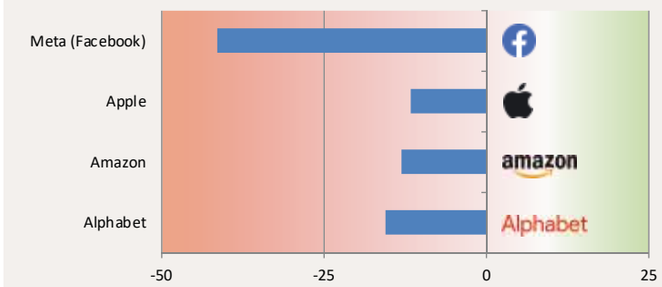


Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

The biggest area of conflict among the ESG topics is the area of politics/ government/regulation, which also includes lawsuits and court cases. The balance of the ratings here is beyond -30 for all companies, with a large excess of negative over positive ratings. These ratings are a clear signal of mistrust with regard to, for example, the announcement by Facebook/ Meta that it is practically building a parallel Internet world with the Metaverse. This field also reflects competition concerns and accusations of abuse of market power.

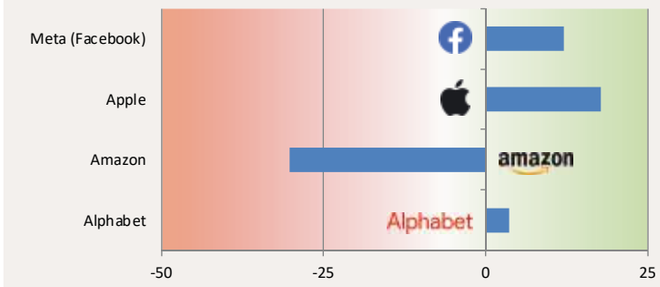
Another sensitive area in the ESG ratings are topics relating to the production of services, but also data protection issues. In this area, too, the balance for all companies is negative. While at Apple, for example, the issue in the past was decent working conditions at Chinese suppliers, at Meta and Alphabet issues relating to the functioning of the algorithms and the production of services offered play a major role – see the reference to the antitrust fine in Europe.

Balance of +/- media valuations to production, data protection (in %)



Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

Balance of +/- media valuations to environmental issues (in %)

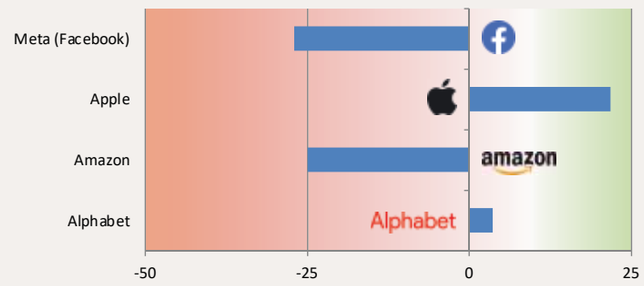


Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

When it comes to environmental policy and environmental protection, the media have a mixed record. Amazon is portrayed as having a particularly negative impact on the environment – in line with critical statements in the media about the environmental balance of the mail order business, and more significantly about the unavoidable returns. The image of Meta/Facebook and Alphabet is more positive, with reports of projects to use green electricity or build environmentally friendly data centers, for example.

When it comes to the field of employees, a central aspect of the "social" of ESG criteria, the media record for the major technology companies is very mixed. Amazon and Meta / Facebook were, for different reasons, portrayed in the leading media in a way that was predominantly critical

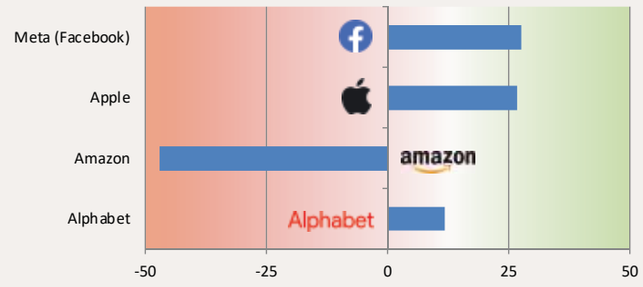
Balance of +/- media valuations to corporate culture (in %)



Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

with regard to their corporate culture. In the case of Meta / Facebook, these are different aspects, such as, for example, allegations of discrimination against women or non-white employees (e.g., Guardian 28.5.2019). With regard to reports on pay, union relations, and collective bargaining policies, the media show great skepticism towards Amazon. On the one hand, the corporation created a total of approximately one million new jobs worldwide between 2015 and 2020. On the other hand, entry-level wages at its shipping centers in Germany are barely above the legal minimum wage.[13] Media reports on attempts by the company to hinder or prevent the unionization of employees have also resulted in a negative image.

Balance of +/- media valuations to wages, union relations (in %)

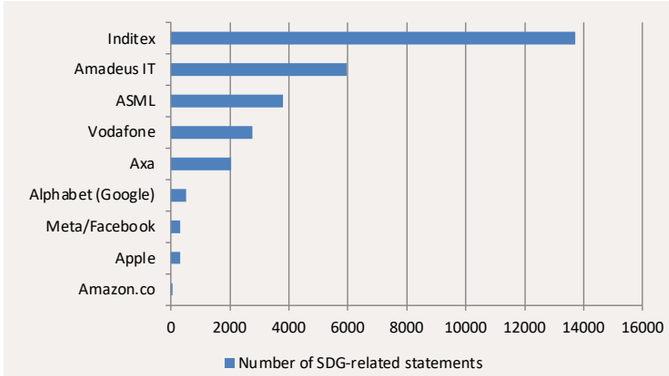


Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

In addition, media criticize the continuous performance monitoring of employees or things like "release days" where temporary employees are told that their contracts will not be renewed because they signed performance targets.

What information do technology companies provide in their audited financial annual reports compared to other leading companies in different sectors? The extent of information provided on the United Nations Sustainable Development Goals (SDGs) can be understood as a proxy for SDG commitment, the management focus on broad sustainability goals.

SDG commitment in annual financial report 2020

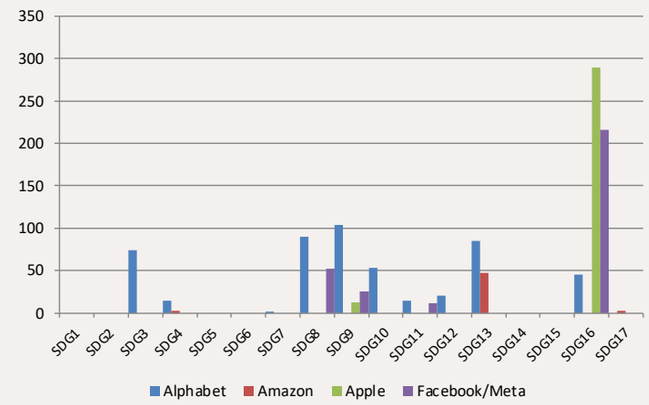


Basis: UNGSII/Media Tenor. Statements related to the United Nation's Sustainable Development Goals in annual financial reports

In terms of quantity, it is striking that all five companies contribute little in the way of concrete information; the least amount of information can be found in Amazon's annual report. In contrast, other technology companies such as Amadeus or ASML provide their shareholders with very detailed information.

A breakdown of the content of the various SDGs shows that sustainability-oriented investors have difficulty identifying clear signals on the basis of the information disclosed in the annual report. The largest number of disclosures is on SDG16 (Peace, Justice, Strong Institutions), and it is conceivable that this is primarily information intended to appease competition watchdogs, regulators, and politicians. When it comes to concrete benefits for a broader global population, the picture is much less sharp. Google/

SDG Commitment 2020 (number of statements on individual SDGs)



Basis: UNGSII/Media Tenor. Statements related to the United Nation's Sustainable Development Goals in annual financial reports

Alphabet has some focus on health issues (SDG 3), as well as on the issue of job creation and infrastructure. This is not absurd in light of Google's key role in opening up customers via the network. Amazon, on the other hand, only has an emphasis on the topic of climate protection. Overall, this level of information is unlikely to impress critical investors or impact investors.

In summary, it can be concluded from media analysis, examination of analyst quotes, and company annual reports that the major technology companies have not yet adequately taken up a leadership role in priorities on politics, society, and among sections of investors focused on sustainability. Given the pent-up reputational risks, a simple "business as usual" is therefore a rather unlikely scenario.

[1] https://www.forbes.com/sites/sergeiklebnikov/2022/02/03/facebook-faces-an-existential-moment-after-230-billion-stock-crash/; accessed April 27, 2022.

[2] Google antitrust cases in U.S. and Europe: overview (cnbc.com)

[3] Brandt, M. (March 21, 2019). EU competition watchdogs condemn Google for 3rd time [Digital image]. Accessed 31 December 2021, from https://de.statista.com/infografik/10029/strafen-fuer-wettbewerbsverstoesse-in-der-eu/

[4] Brandt, M. (October 13, 2021). Amazon tops the GDPR top 10 [Digital image]. Accessed 31 December 2021, from https://de.statista.com/infografik/25449/fuer-verstoesse-gegen-datenschutzgesetze-verhaengte-geldbussen/

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Matthias Vollbracht

"PORTFOLIOS CONSISTING OF COMPANIES WITH GOOD NEWS FLOW ON ESG PERFORM BETTER."

5 Questions to Hans-Jörg Naumer, Director Global Capital Markets & Thematic Research AllianzGI

What were the most important sustainability trends in the financial market in 2021, what is the situation among clients, asset managers, and analysts?

Sustainability is firmly established in asset management and gained further momentum among private investors in 2021. A big, further step was that in December 2020, asset managers joined forces to form the Net Zero Asset Managers Initiative, an international group whose investment policy is to promote the goal of reducing greenhouse gases to zero by 2050. It now (September 2021) includes 128 signatories with $43 trillion in assets under management.

Another key date towards sustainability in investment was March 10, 2021, when the EU's Sus-tainable Finance Disclosure Regulation - SFDR came into force. The sustainability disclosure regu-lation. On this day, fund houses had to disclose what they thought about the sustainability crite-ria for funds so that they could be classified according to certain sustainability concepts. This is not only important for transparency, but has also incre-ased the awareness of investment advice in the direction of sustainability.

How robust is the ESG/sustainability data so far?

It is astonishing what has been invested in terms of quality and rating in sustainability data over the last few years, and is likely to continue to be invested. The main problem seems to me to be not so much data quality as divergence in assessment. Especially for active fund managers, there is a need to maintain their own analysis capacities in order to arrive at a qualified judg-ment when making investment decisions.

The results of the technical expert group on sustainable finance, which was set up by the EU Commission in 2018 and is due in 2022, will also be important. The taxonomy it has developed should provide important decision-making aids when it comes to classifying economic activities as sustainable or not.

What role does media information play in sustainability trends?

Media have a dual role, especially when it comes to sustainability: as agenda setters and also as disseminators of information. Awareness of the importance of sustainable investing is certainly already very pronounced in this regard, and is indeed also being driven by the regulatory side, but it always helps to emphasize that this is not a fashion, but an ongoing trend.

Media news feeds into the assessment of ESG risks very directly (e.g., also from the point of view of possible reputational losses) and has an impact on price formation. For example, I was able to demonstrate that ESG-related news prepared by Media Tenor affects the level of CDS spreads, and this varies by tone. For equity portfolios, I was able to show that portfolios consisting of companies with good news flow performed better than companies with poor news flow, and that this divergence was even more pronounced when ESG criteria were taken into account. In short, companies with better ESG ratings suffered fewer share price losses when the news flow was negative than companies with a mixed ESG rating.

Climate protection currently seems to be the most important sustainability issue on the capi-tal market. What development do you expect for 2022, and what for the next few years up to 2030?

Indeed, climate currently seems to overshadow everything, at least in terms of media attention. The financial industry has been very conscious of E, S and G for quite some time now, and has differentiated between them. In my estimation, the S is likely to be strengthened over the next few years, especially with a view to inclusive capitalism.

How long will it be before investment strategies along the SDGs become standard?

The integration of ESG itself is now an industry standard. This is also demonstrated, for example, by the development of the Responsible Investing Initiative. This initiative is made up of asset management/wealth management companies that have committed to basing their investment decisions on ESG criteria. The nearly 4,000 signatories of this PRI initiative ("Principles for Re-sponsible Investment") together manage approximately 120 trillion U.S. dollars.

The range of investment options is broad and also depends on the needs of investors. It starts with the approach of integrating ESG criteria under risk aspects when making investment deci-sions. This can then be carried forward into an SRI approach. In a Sustainable and Responsibility Investing approach, ESG risks are categorically excluded. The result is a focused investment uni-verse. This is followed by so-called impact investing. Here, deliberate attention is paid to ensur-ing that the investment has a positive impact on the environment. In addition, there are the-matic investment strategies that focus on individual SDGs or a bundle of them. In other words, the topic of sustainability, more broadly defined as an ESG approach, has already arrived in the mainstream today. The focus on the SDGs is likely to continue, but it is demand-driven and in some cases cannot be integrated 1:1 into all investment approaches.

The research pieces he mentioned are available at www.ssrn.com.

Dr. Hans-Jörg Naumer, Director Global Capital Markets & Thematic Research, Allianz Gobal Investors

Matthias Vollbracht

HOW TO CREATE VALUE FROM AND WHILE BECOMING SUSTAINABLE

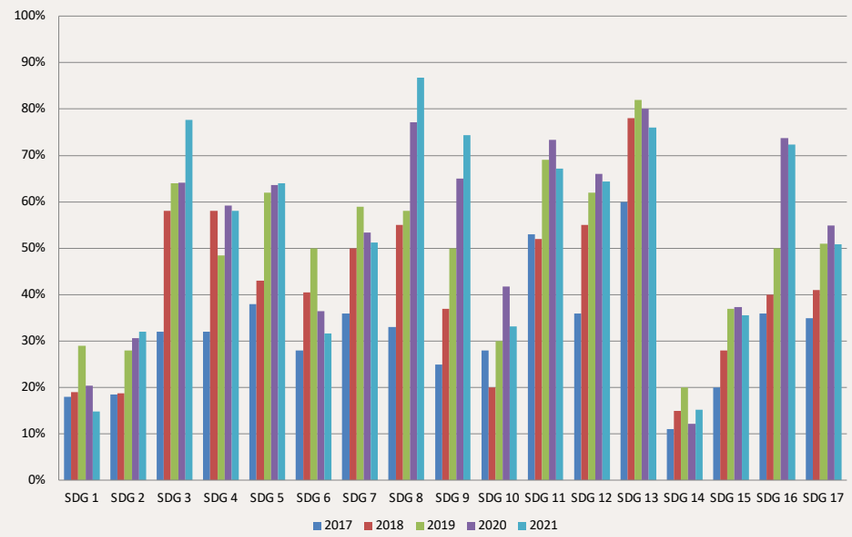
The trend analysis examines which sustainability positioning can currently be observed in the corporate sector. On the one hand, it looks at companies' own positioning in their financial annual reports, and on the other hand at information in the media. The perception of the population is mainly influenced by two phenomena from the media side: news shocks (e.g., scandals, BSE, oil spills), which are events that get a lot of attention in the short term, and longer-term trends in which a topic regularly returns to the agenda.

Scientific research (e.g., Prof. Julia Hartmann, EBS) shows that sustainability is perceived as a "hygiene factor" by most consumers. There is a subliminal assumption that the origin of goods is "okay" until proven otherwise; then a reorientation takes place if necessary. It is therefore difficult for large and established companies that were not founded out of a genuine sustainability goal to pursue and communicate a strategy with which they can successfully set themselves apart from the competition in order to be perceived as clearly more sustainable. This is especially true if the goods become more expensive as a result.

The trend analysis shows that after a strong focus on climate protection, the sustainability commitments of the top companies have recently become broader. Sustainable consumption and supply chain are now also standard, but there are also fields that are still barely covered. In general, the tone of communication around the UN SDGs is more solution-oriented and positive than in the field of classic ESG topics.

Financial analysts are increasingly emphasizing ESG/SDG issues in their assessments. Fossil fuels, technologies, but also downstream products (e.g., plastics) are increasingly critically assessed. Supply chains are "politically charged" (e.g., China) and companies are assigned individual moral responsibility. There is still room for (positive) surprises in various topics and also in regard to Africa and Asia.

Proportion of large listed companies commenting on specific SDGs in the financial annual report in percent per SDG (annual reports 2017–2021)

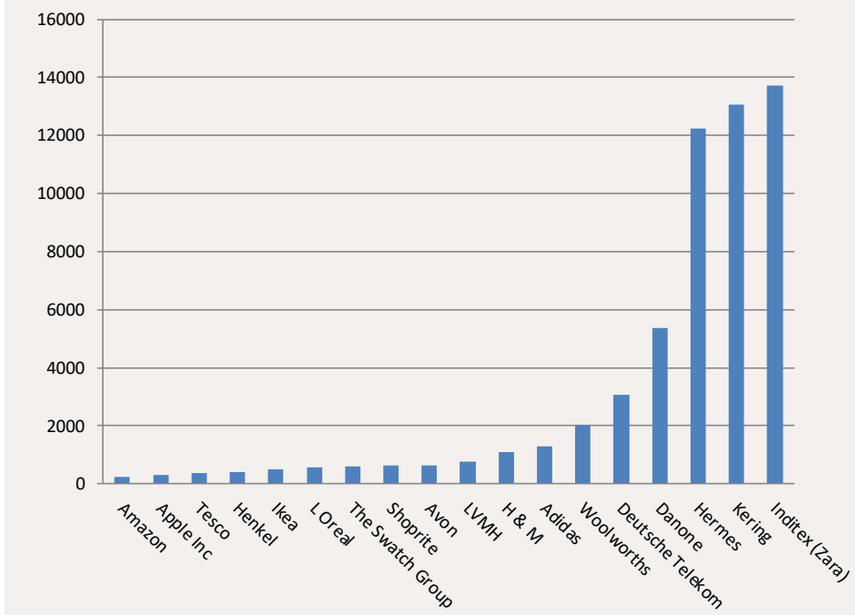


Source: Media Tenor International for the UNGSII Foundation. Basis: Coding of financial annual reports with regard to the 17 UN SDGs and the 169 subgoals.

OWN COMMUNICATION (COMMITMENT) OF ESG ISSUES INCREASES

Following the adoption of the UN SDGs in 2015, the 17 Sustainable Development Goals (SDGs) and their 169 sub-goals have become an important element of companies' own communication to their shareholders and stakeholders. Nearly 100 percent of all large listed companies now report on their climate protection measures. Aspects such as the fight against poverty and modern slavery as part of supply chains are also more strongly addressed. However, there are still goals that are relatively understudied, for example SDG 2, SDG 10, and SDG 14.

Number of statements (information units) on the SDGs and the sub-goals in the financial reports for 2020 (published in 2021) of selected companies



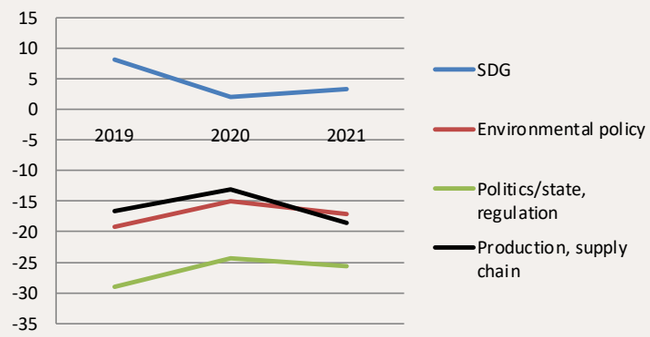
Source: Media Tenor International for the UNGSII Foundation. Basis: Coding of financial annual reports with regard to the 17 UN SDGs and the 169 subgoals.

Inditex provides the most comprehensive insight into the status quo and strategic plans with regard to the 17 SDGs. Luxury goods manufacturers and retailers such as Kering and Hermès have also recognized the importance of the SDGs in financial communications. In contrast, H&M and Ikea are more in the middle of the pack. Amazon has only slowly started to address sustainability as a topic in its financial annual report in recent years. Currently, Amazon is still far behind the competition in terms of transparency in its financial annual report.

SDG FRAMEWORK OFFERS SOLUTION-ORIENTED COMMUNICATION

The narratives disseminated mainly by NGOs but also by some political entities, see business as a problem rather than a solution to the main environmental and sustainability problems. This is usually attributed to the profit motive. In stark contrast, the SDG framework offers companies an opportunity to communicate and engage with other stakeholders in a solution-oriented way. This also applies to the Otto Group. The positive framing lies in the nature of the formulated goals, which are intended to bring more well-being for all.

Assessment of companies and industries on selected reputation factors 7/2019–12/2021* in leading German media (Balance of +/- rating in %)



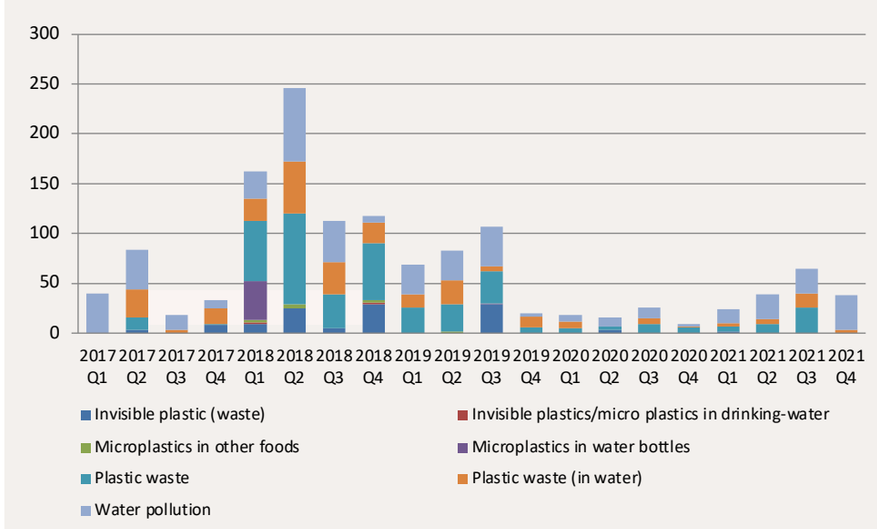
Source: Media Tenor International. Basis: 202,870 articles in 20 leading media. * December not yet fully evaluated

PLASTIC DEBATE PICKS UP AGAIN AFTER CORONA

With the UN Oceans Conference in spring 2018 and campaigns by NGOs such as ORB Media, plastic pollution has now risen above the perception threshold for an international audience on TV evening news. Relatively high levels of media attention persisted through the end of 2019. Agenda-cutting occurred during the COVID-19 pandemic, and recently coverage has picked up.

Plastic prevention and recycling remain important to the media. Biodegradable plastics are still a niche topic.

Coverage of plastic waste and water pollution in international TV news 1/2017–9/2021
(Number of contributions on the above topics)

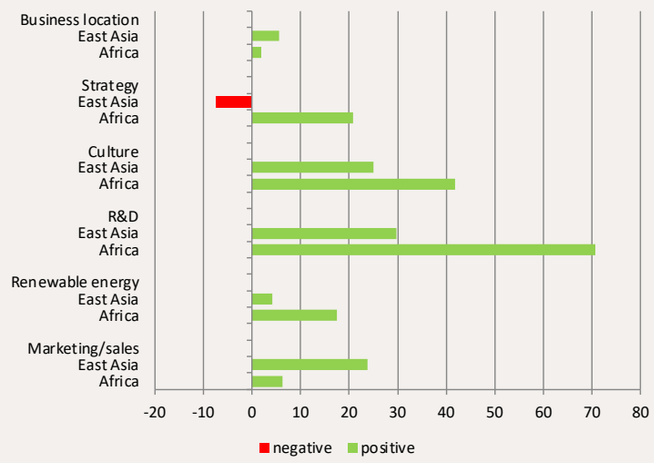


Source: Media Tenor International. Basis: 1,328 reports out of 1,014,550 articles about protagonists in international TV news

GO FOR SURPRISE WHEN IT COMES TO SUSTAINABILITY ISSUES

The largest number of reports on emerging markets in the German media have negative connotations. Accordingly, there are medium to high reputational risks for many topics along the supply chain. However, the overall analysis over several years also gives clear indicators where positive surprise is possible through the occupation of niche topics. This relates, for example, to R&D, location decisions, strategy, alternative energy and development of local markets, and indigenous cultures in relation to Asia and Africa.

Evaluation of Protagonists in German Leading Media with Regard to Coverage of Africa and East Asia by Subject Area



Source: Media Tenor International. Basis: 322,689 posts in 19 media

Roland Schatz

THE MORE RESPONSIBLE, THE MORE PROFITABLE

Interview with Phoebe Koundouri, Professor at the Athens University of Economics and Business

We are almost midterm since the 193 heads of states declared the SDGs as their «compass» for each nation. As UNSDSN is the brain behind the annual rankings regarding progress and achievements: Where do we stand in general after 8 years?

The 17 Sustainable Development Goals, introduced in 2015 by the United Nations General Assembly, are interrelated and universal goals that cover all three dimensions of sustainable development: economic, social, and environmental.

If we look at the countries' progress from 2015 until today, we observe continuous improvement. The acceptance of SDGs and the engagement of states, agencies, businesses and civil society has been truly impressive.

But this was the case until the Covid-19 broke out. The pandemic and the health measures that accompanied it had severe social and economic consequences in every corner of the globe. Many of the indicators we measure SDGs were negatively affected, first recorded in the Sustainable Development Report of 2021. But I'm afraid that we do not yet have a complete picture of the adverse effects of the pandemic, as in many countries, the data have not yet been integrated into official statistics.

Which countries surprised you the most and why?

If we look at the ranking of countries from the Sustainable Development Report of 2021, we notice a clear superiority of Europe in achieving the SDGs compared to other regions. The top three positions are held by Scandinavian countries (Sweden, Finland, Denmark), while in the top 20, there is only one country (Japan) outside Europe. This, of course, does not happen by accident. Apart from its determination to act on climate change and to create a better and more just future for all, Europe has adopted Policies, Laws and Regulations for the implementation of the SDGs. This is very promising, and Europe can be an example of leadership in Sustainable Development for the rest of the World.

The rest of the World follows next in the ranking. At the bottom, we see mainly African countries that demonstrate a poor performance in the SDGs overall but are significantly weaker on SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-Being), and SDG 16 (Peace, Justice and Strong Institutions). This is not surprising, as these countries have other fundamental issues related to survival and living conditions. Therefore, action for the transition to sustainability does not seem to be their priority.

With the SCR500 reaching already the 5th year in a row returns outperforming the MSCI World: had you expected the corporate sector willing to embrace the SDGs to this extend?

Indeed, according to SCR500: SDG Commitment Report, the vast majority of companies owned by the 500 most influential business organizations in the World include non-financial information on SDGs in their annual Reports. This undoubtedly indicates the Corporate Sector's interest in Sustainable Development and the scope of acceptance and impact of Agenda 2030.

Experience shows that companies operating according to ESG criteria, primarily aligned with the SDGs, are more profitable and more shock-resistant than others. That's why investors now recognize the importance of non-financial information in their investment decisions. Business executives should take the chance and embrace the SDG agenda and see it as a driving force for company strategies, innovation and investment decisions. Doing so makes good business sense and gives them an advantage over their rivals.

Where do you see room for improvement?

Improvements could be made on many levels. First of all, the competent regulatory and auditing Authorities should ensure the proper implementation of Sustainability Directives like the Regulation (EU) 2019/2088 on sustainability-related disclosures in the financial services sector and the Corporate Sustainability Reporting Directive (CSRD), which require large organizations to disclose information on the social and environmental impacts of their activities.

The EU Taxonomy sets specific criteria for labelling an activity as sustainable or not and is a handy tool for attracting sustainable financing. However, it is equally important to have a tool that measures the progress of both the private and public sectors towards ecological transition. In our recently published 2nd Annual Report as SDSN European Green Deal Senior Working Group on the European Green Deal, we propose an approach which consists of identifying and quantifying a set of enhanced KPIs, which can allow companies, as well as policymakers, to assess the environmental sustainability performance of new investments from a system-thinking perspective.

Another significant improvement would be reforming legal systems to require non-financial reporting on externalities. The more responsible, the more profitable the medium to longer-term companies are. The EU can manage a more holistic approach to reporting profit and losses encompassing ecological transition and the value of the different types of Ecosystems: Terrestrial, Marine, Freshwater, etc.

How about the finance and accounting sector – in a recent pole only 17% of employees in banks feel comfortable recommending investment products related to ESG/SDG – what can be done to speed up progress in these sectors?

During the 26th Conference of the Parties on Climate Change of the United Nations (COP26), which took place between 1–12 November in Glasgow, the discussions resulted in various significant achievements. One of them was the announcement by the International Financial Reporting Standards (IFRS) Foundation Trustees of the creation of the International Sustainability Standards Board (ISSB).

The objective of ISSB is the development of a comprehensive Reporting Standards set to meet the growing demand of investors for high-quality

information on climate matters and Environmental, Social Responsibility and Governance (ESG) issues. Common standards will enhance the transparency, reliability and comparability of ESG-related information.

But, responsible Corporate behaviour is not only about compliance with the generally accepted ESG standards or principles. The corporate World must understand the interconnected nature of SDGs and ESGs. Human Capital, Produced Capital, and Natural Capital are three interdependent types of Capital. A core component of natural Capital that supports the provision of environmental goods and services to people is Biodiversity. Thus, Companies need to quantify and account for their impact on it according to appropriate reporting standards.

Will this be one of the focus points for your conference this summer in Athens?

First, during the Workshop on Ancient Wisdom for Modern Challenges that will take place in July in Athens, we will Launch the SDSN Global Climate Hub in response to the escalating global climate crisis. Its mission is to deliver science-based recommendations to governments worldwide to reduce the effects of climate change and prevent further degradation. Experts from a wide range of sectors will help implement country-specific action plans endorsed and accepted by civil society.

In addition, one of the Sessions will be dedicated to "Climate Change, Ethics, and Education", during which questions will be raised about the relationship between humans and nature. It will also develop ideas on how we can decouple our Economies from Carbon and explain why nature-based solutions, global cooperation on climate education, and inclusive green pathways are vital to building resilient communities.

Announcing the Green Deal by the EU was already a mile stone. With the fundamental changes caused first through Covid and now the Russian war – had you expected these accelerating effects?

Both covid-19 and the Russian invasion of Ukraine demonstrated how interconnected the World is today. The modern economic system is structured so that the crisis that breaks out in a country is transmitted in one way or another to all parts of the earth and affects every aspect of economic and social life.

In our 1st Annual Report as SDSN European Green Deal Senior Working Group on the European Green Deal, we examined how the joint implementation of the 17 SDGs and the European Green Deal could promote recovery from the COVID-19 consequences sustainable manner. We have also shown that for countries to enter a sustainable path and have accelerated effects, they must make transformations by adopting a Systems approach. Such an approach recognizes that we have multiple instruments, such as public investments, income redistribution, elimination of subsidies to fossil fuels, etc., that should be combined to achieve numerous goals like economic prosperity, eradication of extreme poverty, climate adaptation, and others.

Systems Innovations is our proposed approach for the technological breakthroughs that will lead to major transformation in national and regional economies through the reorganization of industries. This strategy incorporates the latest advances in science and technology into national recovery and resilience strategies. Coherent contributions from a wide range of policy areas, such as innovation and research, industry and education, welfare, and trade and employment, must be made.

Our work in the Alliance of Excellence for Research and Innovation on Aephoria (AE4RIA), founded and chaired by me, is on the facilitation of a science-driven and human-centric transformation towards the joint implementation of the Sustainable Development Goals of UN Agenda 2030, the Paris Agreement on Climate Change and the European Green Deal. AE4RIA is an initiative for collaboration between research institutions, innovation accelerators and science-technology-policy interface networks focused on sustainable development.

AE4RIA's diversity of disciplines, as well as its interdisciplinary approach to solving complex issues such as the design of climate-neutral transition pathways under the Paris Agreement, allows us to either coordinate or participate as partners in numerous competitive research projects, mainly in the field of Sustainable Blue Growth, Water-Food-Energy Nexus, Climate Change Mitigation & Adaptation and Sustainable Finance and UN SDSN Sustainable Euro-Asian Seas Initiative.

What do you see still missing?

What is missing and crucial to having an effective transition to sustainability is the Capacity Building. Capacity building refers to the situation in which people or organizations acquire, enhance, or maintain the skills, information, tools, equipment, or other resources necessary to perform their jobs

efficiently. Additionally, it implies optimizing productivity and so leading to increased capacity.

Capacity building is achieved through Educational System, Customized training, Upskilling & Re-skilling and concerns all Stakeholders, i.e., Politicians, Policymakers, Financial Institutions, Business sector, NGOs, Civil society, etc. It can be considered an investment in the effectiveness and future sustainability of the community; therefore, a genuine engagement of all stakeholders, with the leadership of science and technology development, is crucial to transpose all pledges into Policies, Laws and Regulations, Institutional and Legal frameworks.

By 2024 all nations shall agree to SDG based metrix: UNSDSN is in the forefront working on improvements. What are the milestones to be reached in order to reach this ambitious goal?

A significant milestone to reaching the ambitious goal of SDG-based metrix is data quality. To this end, we first need to ensure that we obtain data characterized by consistency, free from biases, for the various indicators to be comparable across countries. And, of course, the data must be open-source and accessible to everyone.

Consistently with what I mentioned in a previous response regarding the measurement of externalities, I want to emphasize how crucial it is to have reliable measurements regarding the interaction of human activities with natural ecosystems. We always must keep in mind that the harmony between the use of natural resources and economic growth is a fundamental condition for Sustainable Development.

What could be road blocks and whom do you need to avoid them?

The main roadblocks are the lack of engagement from everyone and the absence of international collaboration. Through the implementation of the SDGs, the transition to sustainability requires enormous efforts, and no country can make it on its own.

All stakeholders need to understand what a science and technology-driven transition to sustainability is about and develop the required capacity and resources.

They must acknowledge their role in this endeavour and the benefits they may have. For example, companies need to realize that the most profitable are those that are more sustainable and innovative. Politicians need to recognize that the countries with the most remarkable growth and the best are the most sustainable. The financial World to see the benefits of green investments, like lower taxation, higher returns, demonstration of corporate social responsibility, etc.

Phoebe Koundouri is Professor at the School of Economics and Director of the Research Laboratory in Socio-Economic and Environmental Sustainability (ReSEES) at the Athens University of Economics and Business; Director of the Sustainable Development Unit (SDU) and the EIT Climate-KIC Hub Greece at the ATHENA Information Technology Research Center; President of European Association of Environmental and Resource Economists (EAERE), Member of the World Academy of Arts and Sciences (WAAS), Co-chair of the Network of Sustainable Development Solutions for Europe (UN SDSN Europe) and Greece (UN SDSN Greece), co-chair of the SDSN Global Climate Hub. She is also a member of the National Committee on Climate Change of the Greek Ministry of Energy and Environment, co-author of the Pissarides Report on the 10-year Development Plan for Greece and founder and scientific chair of the Alliance of Excellence for Research and Innovation on Aephoria (AE4RIA - https://ae4ria.org/). Personal website: www.phoebekoundouri.org

FINANCIAL MARKETS

Matthias Vollbracht

THE ECB HAS A GROWING CREDIBILITY PROBLEM

An analysis of reporting on the European Central Bank and economist quotes in German leading media

At the Global Investment Conference in London on July 26, 2012,[1] the then President of the European Central Bank, Mario Draghi, entered the history books, saying, "Within the scope of our mandate, the ECB is prepared to do whatever is necessary to preserve the euro. And believe me, it will be enough." With that whatever-it-takes statement, Draghi acknowledged that credible communication was needed to convince financial markets that the eurozone would not break up because markets had seen a significant gap in interest rates on euro countries' sovereign debt.

The markets calmed down, and the highly indebted euro countries have since benefited from lower interest rates and saved many billions in interest. This was possible because inflation has also remained low in parallel. Even during the COVID-19 pandemic, the ECB communicated that its major problem was achieving its self-imposed target of 2% inflation. In the meantime, there are clear indications that the ECB has lost a lot of credibility with its communication. This can be illustrated by some examples from the scientific media content analysis of the Media Tenor Institute (Zurich).

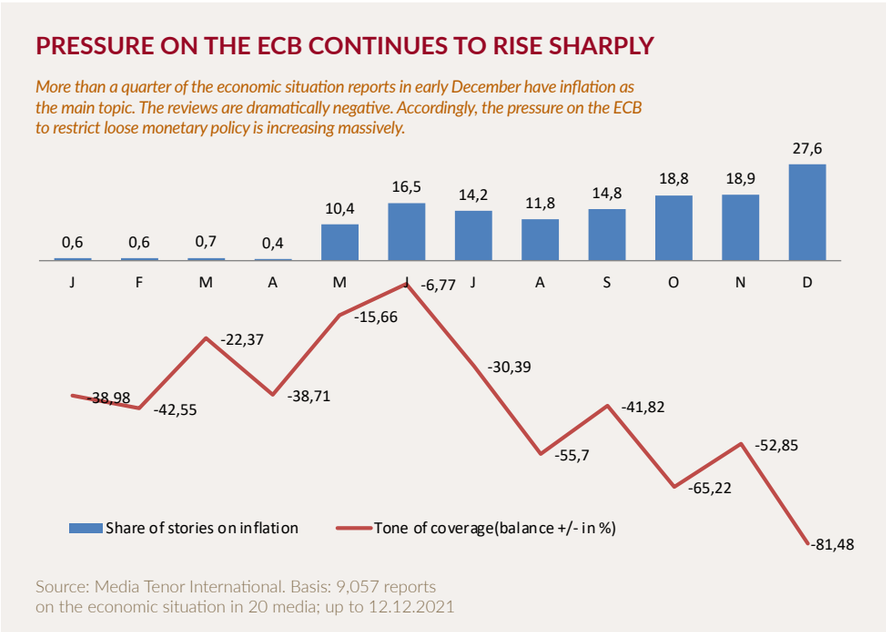
THE MEDIA HAVE GREATLY EXPANDED THEIR COVERAGE OF INFLATION

Up until April 2021, inflation played virtually no role in the presentation of the economic situation in Germany. Although significant price increases

in the real estate sector were reported, they were rarely presented as a macroeconomic phenomenon.

As of May 2021, however, the picture has turned. Alongside information on the economic climate, the labor market and the business location, information on inflation suddenly accounted for ten percent of all contributions on the economic situation. By the end of the year, the share had risen to 27.6 percent. Almost every third article dealt with inflation. In addition, inflation only received balanced framing in the media in May and June. During this time, there were still headlines that described price increases as a temporary problem. From July 2021, this changed significantly and the tone became harsher. By the end of the year, and even before the Russian attack on Ukraine, the balance of positive and negative portrayals was -81.48 percentage points.

Volume and tone of coverage on inflation in German media
(Topic Trends, January–December 2021)

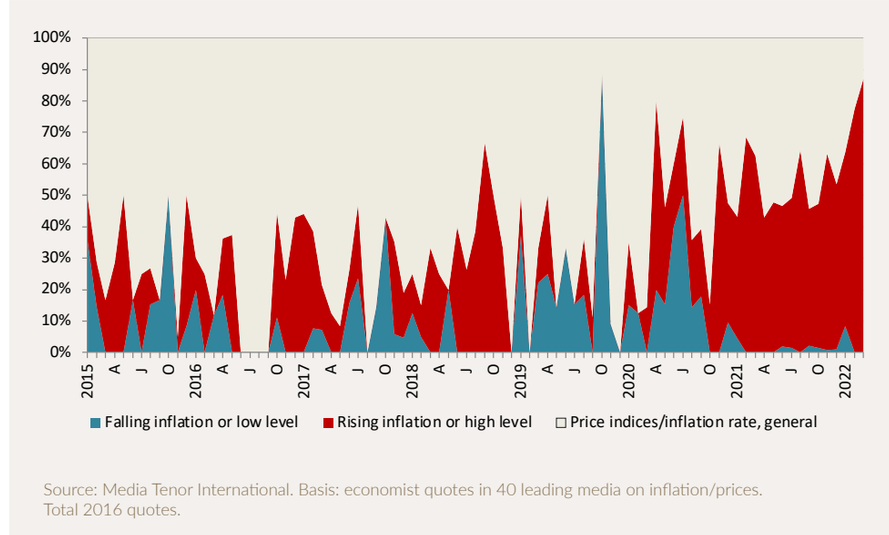


Source: Media Tenor International. Basis: 9,057 reports on the economic situation in 20 media; up to 12.12.2021

ECONOMIST QUOTES IN THE MEDIA CONTRADICT THE ECB'S COMMUNICATION

The view that government debt is a legitimate means of economic policy has also gained popularity in the media thanks to the supporters of New Monetary Theory. This suits many politicians. However, policies must be sold via the media if they are to serve to build confidence and win elections. For this, it is necessary that the other voices in the media, which are considered credible by the population, do not permanently and clearly contradict the communication of official bodies such as the ECB. Meanwhile, tracking all quotes from economists in 40 German leading media shows that the vast majority of economist quotes address rising or high inflation. The ECB's communication, which for a long time characterized inflationary trends as a temporary phenomenon, is at odds with this climate of opinion. As a result, the ECB is not only confronted with high attention and a negative media bias toward inflation, but also with a plethora of expert voices that directly or indirectly doubt the ECB's assessment.

Economist Quotes on inflation 2015–2022 in leading German Media

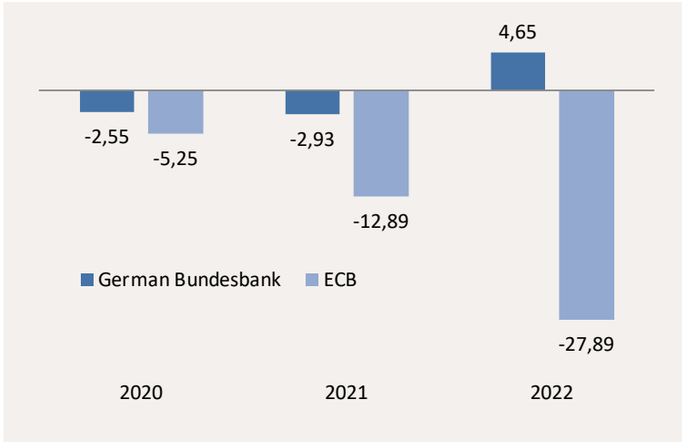


Source: Media Tenor International. Basis: economist quotes in 40 leading media on inflation/prices. Total 2016 quotes.

THE ECB'S IMAGE IS DETERIORATING

The gap in opinion on the subject of inflation ultimately plays a significant role in the ECB being directly criticized or also being called upon to swing its monetary policy. While the media image in 2020 was still almost balanced (overhang of negative over positive ratings of 5.25 percentage points), the balance in the first weeks of 2022 was -27.89. By contrast, the Bundesbank under its new President Nagel has seen its image in the media grow – especially as a perceived dissenting voice to the ECB.

Media image German Bundesbank vs. ECB (balance +/- ratings in %)



CONCLUSION

The ECB has the task of steering monetary policy in all euro countries. Their circumstances are still very different today, and a significant tightening of monetary policy could get some countries into trouble. However, the ECB cannot be indifferent to the negative climate of opinion in the largest economy of the euro zone. The predecessor of the current president has at least recognized this and courted the trust of Germans – not least through his appearance before the Bundestag in October 2012.

[1] https://www.youtube.com/watch?v=Pq1V0aPEO3c; abgerufen am 19.3.2022

DOMESTIC POLITICS (US/ UK/GERMANY)

DOMESTIC POLITICS (US/UK/GERMANY)

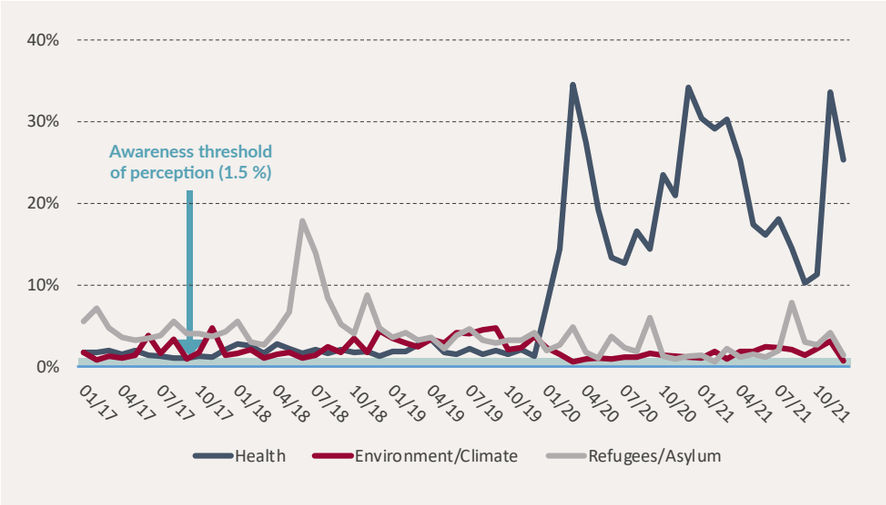
Kerstin Klemm

MEDIA ATTENTION OFTEN NOT PROPERLY DISTRIBUTED BETWEEN GOVERNMENTS, PARLIAMENTS, PUBLIC TRUST AND OPINION POLLS

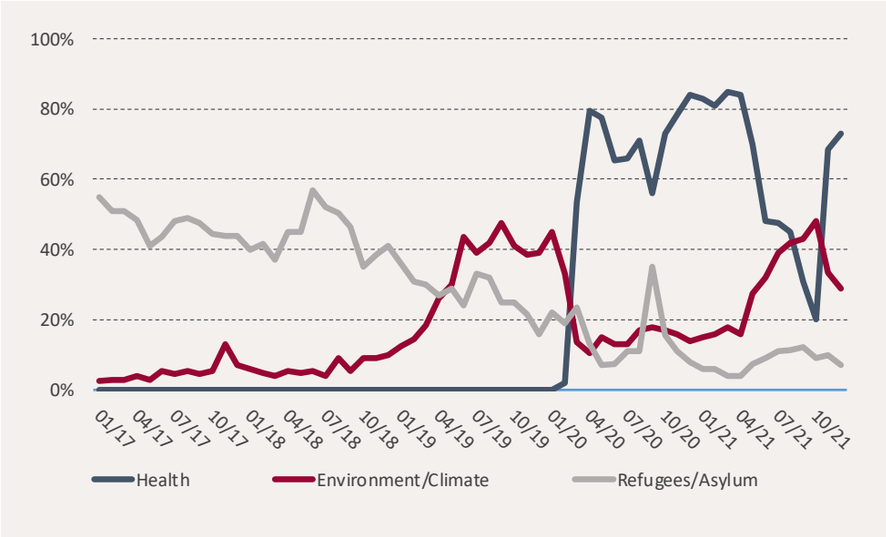
Despite the hype about social media and the internet, opinion polling shows that traditional media are still generally the decisive factor in who sets the national agenda. The topics that are discussed in families, amongst friends, in the office, and in schools from Zurich to Geneva and beyond, that people debate on Twitter or Facebook, can be most accurately predicted by analyzing what the national print media and television news (BILD, Spiegel, Tageschau and heute, ORF ZIB1, SRF Tagesschau) present to their readers or viewers. What these media do not cover will not appear in the top ten lists of current polls on the issues of concern to Germans, Austrians, and the Swiss. In the past two years, the all-dominant topic was COVID019.

The example of the German media and surveys shows this impressively: After almost two years of the pandemic and many certainties about the virus, in November 2021 COVID-19 and its consequences were still the most important problem for more than 80 percent of the respondents in regular polling by the German polling institute Forschungsgruppe Wahlen. In October, this figure was only around 20 percent. The risk did not change since the summer. Virologists predicted exactly this situation in the fourth wave. However, the media did not report on it nearly as intensively as in the first half of the year.

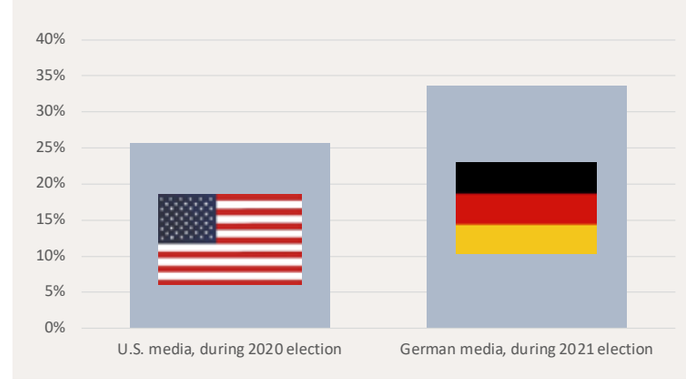
Share of coverage of the above topics in German opinion-leading media



Share of respondents who stated that the issue was an important problem in Germany (with two possible responses)



In the meantime, the Bundestag election campaign dominated the news coverage in Germany. But instead of focusing on the issues that had been sinking in for months and that concerned people beyond COVID-19, there was a lot of party bickering about candidates, posts, and internal party sensitivities. This, instead of explaining to people what they could expect from the parties and politicians standing for election over the next four years. The share of so-called "horse race" coverage in the German media was even higher in the 2021 election campaign, at over 30 percent, than in the US election campaign between Trump and Biden during 2020 in the US media:

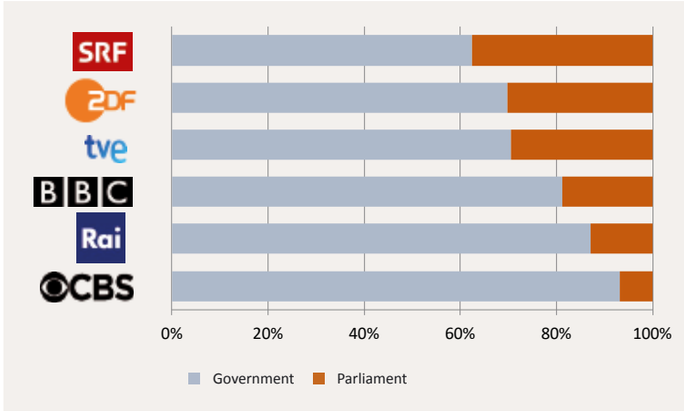


Focus on horse race topics

The COVID-19 pandemic and the reporting on it have turned the spotlight on to another problem: the role of parliament. Looking at the political situation from the highest level, the president of the Federal Constitutional Court, Stephan Harbarth, made it clear in February 2021 that pandemic policy had taken the wrong path. He felt it necessary to emphasize that essential decisions on pandemic control had to be taken by parliament and not by the executive branch, as had been the case for more than twelve months.

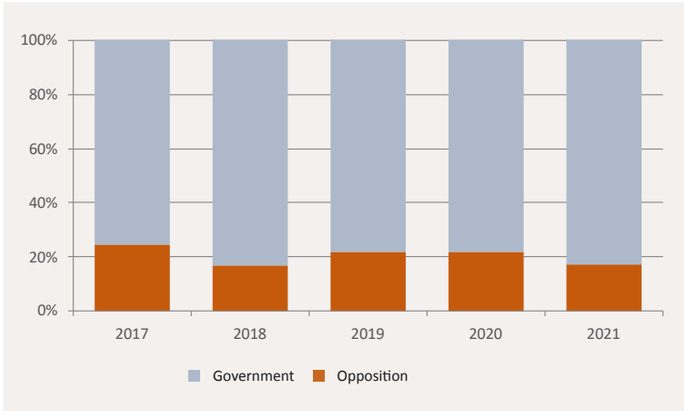
At the same time, this reveals a basic problem of reporting. Parliament and the opposition have always played far too small a role in the media. An evaluation of international TV news in the period between 2015 and 2020 shows that the government has a clear predominance in the coverage everywhere, with the discrepancy being particularly large in the U.S. news from CBS, while in the Swiss Tagesschau of SRF the parliament gets the most attention.

Long-term Analysis on Quality in the Media 2015–2020: Share of government/parliament in reports on politics in prime-time news



The relationship between the government and the opposition also reveals a major imbalance in reporting. During the period of the Merkel IV cabinet, for example, the opposition rarely got more than 20 percent of the coverage compared to the protagonists in the government from 2017 to 2021:

Coverage of political protagonists in the period of the Merkel IV cabinet: Share government (parties)/opposition (parties)

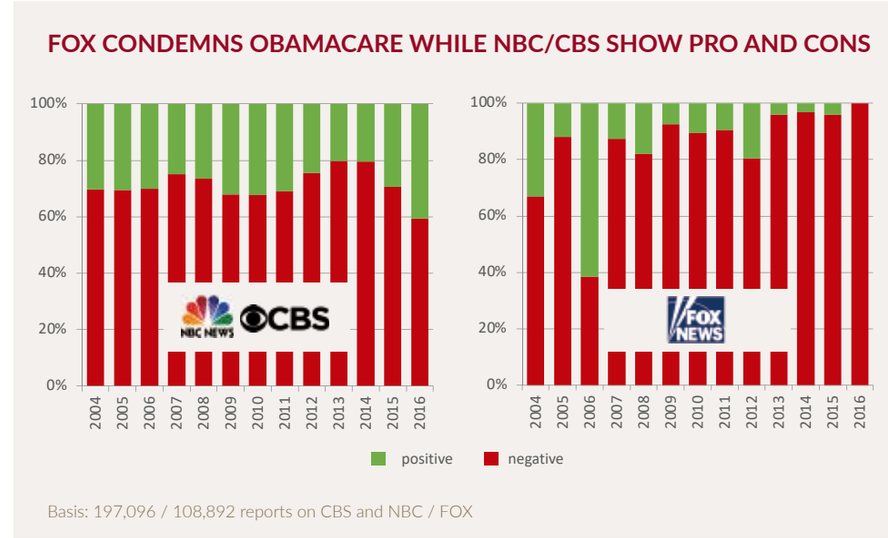


As long as significant parts of society no longer feel represented in this way, because the representatives they have elected do not get a voice and their concerns are not addressed, editorial boards should not be surprised that people get their information elsewhere or even turn away from the media completely.

News selection is also an essential piece of this puzzle. If news selection is no longer defined by the "report what is" maxim from Rudolf Augstein, the founder of the most influential German news magazine DER SPIEGEL, but by subjective weighting, supposed trends, or even by party preferences or comparable motivations, then it no longer becomes comprehensible for the audience what the news is truly about. It can even begin to seem arbitrary. A comparable valid basis is the conditio sine qua non from which opinions develop. The pandemic has also revealed this. If, after two years, it is still not possible to agree on which facts and figures adequately describe the pandemic, but new or different indicators are brought into play every day, the audience is left perplexed and confused and, in extreme cases, distances themselves from critical information.

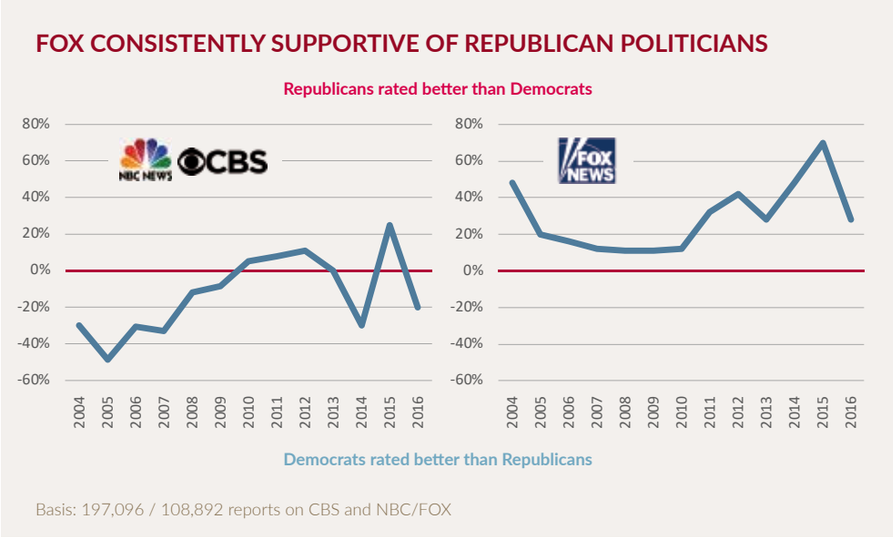
A good example of this was given a few years ago by the reporting of American broadcasters on the health care reforms in the U.S. initiated by President Obama.

Tone of Coverage on healthcare policy: CBS and NBC vs. Fox News
(January 1, 2004 – October 15, 2016)



Looking at the graphs, one should not assume that both newsrooms were based on the same information. Both newsrooms did address the problems related to the implementation of Obamacare, but one wonders on what facts the verdict presented on FOX was based. Nor can it be said that FOX basically cultivates an extremely critical discourse towards political actors. Republicans are generally portrayed much more positively than Democrats on FOX News.

Tone of Coverage of Republicans compared to Democrats – including the President: CBS and NBC vs. Fox News (January 1, 2004 – October 15, 2016)



We know what kind of discussions this kind of reporting led to in the U.S. and how divided the population has become as a result.

All these examples show how important it is to keep a constant eye on the quality of information in the media, especially when it comes to public broadcasters, which are currently being pilloried by a loud minority in Germany. Media Tenor published the first edition of the report on the state of information quality in Germany in September 2020. The continuous monitoring is intended to help media and journalists not to lose sight of their goal: To inform the reader or viewer as broadly as possible about what is happening so that they can form their own opinion.

James Bindenagel

BRIDGING THE GULF

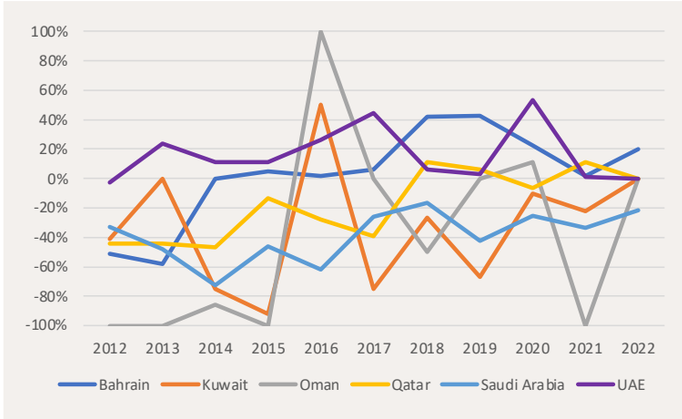
America's turn to Asia leads to new partnerships among the Gulf States

The abrupt withdrawal of American troops from Afghanistan and the end of the mission in Iraq manifests a process that is clearly leaving its mark. The US "Pivot to Asia" strategy, initiated under President Barack Obama, shifts more responsibility to the Gulf States for security in the region. While these states have responded positively, will this strategy work with zero US involvement? Together with Europe, the US should remain engaged in the region and avoid a vacuum filled by adversaries.

The American geopolitical shift towards Asia has caused the Gulf States to rethink their strategic positions. They have intensified efforts to improve their relations with old (arch) rivals. This strategic review has led to surprising tectonic plate shifts in foreign policy in the Middle East region in recent months, yet with positive implications for stability in the Gulf. For example, Saudi Arabia, together with the United Arab Emirates, Bahrain and Egypt, had isolated and imposed a trade embargo on Qatar to force it to renounce its support for Islamist forces. But after some lively diplomatic exchange, heads of state of Saudi Arabia and Qatar declared their willingness to intensify bilateral cooperation and strengthen security and stability in the region.

The troubled region has been a source of concern for decades and, dependent ultimately on an American security umbrella, is beginning to organize itself. However, after the signing of the Abraham Agreement, diplomatic channels between Israel and the United Arab Emirates opened with surprising speed, while concrete opportunities for cooperation in agriculture, food security, cutting-edge technology, health and renewable energy appeared within reach.

Images of Gulf Countries 2012–2022

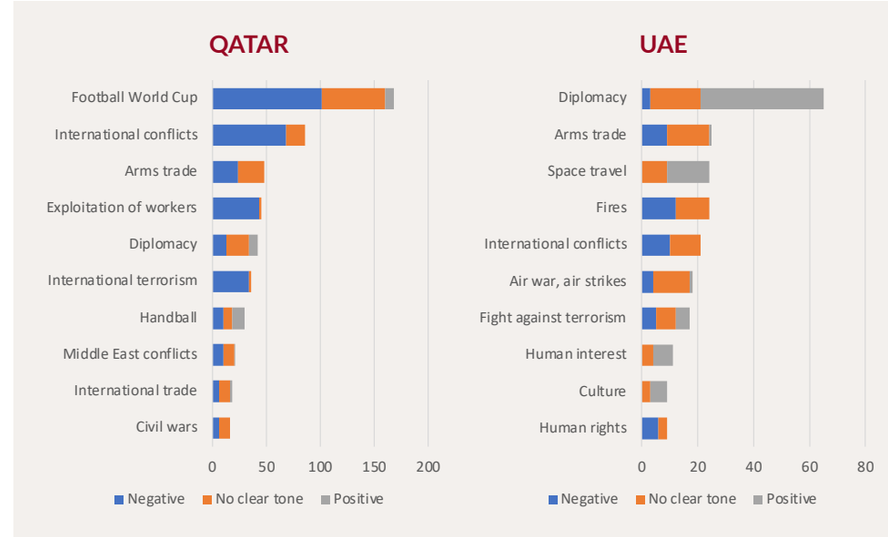


The tiny emirate of Qatar, which is smaller than Connecticut, is situated along the conflict line between Saudi Arabia and Iran. As a result, it has been loomed particularly large in its new role of fostering good neighborly relations. Qatar has the world's third largest natural gas reserves and the highest per capita income globally. It now focuses on dialogue as an alternative to wars and on the option of mediation in resolving conflicts.

Qatar recently demonstrated its willingness to help defuse the Afghanistan evacuation crisis last summer, when it emerged as a "hub for dialogue and the peaceful settlement of disputes." New foreign and domestic policy paradigms recently formulated by the Qatari emir emphasize this conflict-defusing role. That role should be a reason for the US, with Europe, to remain engaged in the region. For Washington in particular, Qatar is increasingly a helpful partner as a diplomatic mediator at a time when US priorities lie more in Asia. In addition to its diplomatic role, at al Udeid, the emirate hosts one of the largest American airbases outside the US. Furthermore, with his new regional diplomacy policies, the Qatari emir can offer more substantial support for continuing US and European efforts toward an active reshaping of security in the region.

Qatar and the US established diplomatic relations as early as 1972. Together they have carefully expanded the partnership include economic, scientific and political ties. Cooperation between universities in the two countries – there are hundreds of Qatari students in America and branches of six US universities in Qatar – has created an extensive people-to-people network; this provides crucial, mutual understanding and space for collaboration. The economies of Qatar and other Gulf States are currently

Topics regarding Qatar and UAE in comparison



undergoing a profound and sustainable transformation towards a modern, high-tech industrial knowledge society. The ongoing generational shift is also setting in motion a social transformation against the backdrop of an overwhelmingly young and well-educated population. Qatar can harness this generational change for deeper cooperation with the US.

However, with the World Cup planned to be held in Qatar, the Gulf state once again finds itself in the spotlight. FIFA's decision to hold the World Cup in the emirate in autumn 2022 remains highly controversial. Qatar should take the accusations of human rights abuses seriously and continue to work on improving the situation in the country to ensure that it retains its new and hard-earned strategic role. A boycott of the World Cup, which has been called for in Europe in particular, conflicts with European interests in regional stability. Would punishing Qatar or rather negotiating agreements to protect human rights be in the best interest of improving the human rights conditions in the emirate? Sustaining the dynamically changing geopolitics in the region puts the West in bind. A boycott risks abruptly halting social and political change in Qatar and the region and jeopardizes hard-won foreign policy ties. The adage that "sport unites" seems to be wise counsel. Negotiating around sports is an opportunity to

boost the region's positive social and political developments by deploying the best weapon for regional change: the soft power of the West.

US and European interests are best served by supporting social change to ensure longterm strategic cooperation with partners in the Gulf region, which is sure to further consolidate and expand well-developed trade relations. In the Ukraine conflict, too, Europe cannot ignore that its interests lie also in Qatar as a significant exporter of natural gas. The emirate can quickly step in with gas supplies if Russia uses its gas as political leverage and continues to curb its supplies to Europe. A model for such a backup rescue operation already exists: Eleven years ago, Qatar sent its gas tankers to Japan to mitigate energy shortfalls from the tsunami. The US remains a leading nation. Especially in such a rapidly changing world, it must remain an influential partner with Europe. The goal of the trans-Atlantic partnership can find purchase amid the swift transformations experienced in the Gulf States – a region ever more susceptible to confrontations with adversaries such as Russia and China.

The time is ripe for the US, together with its European and Gulf partners, to fill the power vacuum in the Persian Gulf and pursue a pragmatic foreign policy that corresponds to today's geopolitical realities and helps further defuse the complex conflicts in the Middle East. As a close partner of Washington and Europe, Qatar can be a bridge and platform for a continuing US security presence in the region. In relying on partners like Qatar and its neighbors in the Gulf, the West can prevent the vacuum from being filled by adversaries in the Arab world.

DIVERSITY AND INCLUSION

DIVERSITY AND INCLUSION

Matthias Vollbracht

INCLUSION OF PEOPLE WITH DISABILITIES LIKELY TO GET MORE RECOGNITION AT LAST

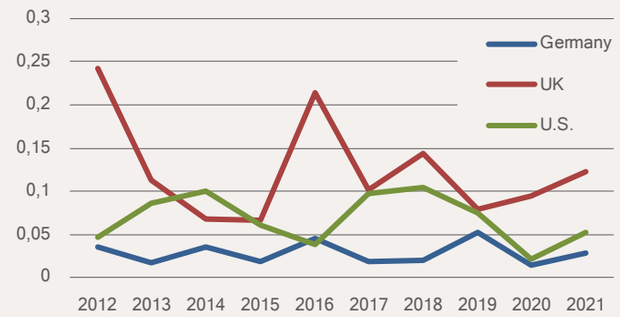
Fifteen years after the adoption of the UN Convention on the Rights of Persons with Disabilities, people with disabilities remain an exception in terms of visibility on the wide-reaching evening news, especially in Germany. But there are several reasons to believe this is changing.

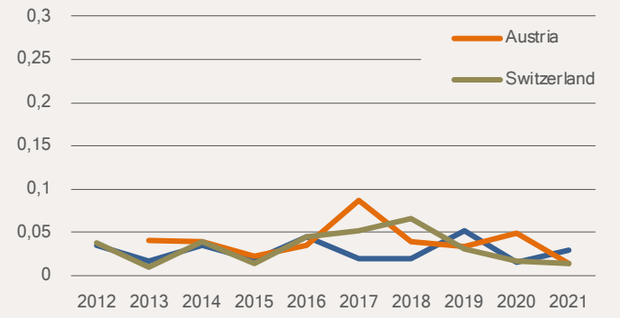
Around ten percent of the population in Western industrialized countries is affected by severe disabilities. In Germany, this represented about 7.9 million people at the end of 2019, or 9.5 percent of the total population.[1] Less than half of them are involved in the labor force. In the total population, 78.2 percent are employed (people between 15 and 65 years old).[2] In Germany, companies with more than 20 employees are required to have at least five percent of their workforce comprised people with severe disabilities, but this quota has not been reached for years. The COVID-19 pandemic has further complicated or again worsened the labor force participation of people with disabilities.

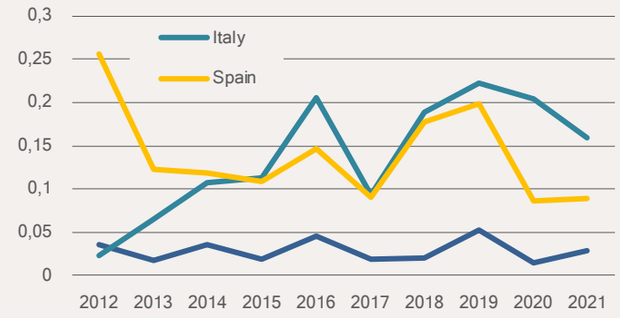
While the integration of refugees is very widely discussed in the media and by politicians, the inclusion of people with disabilities is a non-issue in the media. This is shown by Media Tenor's long-term analysis.[3] The study examined the high-reach TV evening news of various countries such as Germany, Austria, Switzerland, Spain, Italy, the U.K. and the U.S. The study evaluated the importance of people with mental, physical and sensory disabilities, as well as disabilities that are not specifically described, for all the protagonists portrayed.

The perception threshold is about 1.5 percent. In surveys, people indicate a recognizable perception for subjects with a stronger presence. In

Share of coverage of people with disabilities in TV news 2012–2021
(Share of all protagonists in %)







Basis: Media Tenor International. Germany: 1,205,071, Austria: 219,727, Switzerland: 401,773, Spain: 383,833, Italy: 251,469, Great Britain: 391,150, USA: 521,319 reports on protagonists in evening TV news shows. Not all broadcasts were evaluated in full.

Germany, the proportion of people with disabilities among all protagonists is particularly low: between 0.01 and 0.05 percent. In the evening news in the UK, the proportion was highest, up to 0.25 percent (in the year of the 2012 Olympic/Paralympic Games), and in between in Italy and Spain.

There are reasons to believe that in the coming years the inclusion of people with disabilities will gain importance in the media. Companies and politicians would therefore be well advised to pursue corresponding steps more strongly than before in 2022. A few reasons for this likely increase in media importance are briefly outlined below:

1. Increasing importance of sustainability issues in reputational perceptions.
2. Growing legal and reputational risks due to inadequate inclusion (e.g., in terms of the implementation of the UN Convention on the Rights of Persons with Disabilities)
3. Demographic change: baby boomers are gradually leaving the labor market and require the inclusion of new skilled labor resources that have been neglected in the past. There is growing media coverage on labor market shortages and strategies to conquer them.
4. Recognition of competitive advantages through practiced inclusion through enhanced analytics and increasing efficiency of related job market platforms.

[1] https://www.destatis.de/DE/Presse/Pressemitteilungen/2020/06/PD20_230_227.html, assessed 05/02/2022

[2] https://statistik.arbeitsagentur.de/DE/Statischer-Content/Statistiken/Themen-im-Fokus/Menschen-mit-Behinderungen/generische-Publikation/Arbeitsmarktsituation-schwerbehinderter-Menschen.pdf?__blob=publicationFile&v=7 , assessed 05/02/2022

[3] Also see: Vollbracht, M. (2021). Das Medienbild beruflicher Inklusion von Menschen mit Behinderungen: eine empirische Analyse journalistischer Handlungen und ihrer Auswirkungen auf die Print-Berichterstattung. InnoVatio.

Racheline Maltese

RACE IN AMERICA

Issues of racism and racial justice have always been foundational to the identity of the U.S. and remain deeply unresolved. From police killings of unarmed Black people to the current debate about how race is taught in schools, how Americans today define and respond to issue of racial justice continues to shape both political and economic concerns. And, as with most issues, race in America has also been substantially impacted by COVID-19.

Over the last twenty years, the media has highlighted a cyclical pattern on race, wherein progress towards racial justice and backlash to that progress cause an ongoing pattern of negativity on stories about race. More negativity should not be taken to mean "more racism" and less negativity should not be taken to mean less racism. Rather, the less of negativity is best equated with the level of friction and controversy around race.

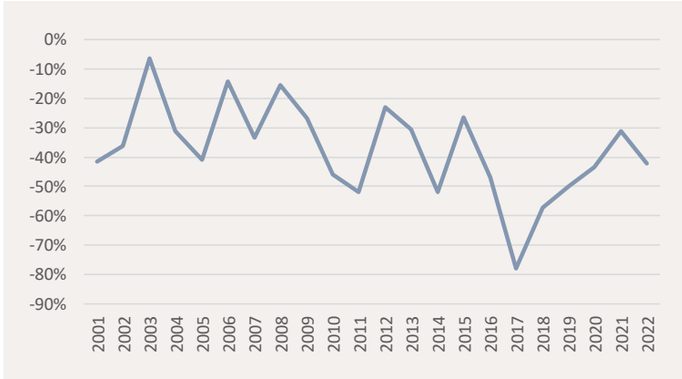
And, while there was a recent period in which there seemed to be an upswing in the tone of articles in which protagonists are associated with racial issues, the long-term trend remains negative. Also notable? The most negativity for protagonists in articles regarding race occurred in 2017, Trump's first year in office.

While the most visible protagonists in regard to race in America during 2021/2022 indicate a focus on Blackness, the visibility of Asians points to the media highlighting an increase in violence against Asian-Americans which has generally included slurs and verbal attacks that incorrectly blaming these individuals for the COVID-19 pandemic.

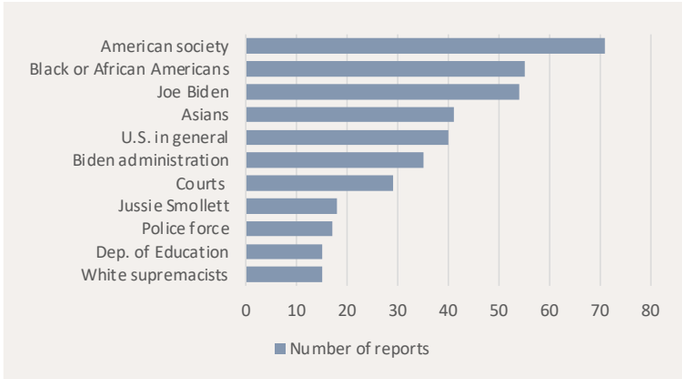
The media, has been fairly clear in 2021/2022 in condemning obvious racism in its coverage of these most visible protagonists on race, with solely negative coverage for those identified as white supremacists.

However, this media has coverage has been more ambiguous it comes to police, despite high profile court cases – such as the Derek Chauvin

Tone of coverage on race on US TV news, Jan 1, 2001 – March 31, 2022



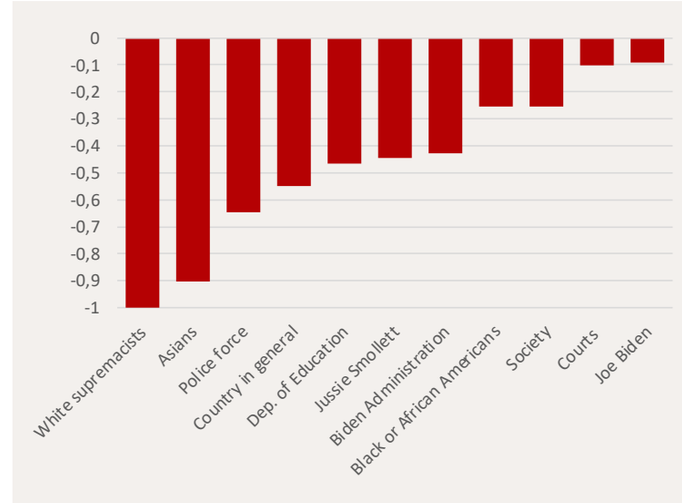
Top protagonists by volume on race on US TV news, Jan 1, 2021 – March 31, 2022



case, in which police officers were accused of, and found guilty of, killing Black people.

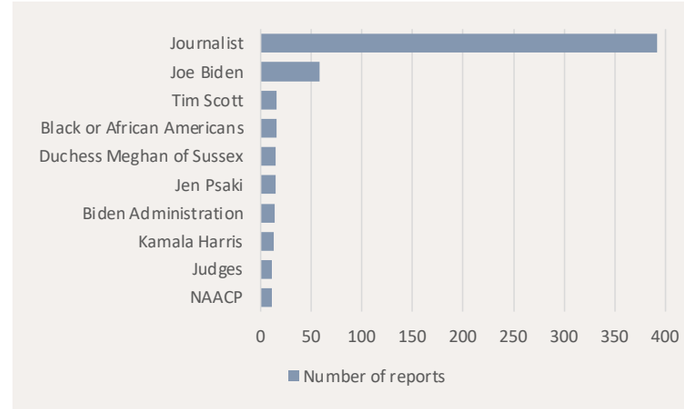
Other controversial cases – like that of Jussie Smollett, a Black actor accused of staging a hate-crime against himself – also roiled tensions in the U.S. Meanwhile, Critical Race Theory – a law school discipline that looks at structural racism in the application of the law – has been coopted as a talking point amongst Republicans who suggest it is being included in grade school books and is posing a threat to white students. This has kicked off a series of battles in school boards and libraries regarding book censorship and diverse content.

Political and policy outcomes in America remain closely tied to race due to its use in these dialogues.



Tone for top protagonists on race on US TV news, Jan 1, 2021 – March 31, 2022

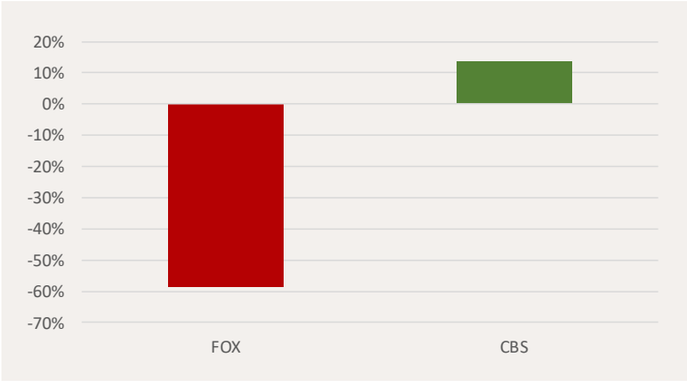
Sources on racial topics cited in U.S. media were somewhat diverse, but media audiences continue to hear mostly from white people on issues of race thanks to newsrooms being over 72% white and Joe Biden being the main source on racial issues outside of journalists. Black people are fairly well-represents on racial topics as a source, but individuals from other backgrounds – and particularly Asian-Americans are largely not receiving a voice on U.S. TV news.



Top sources by volume on race on US TV news, Jan 1, 2021 – March 31, 2022

Additionally what Americans see on racial issues is sharply determined by the media they view, which continues to deepen the divide and stoke conflict on race. Viewers who watch Fox News receive deeply negative coverage of Black and/or African Americans regarding racial issues in its news coverage. On CBS, on the other hand, the coverage is slightly positive. This tonality is largely driven by whether the news selection views the concept of racial justice as valid and was heavily influenced by the coverage of the confirmation hearings for Supreme Court Justice Ketanji Brown Jackson.

Tone of coverage on Black and/or African Americans on U.S. TV news



While media alone cannot solve America's racial tensions, accurate reporting from informed, knowledgeable sources directly impacted by these issues is essential because it provides a sense of shared knowledge from which discussions can transpire. Media looking to contribute positively on matters of race in America may wish to be attentive to further expanding the diversity of sources and perspectives they present commenting on these issues.

Racheline Maltese

WOMEN AFTER #METOO

Women make up half of the global population, but still face gender-based risks and discrimination in most parts of the world. Many hoped that the 2017 focus on #MeToo on social media would make change, and in some ways, it has. But how the media covers the circumstances of women highlights both ongoing concerns and a lack of constructive news around women's success.

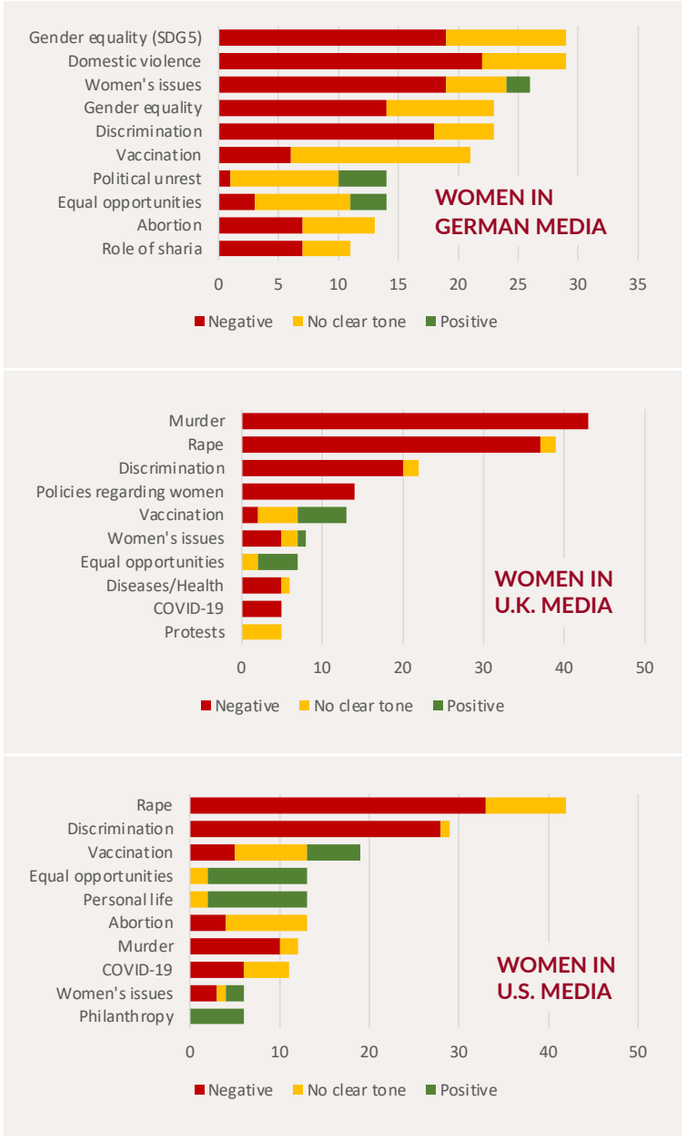
Examining the topics shown on TV news in relation to women as protagonists, the German media choose to tell a very different story than the media in the U.S. and the U.K. German media are focused on questions of equality – and note this in relation to the U.N. Sustainable Development Goals (SDGs). While this is largely presented with negativity, it does at least show promise for women by addressing the question. Additionally, women are shown in a positive light in regard to engaging in protest and political unrest in defense of their rights.

The story in the U.S. and the U.K. is quite different – and arguably much worse – as the main topics are rape and murder for women in both countries.

While there is some positivity for women – particularly as regards vaccination (women have been reported in the media to be more likely to get vaccinated compared to men), philanthropy, and opportunities, the overall framing of women is that they are victims. Here, the media face a difficult challenge in which it is important to bring attention to the problems women face, yet a constructive news element that shows effective responses and/or women as more than victims would be helpful – and is largely still absent in this coverage.

The circumstances of women after the #MeToo hashtag moment are still, obviously, a work in progress.

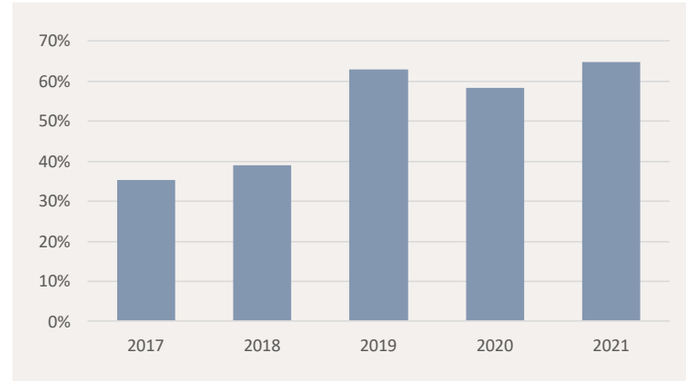
Volume and tone of coverage for women on German, U.K. and U.S. TV news, Jan 1, 2021 – December 31, 2021



CORPORATIONS ARE PART OF THE STORY ON GENDER EQUALITY

Gender equality is not just the responsibilities of societies and their governments, nor is gender equality solely influenced by media reportage. The corporate sector can also be a critical component in advancing gender equality. To what degree companies contribute to this can be ascertained in part by analyzing statements in corporations' annual reports to track corporate commitments to the SDGs. When it comes to SDG 5, Gender Equality, the news is mixed.

On one hand – the share of corporations actively addressing gender equality in their annual reports has increased markedly over the last five years. On the other hand, less than 65% of companies are even acknowledging gender equality as an issue in their annual reports, which suggests that the path ahead for women may be long if corporate commitments on this issue do not further intensify, especially considering that the percentage has effectively stagnated after a significant leap ahead in 2019.



Share of corporate annual reports mentioning SDG content related to gender equality, 2017–2021

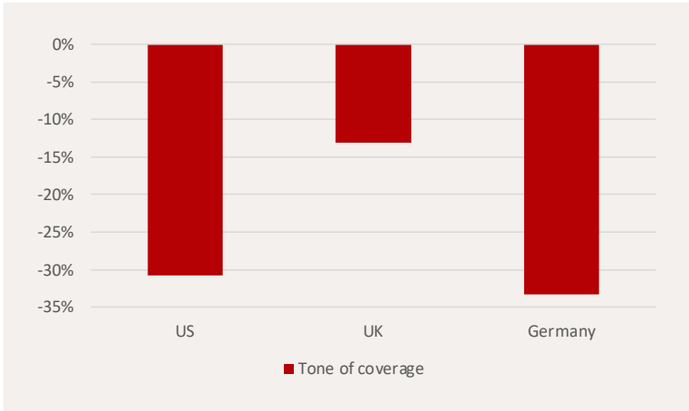
According to the World Economic Forum, at current rates, it will take another 136 years to close the gender gap. This is unfortunately, an increase of 36 years, a result of the impact of the COVID-19 pandemic on women's abilities to work outside the home and society's resources for promoting equality. Shortening this time frame to allow both people and societies to reach their full potential will require corporate leadership by all companies – not just 65% -- to embrace SDG 5. Companies that are early adopters in leadership on this issue stand to gain financially from both a larger workforce pool and potentially positive media coverage.

Racheline Maltese

LGBT+ IMAGES IN THE MEDIA

As has been the case with racial justice, matters of legal recognition and rights for LGBT+ people have two components in media coverage – progress and response to that progress. Trends included the expansion of equal marriage rights (both Chile and Switzerland took steps that will result in equal marriage rights in 2022) and a growing discussion around the rights transgender people, who represent somewhere between .1% and 2% of people depending on the location and method of study.

The overall tone of coverage on sexual minorities (e.g., lesbian, gay, and bisexual people, among others), showed negativity in all analyzed media markets. This was largely related to coverage of bias these individuals face both on an interpersonal level and on a structural level in some nations.

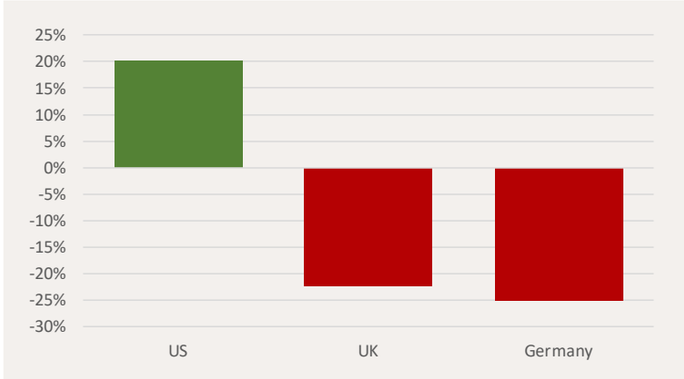


Tone of coverage on sexual minorities (e.g., gays, lesbians, bisexuals) on international TV news, Jan 1, 2021 – March 31, 2022

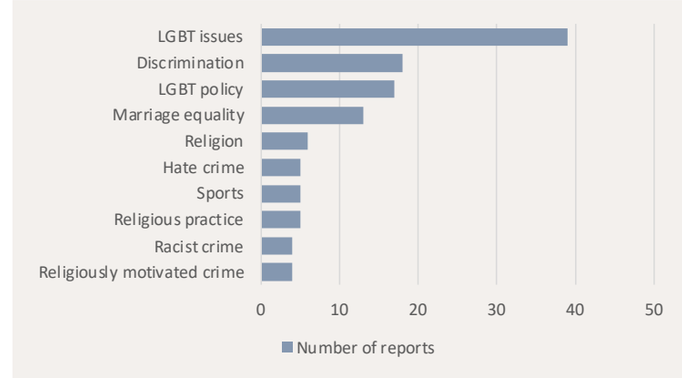
Perhaps more striking, was the tone of coverage on transgender people. In the U.S., the tone was positive overall, even as the right of transgender children to participate in sports, access medical care, and use bathrooms that correspond with their gender was debated in the U.S.

The tone of coverage in the U.K. and Germany, however, was quite different. In the U.K., the media often presents the viewpoints of people who identify as "gender critical" and advocate for the idea of sex and gender being immutable, corresponding, and binary traits. This has resulted in a clearly negative tone in regards to trans people specifically in media in the U.K. which has in turn rippled out to other countries (and may account for the tonality in German media) Because of the high-profile nature of many of the people involved in the "gender critical" discussion – including Harry Potter author J.K. Rowling – transgender rights are likely to remain a hot button issue in the U.K. for the foreseeable future. This will likely affect politics, media, and the corporate world and is a concern for those in other locations to keep an eye out for.

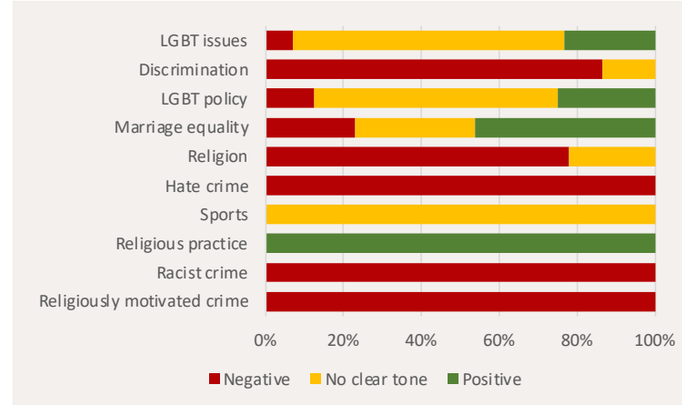
Tone of coverage on gender minorities on international TV news, Jan 1, 2021 – March 31, 2022



Topics associated with LGBT people highlighted both shifting attitudes and ongoing concerns. Coverage of LGBT people related to sports, for example, was neutral as high-profile athletes in a number of sports came out to little reaction positive or negative, highlighting the normalization of LGBT people in public life. There was also indication in the media that while some members of some faiths hold strong anti-LGBT doctrines, this was not universal and LGBT people were shown in the media both to be successfully participating in religious life while also being the subject of criticism from some religious believers.



Volume of topics associated with coverage of LGBT+ people on international TV news, Jan 1, 2021 – March 31, 2022



Tone of topics associated with coverage of LGBT+ people on international TV news, Jan 1, 2021 – March 31, 2022

The data on LGBT people shows negativity in regard to racist crime. In the U.S., according to Human Rights Campaign, the majority of the victims in murders of trans women (approximately 50 each year) are Black, highlighting how racism can compound other types of bias.

AFTER COP IS BEFORE COP EGYPT-DRC 2022

AFTER COP IS BEFORE COP EGYPT-DRC 2022

Matthias Vollbracht

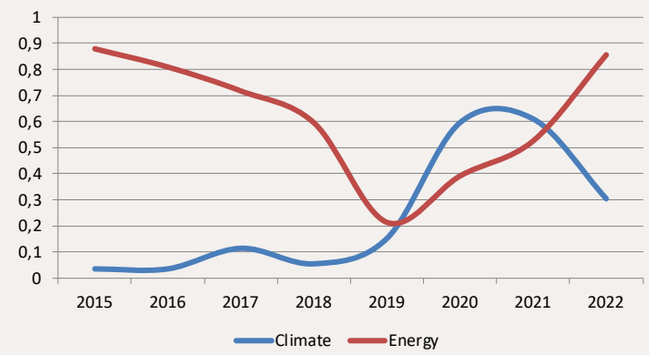
HOW GREEN IS GREEN? EFFORTS OF THE FINANCIAL SECTOR TOWARDS SUSTAINABILITY AND THE USE OF THE SDGs

The investment industry has seen an unprecedented rise in demand for sustainable investments in recent years as climate issues and global warming crossed the awareness threshold of global opinion-leading media as well as TV news. The demand for green investments has brought numerous challenges for the investment industry. What seems comparatively easy when it comes to chocolate based on fair traded cocoa ingredients, is rather complex when it comes to bringing together environmental targets and performance requirements. It is not surprising that the financial industry has been accused of greenwashing, which refers to marketing products as sustainable that might not meet client expectations when analyzed in more depth.

In terms of sustainable investments, the first criterion is to incorporate negative external effects of a certain good or technology into the cost structure. As the environment is a public good, there are no natural markets that provide transparency about the external costs. Therefore, political frameworks have been developed (e.g., CO_2 taxes) to provide pricing signals. How important pricing signals are can be studied in the diagram below which analyzes how different types of investment sectors (e.g., investment funds, ETFs, private equity) have communicated about energy

vs. climate issues in recent years. In 2019, the amount of information provided on climate issues outpaced the amount of information on energy issues. However, in 2022 the trend has reversed. The amount of information provided on climate-related topics thus is not consistent over time. Furthermore, it seems that the sudden rise in media reporting on energy issues reflects a second type of public goods which is the security of energy supplies in light of Russian signals since the summer 2021 to cut supply and the subsequent rush from other companies to get rid of Russian oil and gas after Russia's invasion in Ukraine.

Share of topics related to climate/energy issues in news coverage on investment funds 2015–2022



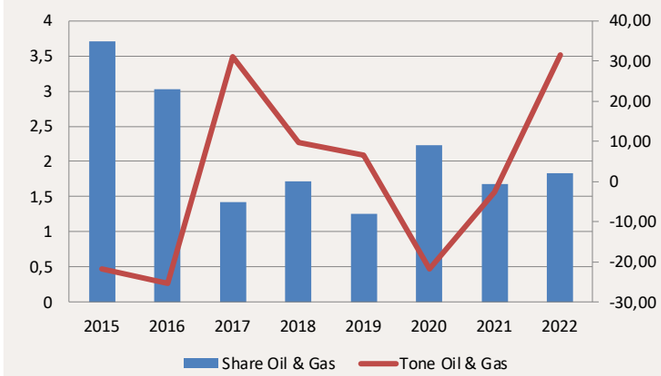
Source: Media Tenor. Basis: 249,471 reports on investment companies in 47 international media, 553 reports related to climate topics, 1,559 reports related to energy topics

Broadsheet and financial media might disagree on how credible investments are with regard to changing priorities. A fair share of mistrust is just a result of past experience and not necessarily negative stereotyping. However, there is a risk of throwing the baby out with the bath water. The Financial Times (5/3/2022) reports that Engie from France has signed up for natural gas from Texas in search of alternatives to buying Russian gas. The interesting thing about the contract is that negotiations were suspended in November 2020 on environmental concerns. Now, NextDecade, the U.S. provider, has announced "a string of emission-reduction efforts" that would "cut carbon dioxide emission from its proposed plant by 90 percent by capturing and storing the emissions, and it would only liquefy gas that was certified as having low levels of methane, another greenhouse gas." In the same edition of the Financial Times, the newspaper

reports about a successful test run at a Canadian steel mill from Accelor Mittal using green hydrogen.

Investors are likely to follow analyst sentiment. Therefore, it makes good sense to look at how financial analysts have been quoted on the oil & gas industry in leading financial papers such as The Wall Street Journal.

Share and tone of coverage on oil & gas industry by financial analysts



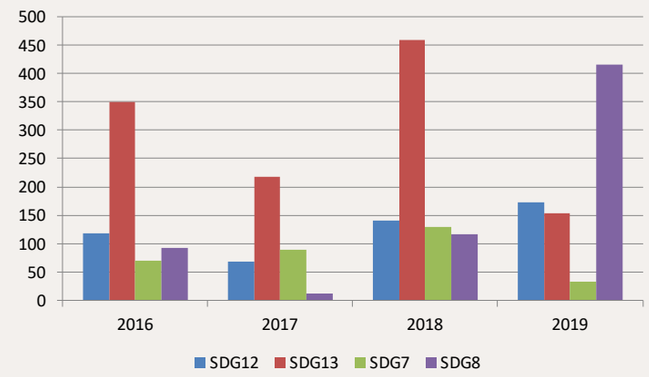
Source: Media Tenor. Basis: 338,804 statements by analysts in financial media

Awareness of the industry has declined since 2015 when statements on the oil and gas industry accounted for more than 3.5 percent of all analyst quotations. Following a low in 2019 (1.25 percent) the awareness has increased again to a 1.8 percent level recently. The tone of coverage (sentiment) improved between 2016 / 2017, declined between 2017 and 2020, and has sharply improved since then. This is a high volatility for an industry that used to be characterized by long-term contracts and long-term financial commitments in sourcing and plants. However, it reflects accurately the political volatility about a) the incorporation of external effects leading to carbon emission targets and b) the recent rush to oil and gas from non-Russian sources to keep energy security stable while transforming the energy producing technologies.

Which conclusions can be drawn from these observations? The investment industry is challenged by tremendous volatility related to regulation and political uncertainty. The rapid changes in analyst sentiment demonstrate that the markets recently have rather taken a short-term look compared to making long calls. In order to avoid investor losses it seems to

make sense to take a close look at the long-term commitment of energy companies regarding the United Nations' Sustainable Development Goals. Why? Because the annual financial report is the most carefully drafted document in a company and contains information on non-financial parameters like strategy.

SDG-related information provided in annual financial report of Total SA



Source: UNGSII Foundation. Basis 5,275 statements on the SDGs in Total' annual financial reports

Total from France has emphasized Climate Action (SDG 13) between 2016 and 2018. Since then, however, it has shifted focus on Decent Work and Economic Growth (SDG 8). Also, the amount of information provided on Responsible Consumption (SDG 12) has increased. Information on SDG 7 (Affordable and Clean Energy) has decreased slightly, however. Based on this information investors like funds can go into high-level discussion about the underlying mid-term plans and management strategies and the speed of transformation as well as investors' risk level along the way.

AFTER COP IS BEFORE COP EGYPT-DRC 2022

Roland Schatz

GLOBAL PLATFORM REQUIRE GLOBAL COMMUNICATION TALENT

What COP, EXPO and others can learn from WEF Davos

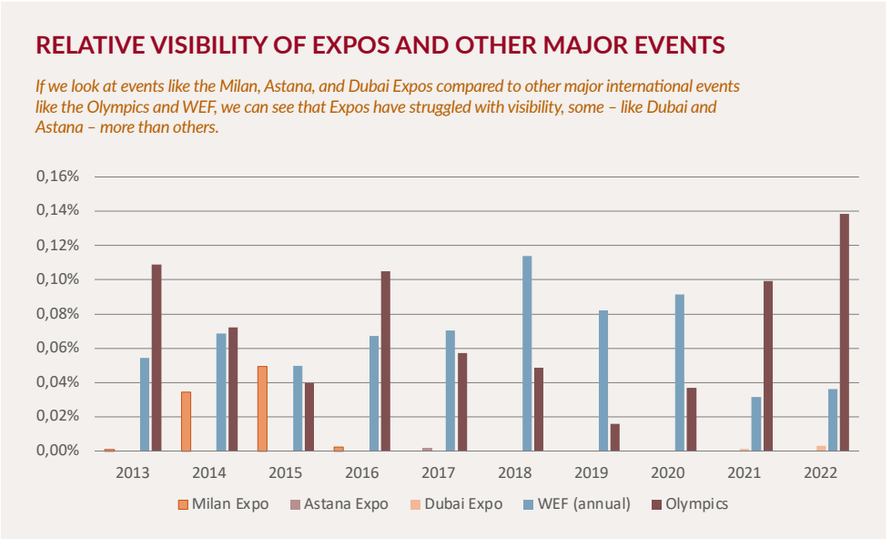
Every year the world media give one event global visibility as if relevant decisions are made in the Swiss alps. But the World Economic Forum is a private event hosted by the German Professor Klaus Schwab, who started this gathering 50 years ago as management conference at the lake Geneva and turned the annual gathering into the hotspot for global exchange between all stakeholders in modern society: governments (including opposition), corporates, IGOs like the UN, OECD as well as NGOs like Amnesty International or WWF, education and sciences exchange for 4 days with celebrities, sports and the arts. And who made this happen? Success always has a couple of mothers and fathers like Klaus Schwab himself, Maria Livanos Cattaui (his long serving COO), Helmut Maucher (first in his role as CEO of Nestlè global, later as their Chairman and as president of the International Chamber of Commerce and last but not least, a special relationship with journalists.

Without this unique partnership between those, who have to share exclusive content as politicians, as business, as researchers on one hand and the multiple global opinion leading media on the other, who guarantee that what is exchanged, debated and then concluded somewhere in a town usually nobody visits that often, now is reaching every persons living room via life debates from Davos, "exclusively" hosted by Al Jazeera, BBC,

CNN and the likes define the formula of success for reputation management and truly global branding.

To give some data which global events made it into the global media headlines please take a look at the 2 following graphs – the first illustrating the results for the ten years coverage on how the main EXPO conferences managed to gain global visibility during their 6 months of amazing conferences, exhibitions etc. since Milan, the 3 weeks of TV-supported Olympic Games on one side and the 4 days in Davos during WEF on the other – all 2,847,355 reports in international opinion-leading media were analyzed by human analysts over a ten year period. Of these, only 363 were in regard to the Expos, while 1,878 gave Davos visibility:

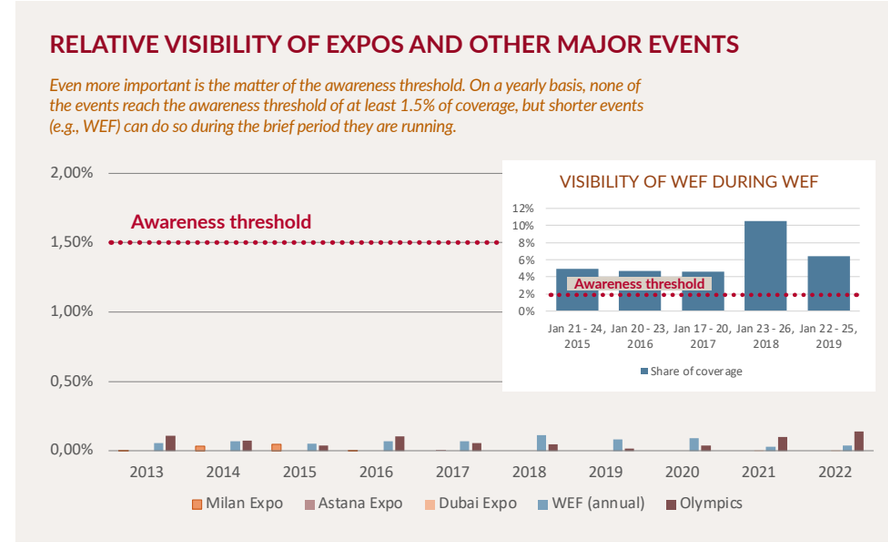
Visibility of major events (Opinion-leading media, 2013–2022)



One has difficulties spotting the bar showing the media coverage about the EXPOs in Astana and Dubai. And while WEF 2021 and 2022 so far only took place virtually the global visibility was still almost 0.4% while the EXPOs failed to reach even 0.1% during the same time period – while the program was running for months – compared to the 4 days WEF event.

Therefore the comparison illustrated in the following graph highlights the results even more concrete:

Visibility of major events (Opinion-leading media, 2013–2022)



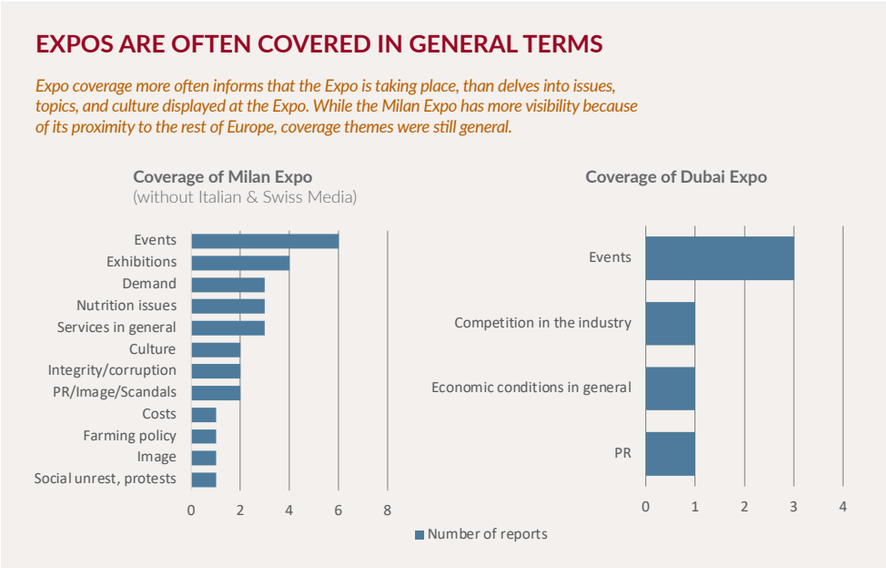
During the week of Davos it is almost impossible to not read and see what is happening in Davos. This should be the result of every EXPO, as the conferences and exhibitions are basically the worlds invitation to dialogue on major achievements. Hosting this event is a honor as it provides a unique chance for each host city and country to illustrate its uniqueness.

Dubai and UAE choose three themes to invite the world to be even more exited to connect with this amazing lighthouse at the same time that it was celebrating the same time 50 years of developing the emirates in terms of mobility, sustainability and opportunity. While opportunity comes into everyone's mind when hearing "Dubai," sustainability and mobility needed more visibility to click with the world population of 8 billion. Of all these people, not even 20 million decided to come and learn more about Dubai, its citizens, and these opportunities.

The reason for this was able to be found. Despite the impressive marketing budget, the opinion-leading global media didn't report about the Dubai Expo in the same way as they report on WEF Davos, the Olympic Games, or the IMF gatherings. As WEF Davos illustrates: getting the media excited requires a deep understanding of media interest – access to exclusive data, trends, and expert opinions. The good news for Dubai, and the

upcoming Expos, is that there are plenty of key events in Dubai and UAE coming like the Regatta 2023, and this can be achieved now by implementing these skills of strategic media intelligence.

Coverage of Milan and Dubai Expo (Opinion-leading media, 2013–2022)



Expos are most likely to be covered by local and regional media, which is the opposite of the goal each host of Expo has. This is less a question of interest by global media but due to cities usually not working with global media. The graph above illustrates how little EXPO Dubai managed to receive large reports in the opinion leading global media who would give additional background than just stating the fact, that the EXPO now takes place.

Shorter events – such as the Olympics (a few weeks) or WEF (a few days) – have less chance to create fascinating interactions for global media, as during a period of six months there are many more options to invite and re-invite them than the 3 weeks of the Olympics or only the 4 days of WEF have. But attracting global media for a period of 6 months focused on the topics of most interest to these media requests a deep understanding of THEIR goals.

AFTER COP IS BEFORE COP EGYPT-DRC 2022

Dubai did not suffer any image harm from the Expo. Coverage was neutral to positive. There was just too little coverage to change the narrative on Dubai … Therefore the task is now to create these long-term relations. Money spent on an event is never a predictor of its visibility. Being perceived above the AWARENESS THRESHOLD is solely a question of providing the most fascinating data, trends, experts and decision makers to the global media exact at the right time regarding each theme selected.

EXPO`S OF THE FUTURE REQUIRE GLOBAL TEAMS COOPERATING ON GLOBAL PROJECTS

Schatz: What was the key idea behind when you started working to help expos learn how to be good hosts for the world?
Engelke: First, we did everything to create a global subject which immediately evoked fantasies and triggered interest. Second, we worked hard to ensure the full backing and commitment of the national government, the region, and the host city. The bridge to bringing an expo to full success is always content which interacts with global subjects and discourses. Another key idea is to develop an excellent curatorial team which works out the briefings and brings the main subject into a scientific, aesthetic, and creative discourse that includes all fields in a very interdisciplinary way.

This is the basis for all mind-blowing formats that will catch on at expos. The quality of the pavilions, the overall ideas, and the very special formats which will attract millions of people depend very much on this initial structure and thinking. The wrong team or the wrong thinking brings about nothing but a merely average expo.

Schatz: What worked well in Hannover 20 years ago? Where would you have loved to see more backing from the city as well as the government?
Engelke: Well…the Hannover team started twice. The complete team changed after one year and a fully new structure was installed. It was separated in an art / aesthetic working group around Martin Roth, who some 15 years later became the first German director of the Victoria Albert Museum in London. He used a very artistic approach and worked with disruptors. For example, he worked with both the first moving mesh network as an immersive playing field with robots and artists from India who were addressing the problem of food and hunger; people could dance between robots. Besides that, companies like Bertelsmann were asked to engage at

the expo. Mercedes and other world players brought in enormous investment to make the expo an international success. At that time the German government at the federal, state, and city level were already very proud to be hosting the first expo on German ground. The problem was the marketing itself and the debate on whether 20 million visitors were a sign of success or a failure. Very early on that became a public debate despite all the fantastic formats and engaged groups. People who were at the site in Hannover were convinced about the event itself. Germany showed its smiling, young, and creative face after the fall of the wall in Berlin.

More creative people instead of administrative settings would have helped to create a different picture in the media. It was hard to shift emotions and show the world the necessity of such a high-level event in connection with scientific conferences and other unusual events. The administration of a city is never prepared to manage an event like an expo. It needs a very special and an international group with a lot of autonomy.

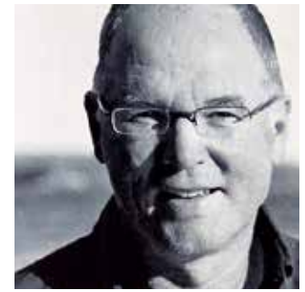
Schatz: Since then: how have the expos developed?
Engelke: The Shanghai Expo was in my view the last expo to be a real sensation. With the global urban theme of "Better Cities – Better Life" China found a perfect setting for all the players globally. It triggered fantastical moments and formats. The English pavilion by Heatherwick and also our work on the Urban Planet (8.4 million visitors) were loved by the audience. 72 million people came to the expo, which was an internationally discussed and perceived event. Together with Olympics two years before it showed, for a small historical moment, a very open and global-minded China. Shanghai was dancing with the expo and the feeling in the city was vibrant and very international.

Schatz: As you just returned from Dubai, what was your impression?
Engelke: Compared to Shanghai, Milan and Dubai have been, with some exceptions, more or less touristic fairs. In Dubai, Saudi Arabia, with an investment of 120-140 million euros, showed the beauty of its country. That is absolutely valid, but has nothing to do with the overall idea. The overall idea is to bring together people from all over the world to work on world subjects and not be a travel agency.

Schatz: Looking forward: what do you expect from Osaka?
Engelke: I expect from the future expos a completely different development process. It has to be interdisciplinary and process orientated. Which means not a fixed project as the subject and not a national fair character in the foreground. Instead, a clear global team is needed that works on global subjects. National history and national interests are the legacy of the twentieth century. The twenty-first century is the net society, the knowledge society, the change agent societies, the climate societies, the systemic change societies, the food against hunger societies, and the next tech societies. It is not the war society of national interests. We have to work on this.

Taking that into account is the best national interdisciplinary team beyond national borders that can present the best ideas and solutions to future subjects.

Schatz: And what from Minneapolis?
Engelke: Minneapolis should pick up on the idea of a transnational expo and should start to integrate and to attract the science community on a completely different level. Then an expo is able to create a new mindset and fantasies for our future! Creativity for the future will connect living brains of the world.



Over the past 30 years, Lutz Engelke and his interdisciplinary team have developed award-winning projects at international venues, participated in four world exhibitions and created, among other things, a 12,000sqm pavilion on the theme of Better Cities – Better Life entitled Urban Age for China for the Shanghai Expo.

In addition, he developed exhibitions and museums for an audience of millions. His creative works run at the intersection of politics, economics, science and art. During this time, countless new communicative formats and strategies were created, for example for 500 Years of Luther, international conferences and many other cultural or political occasions. Together with the futurologist Prof. Dr. Eckardt Minx, he also founded the strategy company DIE DENKBANK.

Lutz Engelke studied literature, psychology and journalism at the FU-Berlin and Cornell University in New York. His credo: dare more imagination.

AFTER COP IS BEFORE COP EGYPT-DRC 2022

Roland Schatz | James Bindenagel

THE KINSHASA PROCESS – OVERCOMING THE AFRICAN PARADOX

When South Africans initiated the Kimberley Process Certification Scheme for Conflict Diamonds, it was to demonstrate to the rest of the world that overall diamonds are a source of prosperity for African countries. "African prosperity diamonds"[1] was the term of choice promoted by the South African government.[2]

In equal measure today African prosperity is based in the richness of its minerals that are crucial to modern industry. This African initiative for "prosperity minerals" is fundamentally an African problem for which Africa must take the lead in finding a solution. The Toyko International Conference on African Development (TICAD) with the requisite support from the international community, notably from NGOs, the mining industry, and governments support the effort. Not all minerals cause conflicts, but in some cases are used to fuel them in several African countries.

In Africa in general, and in the Democratic Republic of Congo (DRC) in particular, the main mining zones are under armed conflicts with deleterious impact on humans and the environment. Warlords, through bloodshed, gold robbery and illicit trade, and murder by rogue militia have made them billionaires. In the DRC, for example, militia are mining gold illicitly using rape, murder, predation, child labor in many provinces such as Ituri, North-Kivu, South-Kivu, Maniema, Tanganyika, and Haut-uélé. In addition to the DRC, Mali, Central Africa, South Sudan, Burkino-Faso, Niger, Chad, and Cameroon are victims of terrorism.

Environmental consequences of illicit and legal artisanal gold mining is still using mercury despite its toxicological and ecotoxicological on hu-

mans, biodiversity and ecosystems, contaminating therefore food chains. Efforts to eliminate mercury in mining through the Minamata protocol is not succeeding.

Business, civil society/faith communities, and governments – stakeholders – interests can be broadly aligned considering this human, economic and environmental disaster to foster the building of functional societies.

Therefore, Prof. Tomihiro Taniguchi, Nobel Peace Prize laureate as UN representative for IAEA and IPCC, with former U.S. Ambassador James Bindenagel, who negotiated the Kimberley Process are supporting a Kinshasa Process Certification Scheme for minerals. Industry's contribution to socio-economic development even in areas trapped by conflict.

The Kinshasa Process is inspired by the half-century Japanese-UAE experience that contributed to the successful UAE-Japan relationship. This special relationship was built on the initiative of the Japanese government reaching out to the ruler of UAE long before the first Oil was refined and ready to be sold, to offer prefinance for 40% of to-be-sold Oil – without negotiating the price. This offer was not reduced to the first year of Oil-production, but unlimited. Back then in 1971 it marked the beginning of the special relationship between UAE and Japen – which is ongoing since then. The founder of UNGSII, Roland Schatz, was inspired by this example of bridging countries, cultures, faiths based on trust that he asked both if they would be willing – as part of the 50th anniversary celebrations of UAE – to repeat one more time and build the same bridge towards the African continent in order to finally overcome their paradox: sitting on the worlds richest base of minerals but not being able to turning this wealth of assets into wealth for their people. As both sides agreed and asked Germany to be part of the process, the initiators asked Prof. JD Bindenagel to lead the process as it should be built on the experience of the Kimberley Process Certification Scheme for conflict diamonds.

Roland Schatz visited DRC in March 2021 to share the concept with all stakeholders in Kinshasa: the government, the mining industry, the civil society movement, the faiths as well as the multiple academic institutions. As all partners responded both surprised (as nobody had heared about the example Japan gave 50 years ago) and constructive teams were formed to represent all stakeholders. Back in Zurich weekly video meetings took place to elaborate the chances setting up a digital metals exchange, defining the principals of a robust circular economy and how to involve other countries from the continent. UNECA, the United Nations Economic Commission for Africa gave support an on Nov 25 at their conference in

Kinshasa Roland Schatz made the first official announcement of the program. Thomas Wu, Co-Founding Partner of the German based DGNI and Prof. Bertram Lohmüller become most instrumental to negotiate the first agreements receiving 5 million hector of forest to create the next generations of Carbon Credits and building at the university of Lumbumbashi the national Institute for batteries. As DRC holds 82% of the world market on Cobalt. Establishing a special economic zone for battery manufacturing in DRC and linking it up with a circular concept battery recycling. In the zone also an research center for advanced battery research is located to provide skill development and capacity building to the region. Such a light-tower project can be transferred as a best practice to other African countries and other technology fields as agriculture, digitization and climate change.

The Kinshasa Process is focused on metals – lithium, cobalt, tantalum, tungsten and gold. They are defined as conflict minerals irrespective of their origin or if the mining has financed any armed groups or not. Carbon credits and Green Methane are included with $450 million in Carbon Credits in the DRC to help finance the Process.

"Conflict Minerals refer to raw materials or minerals that come from a particular part of the world where conflict is occurring and affects the mining and trading of those materials. These conflict minerals are tin, tantalum, tungsten (the "3 T's") and gold which are mined in eastern is Congo and are in all consumer electronics products, as well as products from the jewelry, automotive, aerospace, medical equipment, and many other industries. They provide a major source of funding for warlords in the DRC Region fueling the violence that has plagued the region for decades.

These minerals are used in a wide range of products including mobile phones, computers, jewelry and vehicles. Original equipment manufacturers and supply chain partners work together to make sure global vehicle production doesn't support warlords or further the conflict in the DRC."[3]

In the third set of meetings between the DRC and its partners on this initiative, I met in January in the DRC with ministers of the government, representatives of the Faith Communities, NGOs and others to discuss the mission and concept of the Kinshasa Process to address the geopolitical situation in Africa.

The Democratic Republic of the Congo (DRC), with its rich reserves of natural resources, including highly demanded and strategically critical metals, has a high potential to play a leading role in worldwide sustainable development, attracting more foreign investors through application of

responsible methods for the compliance. The key to success is to unlock economic output through the application of excellent regulatory compliance practices which provide ethical methods and guidance for clean and fair trade of natural resources.

The initiative of "Kinshasa Process", under the leadership of the President of the DRC and the Minister for Industry, is named after the capital city of DRC. Under strong supports from the international organizations and multiple governments, this initiative will be a showcase model for the sustainable and responsible development in the mining industry, making global scale of impact and influence.

The Kinshasa Process aims to be a model for sustainable and responsible development in the mining sector, not only to increase economic profit, but also to provide benefit to the environment and civil society as a model of governance. As positive result after the implementation of the Kinshasa Process, the reduction of greenhouse gas (carbon dioxide CO2, methane CH4) and deforestation can be enhanced through the link with carbon offset programs as well.

We will reach that goal together with partners working in collaboration for certification of clean and fair trade of critical minerals. Criteria for certification of gold and other strategic metals requires extraction and purification to eliminate pollution, manage greenhouse gases (carbon dioxide, methane); and to end use of toxic material (e.g. United Nations Minamata Convention on Mercury). It also requires addressing Human Rights abuses, avoiding child labor and human trafficking. And finally criteria for the protection of environment from deforestation, water and air pollution, and preventing greenhouse gases.

After certifying the clean origins of products and sustainable production methods, the Kinshasa Process will deal with commoditization and illegal trade and money flowing to Anti-Social Forces.

To solve these critical issues, an international framework that makes full use of advanced technology is needed along with humanitarian assistance activities. There is an urgent need to build a foundation for the sustainable development and stabilization of economic activity as an active support for the regions of developing countries suffering from extreme poverty.

At the end of the consultations in January 2022, the DRC's first step is to achieve agreement on the need for a certification scheme and then on the tools that would be necessary to make this certification system work. Presidents Tshisekedi, Johnson and Biden announced plans to host the pre-COP 2022 in Kinshasa.

IMPLEMENTING THE GOALS FOR THE KINSHASA PROCESS

The Kinshasa Process aims at effective and pragmatic measures to address the problem of conflict minerals the elements of which would include:

(a) The creation and implementation of a simple and workable international certification scheme for minerals that is based on Blockchain metals registry and tokenization for a global initiative for sustainable finance;
(b) Basing the scheme primarily on national certification schemes; regulations, policy and capacity to implement and monitor conflict and legal trade in minerals.
(c) The need for national practices to meet internationally agreed minimum standards;
(d) The aim of securing the widest possible participation;
(e) The need for minerals mining, processing, exporting and importing States to act in concert;
(f) The need for appropriate arrangements (statistics and monitoring) to help to ensure compliance, acting with respect for the sovereignty of States;
(g) The need for transparency.[4] ((based on United Nations General Assembly Resolution 55/56 (1 December 2000))

THE KIMBERLEY PROCESS PLAN AS AN EXAMPLE FOR THE KINSHASA PROCESS

Drawing on lessons learned from the Kimberley Process certification scheme for diamonds, the diamonds negotiation provides a guide to negotiations. The Kinshasa Process is seen in the first instance not a legally binding treaty between sovereign states. Instead, it can be a set of politically-binding minimum common standards, enacted by each state through its own national legislation (or, in the case of the European Community, via an EC Regulation directly applicable in all member states).4

Accordingly, we propose following such criteria as set out in the diamonds certification process as seen in the following:

1. Each accredited importing country, whether a producer, manufacturing or dealing center enacts "redline" legislation. As such, no minerals may be imported unless such minerals are processed through blockchain and the tokenization with the electronic exchange. Each trade is registered in a universally standardized manner by an accredited export authority from the exporting country.
2. Each exporting country, which can be either a producer country or accredited dealing/manufacturing center, will establish accredited export offices, which oversee the exports and their registration in an international database. If the country is a producer country, it will be accredited only if it has control mechanisms in place to determine the flow of minerals and has legitimate ownership of the minerals presented to the export authority.
3. Mineral consuming countries will enact legislation forbidding importation of minerals outside the Kinshasa Process certification from any manufacturing/dealing country that does not have "redline" legislation as regards the importation of minerals.
4. Each and every country, as part of this network, be they exporters, importers, or consuming countries need to enact legislation bringing criminal penalties on any individual and/or company proven to be knowingly involved in illegal trade in minerals.
5. Each and every mining organization adopts an ethical code of conduct as regards conflict minerals, labor practices and good business practices in general, the failure to adhere to which would lead to expulsion from the Certification process.
6. As a positive measure of compliance, all relevant and interested parties promote adherence to the code of conduct as a positive consumer choice in the marketplace.
7. We will enlist the support of the banks, insurance, shipping companies and other pertinent providers of goods and services to our industry to expose and cease business relations with any entity that is found knowingly to violate these principles.
8. That there is a continual analysis of relevant technologies and investment by the industry in developing them further for implementation leading to greater compliance.
9. That compliance with the above be monitored and controlled by an International Council comprised of producers, manufacturers, traders, governments and relevant international organizations. That this process be fully verified and audited.

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[1] Conclusion of the Diamond Technical Forum Held in Kimberley, South Africa on 11–12 May 2000. http://www.info.gov.za/speeches/2000/0005161255p1001.htm

[2] Beffert, David and Benner, Thorsten, "Stemming the Tide of Conflict Diamonds – The Kimberley Process, Global Public Policy Institute for the Hertie School of Governance Case Program, Case 2-2005-A/B/C, 2005.

[3] https://ecovadis.com/glossary/conflict-minerals/

[4] United Nations General Assembly Resolution 55/56 (1 December 2000).

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Fairleigh Dickinson University Poll

CONTAGIOUS CONSPIRACY

Many Americans believe that the Donald Trump really won the 2020 US Presidential election, and those same people are much more likely than other Americans to endorse other unsubstantiated beliefs, even ones as wild as the existence of Bigfoot, or that the Earth is flat. According to the latest Fairleigh Dickinson University Poll, 22 percent of Americans say that Bigfoot is at least somewhat likely to be real, and 11 percent say that the Earth might be flat, but those figures are higher among those Americans who believe that the 2020 election was stolen. Perhaps more importantly, this isn't just about some people being credulous: asking about the discredited belief that the 2020 election was stolen makes Republicans more likely to think that such wild ideas are actually true.

The Fairleigh Dickinson University Poll has long asked Americans about conspiracy theories, but none of those theories have been as accepted as the belief that there was a massive conspiracy involving Republican and Democratic elected officials to steal the 2020 US Presidential election. Forty percent of Americans think it is "somewhat" or "very" likely that Trump actually won the 2020 election, including 72 percent of Republicans. Rather than delve into what leads people to hold this belief, the poll looked at how thinking that the 2020 US Presidential election was stolen leads people to other beliefs. The set of beliefs and practices that lead people to ignore evidence and doubt experts in favor of dubious claims about the 2020 election could easily lead them to embrace other false claims.

In the survey, Americans were asked about a number of statements that experts have said are false. For half of respondents, this series began with a question about whether former President Trump really won the 2020 election. The other half received one of the other items, randomly selected, first. Americans who believe that the 2020 election was stolen are more likely to say that the other false beliefs mentioned were likely

to be true. In addition, Republicans who were first asked about the 2020 election were more likely to endorse many of the other false theories.

"Conspiracy thinking is a mindset and believing that the 2020 election was stolen requires that you move away from listening to neutral experts and paying attention to evidence," said Dan Cassino, a political psychologist at Fairleigh Dickinson University and the Director of the Poll. "It turns out that once you're in that mindset, you're more likely to believe just about anything." For instance, Democrats and Republicans are equally likely to believe that creatures known as Bigfoot or Sasquatch exist in the woods of the Pacific Northwest. Twenty percent of Democrats say that it's "somewhat" or "very" likely to be true, compared with 19 percent of Republicans (and 22 percent of Americans overall). Younger Americans are much more likely than older ones to believe that's it's true.

Those Americans who think it's "very likely" that the 2020 election was stolen are 7 points more likely to believe in Bigfoot than those that don't (21 percent versus 28 percent) but it's not just because they're more credulous in general. When the series about conspiracy beliefs starts with the question about the 2020 election, Republicans are 6 points more likely (23 percent versus 17 percent) to say that Bigfoot is "somewhat" or "very" likely real. There is no significant effect of this ordering among Democrats.

"Even the wildest theories about the 2020 election don't include Bigfoot," said Cassino. "But people are really trying to be consistent, and so endorsing one set of false beliefs makes them more likely to endorse another, even if it's pretty far out there."The same pattern holds even for the bizarre belief that the Earth is actually flat. About 11 percent of Americans believe that this is "somewhat" or "very" likely to be true, but that figure includes 17 percent of those who think that the 2020 election was stolen (as opposed to 9 percent who don't think that was "very likely"). When Republicans are first asked about 2020, though, 13 percent of them say that the Earth is "somewhat" or "very" likely to be flat, compared to nine percent otherwise.

The belief that the Earth is flat has its roots in some literal readings of the Bible popular among Evangelical Christians, but it has largely spread through many of the same vectors as the belief that Trump won the 2020 US Presidential election, like internet postings and sites like YouTube. While explanations vary, most flat earth believers posit that the Earth is surrounded by an ice wall that prevents individuals from seeing the edge of the planet, and that world governments have been keeping this information from the public for hundreds of years.

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"People believing that the Earth might be flat sounds like a punchline," said Cassino. "But the fact that so many people are embracing a conspiracy mindset that can push them that far is really upsetting for anyone hoping that facts will eventually win out."

Of course, not all false beliefs are quite so absurd. While the idea that childhood vaccines cause autism has been widely debunked, 28 percent of Americans think it is "somewhat" or "very" likely to be true, with more Republicans (37 percent) holding the belief than Democrats (19 percent). But even this belief is much more common among those who think that the 2020 election was "very likely" stolen (48 percent) than those who don't (21 percent). On this question, asking about the 2020 election first makes Democrats less likely (16 percent, versus 25 percent) to say that it's likely to be true, but doesn't push Republican responses significantly (a 4 point increase, from 35 to 39 percent).

The pattern holds even for the highly politicized question about whether COVID-19 was created in a lab. Thirty-seven percent of Americans say that this is "very likely" to be true, with another 26 percent saying that it is "somewhat" likely. Almost 90 percent of Republicans (89 percent) say that it is "somewhat" or "very" likely to be true, compared with 42 percent of Democrats. Americans who say that the 2020 election was stolen are much more likely to think that COVID was created in a lab: 88 percent who say that Trump really won in 2020 also say that COVID was made in lab, compared with 55 percent among those who don't think that the election as stolen.

However, asking people about the 2020 US Presidential election first does not lead them to be more likely to say that COVID was created in a lab. "Making people think about conspiracies regarding the 2020 election doesn't make people more likely to think that COVID came from a lab," said Cassino. "Most likely because the people prone to think that are saying it's true already."

Reliable national polling about beliefs as absurd as these is rare, but these results demonstrate that it is necessary to find out what Americans really believe. "We think of misinformation as a political problem, but it's much more than that," said Cassino. "It might be useful for political leaders to have people believe things that aren't true, but that spreads far beyond politics, and we wind up with people thinking that they could fall off the edge of the planet."

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Roland Schatz | Hardy F. Schloer

THE KNOWLEDGE VAULT

How can we learn from each other, when almost every continent and region is reducing its knowledge to focus only on the dominant language and its literature? In the middle of 2022, feel more and more uncomfortable trusting data related to COVID-19, Wirecard, floods, wars, and more. This seems to be a deadly mixture of incomplete or false data not just in the public discourse but also in the way leaders are making decisions that don't even last for a single election cycle. This fundamentally undermines trust. And without relevant trust no family, no company, no school, no university, no hospital can exist.

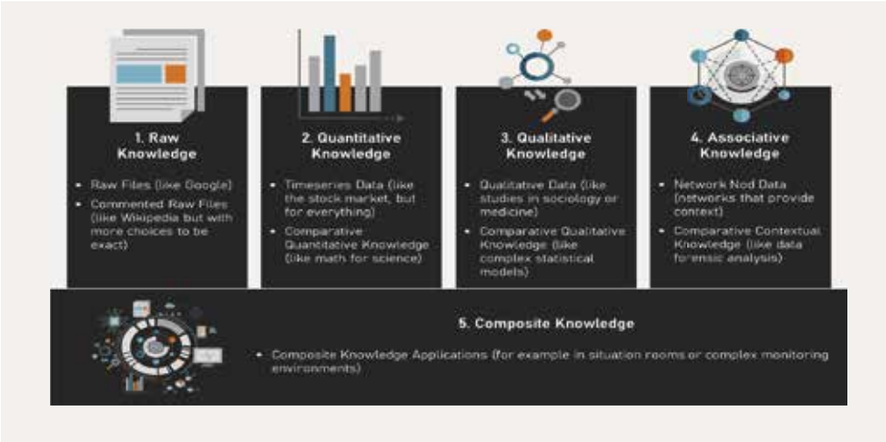
The Knowledge Vault is a systemic initiative of the UNGSII (host and provider of the SDG Commitment Report Funds SCR500, Integration Index, the Unlearning Intolerance Masterclasses together with UN Academic Impact and the 25+5 SDG Cities Leadership Platform in cooperation with UN Habitat). Hardy Schloer, Roland Schatz, and Rudolf Hilti designed the Knowledge Vault to deliver unbiased and transparent knowledge as a utility to the world, to close the global knowledge gap between people with more education or access to good information and those with less education or less access to good information.

The Knowledge Vault offers a global sustainability strategy to provide reliable data, research and know-how. Its fully functional and automated cloud storage technology has been created with the purpose of accumulating knowledge over time and making it accessible to anyone. This includes all electronically recorded human knowledge which has been accumulated on this planet on any computer or network and is legally available for public distribution and consumption (either free or by subscription). Strong, trusted partners including UN Academic Impact (with a network of more than 1,300 university presidents) and UN Habitat will enable feedback opportunities and additional scientific data to ensure that the Knowledge

Vault will always be up to date with data, trends, research (including AI and intercultural research).

Knowledge in this context means any copy of any document, publication, science paper, record, measurement, image, video, or other digital media which holds any information of cultural, commercial, historical, scientific, educational, or otherwise useful information.

- All data/information/knowledge is imported, stored, analyzed, fully source indicated, and delivered/displayed through the C+8 Technology and its constantly growing array of global analytics presentation tools.
- The Knowledge Vault primarily monitors, injects, and hosts data which has been streamlined, self-organized, and structured through the C+8 Data Model to become peer-to-peer computable and consumable knowledge.
- Consumable knowledge is created through queries by the user requesting specific knowledge for a specific problem. This knowledge and the associated queries are, at the same time, highly interactive and based on the global scientific and UN networks.



- The C+8 data structures and the Quantum Relations Machine (QRM) generalized analytical engines create the knowledge for the user, on demand, every time, by including all system data available at any given moment, to allow the most accurate answer to be computed, based on all data, even if it arrives just one second before the user query is conducted anywhere on the global network.

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- The C+8 technology is an open AI-based continuous learning system on which the internal Quantum Relations Machine operates. It consists of a dynamic, global, digital sandbox in which our actual world is observed, recorded, and streamed in real-time. The 10 vertical data groups are aligned with approximately 1300 of the world's top universities through the UN foundation to direct all peer-reviewed content to the Knowledge Vault.
- **This sandbox is generalized, auto-associative, standardized, unsupervised, and completely self-organizing, as well as operator and confirmation bias-free.** It captures evolving facts, realities, interactions, and associations together with all the other dynamic changes of our world, on a continuous basis, and records them accordingly.
- The knowledge system is accessed through a modern blockchain solution to distribute the access-cost micro-payments to the relevant stakeholders to cover the operational cost of the system. A fully automated license key system and smart-contract execution have been created to facilitate fully automated end-to-end data and knowledge processing.

Thanks to the close partnership with UNGSII Foundation and Media Tenor International the AI driving concept will at all times include human research in the process. This will enable existing formats such as the most

influential economist rankings to be enlarged to a global ranking of science impact within both traditional areas as well as in regard to the 17 SDGs and their 169 targets. Providing annual rankings illustrating for each cultural/language area of influence the most impactful scientists, journalists, corporates, foundations will draw significant attention to the Knowledge Vault.

THE DELIVERABLES FOR THE KNOWLEDGE VAULT HUB UAE

The call of the Knowledge Vault provides a huge opportunity but it is a sizable task. The reason why Rudolf Hilti, Roland Schatz, and Hardy Schloer remain confident about being able to create and provide data and research as described above is the experience, knowledge, wisdom, and networks of all three founders. Hardy Schloer, one of the creators of the cloud concept 30 years ago, has created several AI-based forecast and knowledge cockpit solutions used by many governments, corporations, and more. Roland Schatz has created the Annual Dialogue Report on Values and Religion together with the C1 Initiative under the leadership of Prince Ghazi, Grand Mufti Mustafa Ceric, the Bishop of London, and others. He has also created the SCR500, the first SDG-related index which is outperforming MSCI World. He has designed Indexes that look at the most influential economists and the most influential media. He has also designed the Freedom Index and for the last two years has been a member of Pope Francis's Covid-19 Vatican Commission providing weekly newsletters in 10 languages on "What do we "not" see" – What can we judge – What can we do" to help support the health and social care sector during these challenging times. Rudolf Hilti has been at the forefront of creating a platform for systemic change and building efficient hubs to ensure the talk becomes part of the walk. His network of partners is global and breaks out of all silos.

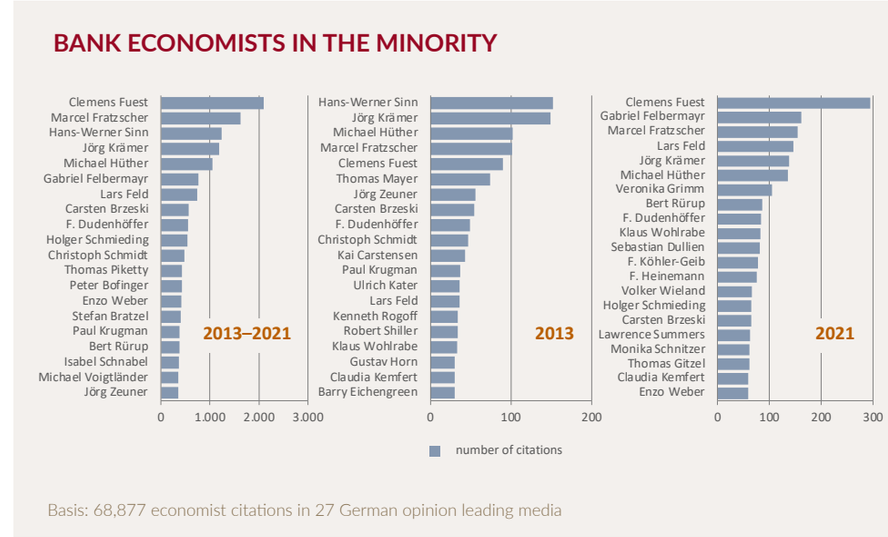
As the Knowledge Vault is able to provide first results no later than ahead of WEF Davos in May 2022 it is key to stay focused. Therefore, aside from building its foundations, the Knowledge Vault will provide value on four starting areas as proof of concept.

An SDG 4 House of Wisdom: who are the global, regional, and local influencers among scientists, companies, governments, media, journalists, etc., when it comes to the basic question: What do we know and what shall we learn? What are the challenges and solutions discussed in which parts of the world and among whom? The Knowledge Vault will become the key data provider for each year's opening of schools and universities

presenting the research and data behind the House of Wisdom – the new standard for turning data into fascinating learning material. Together with UN Academic Impact and its 1300 universities, lighthouses of fascination will be presented in order to re-fascinate people of all ages about SDG4

Here is just a first impression of what type of data can be expected: It is obvious that those scientists who are visible not only in academic journals but also in mainstream media and on social media gain more recognition for their concepts and policy advice behind closed doors. These are the top 15 economists most cited in German opinion-leading media during the period of the past 10 years and then compared to see whose research dominated in 2013 and what has changed in 2021:

Media Tenor Economists Ranking (Most-cited economists in German opinion-leading media, 2013–2021)



Basis: 68,877 economist citations in 27 German opinion leading media

As long as they represent a diverse range of research in terms of free markets vs. central regulations, a country or a continent would receive balanced points of view that diverse research is visible. Looking at this ranking exclusively created for the Knowledge Vault it is safe to say there is a certain sympathy towards free market interpretation of economics rather than research backing a concept of government-steered economy.

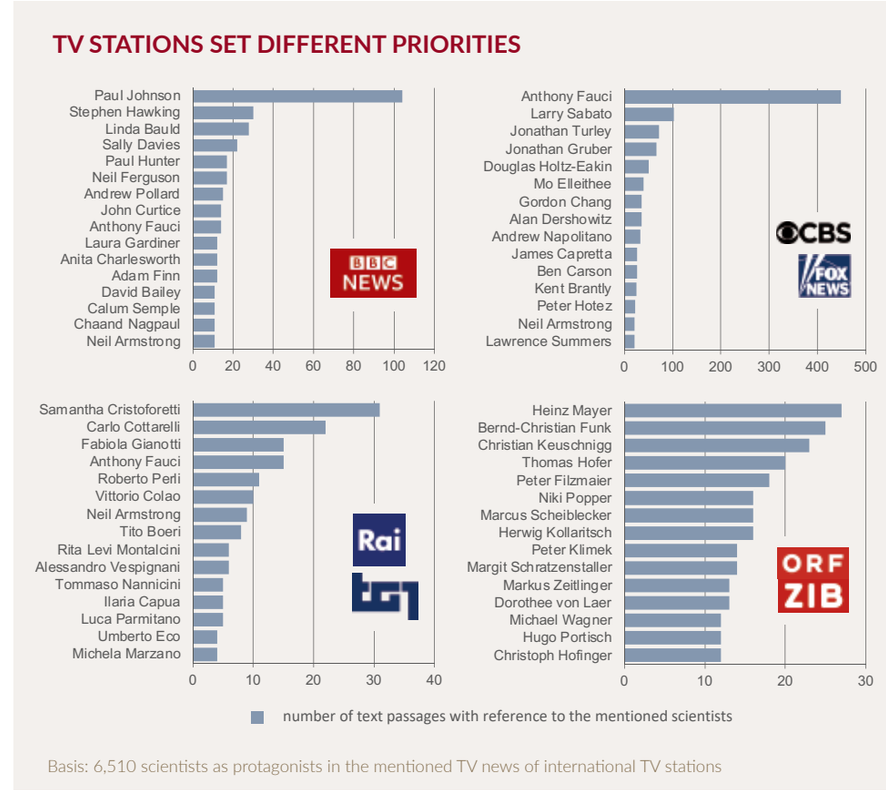
One can spot as well a lot of men, as if Isabel Schnabel, Veronica Grimm, and Claudia Kemfert would be the only women in the field of macro- and micro-economics. Most obviously, looking at these 68.877 reports on which academics were quoted or referenced in German opinion leading media from Jan 1, 2013 to Dec 31, 2021, business seems to be a national undertaking. Experts from other cultures, other continents, other research directions are invisible for the German audience. Where are brains behind the Chinese upswing? Those who could give insights on why Japan is still among the G7? The Arab, Russian, Spanish universes also look like terra incognita for editors in charge of German media.

In which direction does this lead both the German and global public? As Walter Lippmann already stated in his ground breaking book *Public Opinion* 1921, "Looking back we can see how indirectly we know the environment in which nevertheless we live. We can see that the news of it comes to us now fast, now slowly; but that whatever we believe to be a true picture, we treat as if it were the environment itself. It is harder to remember that about the beliefs upon which we are now acting, but in respect to other peoples and other ages we flatter our-selves that it is easy to see when they were in deadly earnest about ludicrous pictures of the world. We insist, because of our superior hindsight, that the world as they needed to know it, and the world as they did know it, were often two quite contradictory things. We can see, too, that while they governed and fought, traded and reformed in the world as they imagined it to be, they produced results, or failed to produce any, in the world as it was. They started for the Indies and found America. They diagnosed evil and hanged old women. They thought they could grow rich by always selling and never buying. A caliph, obeying what he conceived to be the Will of Allah, burned the library at Alexandria."

Almost to the day 100 years later, what has improved? What happened to those in charge of presenting the world to country majorities that were dependent on their selection being truly representative of what was out there?

A better understanding of this is possible by looking at the second graph, which shows which scientists made it into the primetime evening news of BBC. Were these the same ones who were selected during the past 10 years by their U.S. colleagues? Or those from Italy or Austria?

Scientists in international TV news (Media presence of scientists as protagonists, 2012–2021)



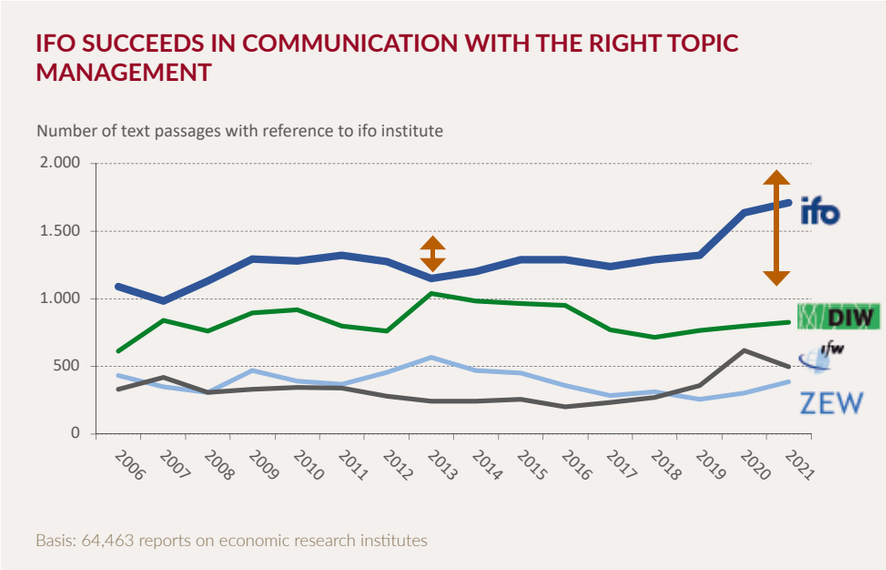
Don't worry, your eyes are not deceiving you. There is simply no overlap between those scholars, who are crucial in explaining to the BBC audience how those reported events might need to be understood with those from the U.S., Italy, or Austria. One could say these four prime time news channels represent the Western view of things, but these results illustrate, there is no such thing which in 2022 could be defined as a unified Western View.

If that is the case, whose view are we receiving? In order to find out, the Knowledge Vault was started. Bringing the best of the best from the world of AI, represented by Hardy Schloer and his research-driven approach to text recognition together with the scientific concept of Media Tenor Inter-

national, which has been providing accurate data since 1994 about what we do we (not) see, when we try to be informed by the opinion leading media whether that media is TV, radio, print or online.

Research institutions themselves are getting better in addressing the needs of media. The following chart exemplifies the increasing understanding of top research institutes in Germany, such as ifo in Munich, DIW in Berlin, ZEW in Mannheim, and ifW out of Kiel. Academics have realized how important "to publish or to perish" actually is, far beyond academic journals:

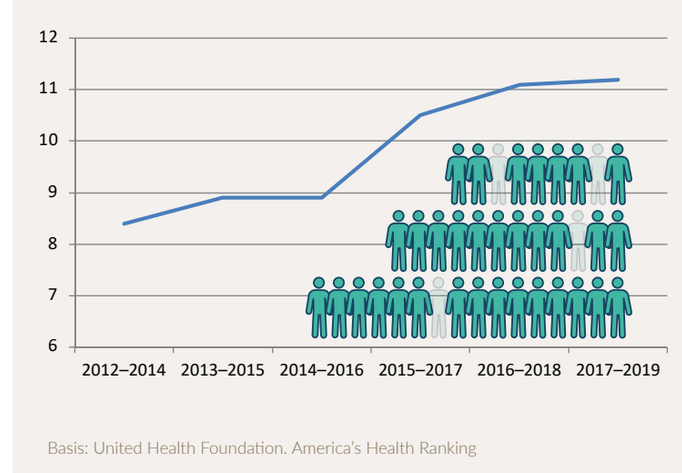
Long-term analysis of German economic research institutes (Media presence of selected economic research institutes over time, 2006–2021)



This also highlights a danger which only starts to be visible when Knowledge Vault research becomes publicly available. Who would have thought that one of these seven Leibnitz top research institutions are able to receive as much national visibility as the next three combined? Does this have an influence on the government in Berlin or the EU Commission in Brussels, whom they were and are advising on how to deal with the economic consequences of COVID-19 or the war in Ukraine?

In these times of social media, it is easy to question what the problem here is. One problem could be that the trust in those institutions representing social media – such as Amazon, Facebook, and Google – dropped sharply during the past 10 years, and IT companies such as IBM, Microsoft, and Oracle are joining them on their way downhill and backwards.

Suicide rate per 100,000 teens in the U.S.



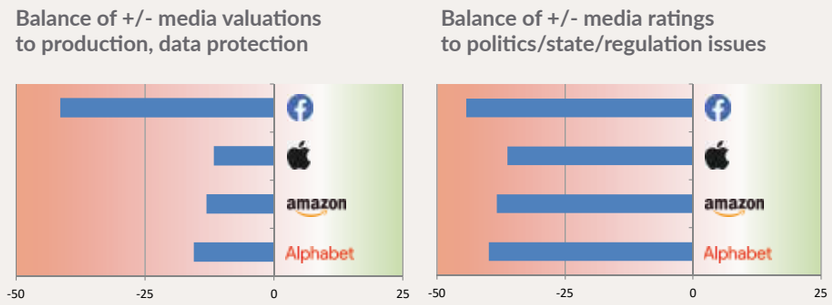
I want to start with this graph even though it seems totally out of context: Why would and why should one start a discussion on the quality of data and services provided by the Silicon Valleys of the world with taking a look how youth in the U.S. are losing more and more ground?

The first answer is this trend should not to be reduced to the U.S. Long before COVID-19 and the closure of schools, the percentage of youngsters who felt that they had no perspective and their lives didn`t matter was increasing. The subject of suicide is too serious to even reduce to a single reason. However, there is no doubt that a teenager being betrayed fundamentally on his or her beliefs, experiences this in one of the weaker phases of what we call life. Facebook promised their clients – who they didn't truly enlighten as to what this client relationship meant – that if they invited their friends for birthday parties or other celebrations those would stay within their understanding of the term "friend." But instead of true friends, hundreds showed up and the "confidentially" disclosed location – often the parental home. Imagine, instead of 10 or 20 guests, there are 100 or 500 standing in the front garden. Imagine these 500 make rude comments

or start destroying the flowers. Now imagine, the parents were not home when this happened because an 8- or 13- or 16-year-old thought that "friends" referred to the traditional meaning of the word. Hours later the front garden looks like a hurricane has hit the neighborhood, and the damage to the house and has reached a level could not be fixed with a true group of 10 or 20 friends helping out. Imagine, in few hours the parents will come home. What will this birthday child tell them? Or will they no longer trust words, their parents' love, and simply end his or her life? And yes, dear legal department of Facebook, I write this being fully aware of your arguments – And YES – I continue talking and writing about this situation as I did 10 years ago. And I will be doing in the coming 10 to 50 years. Because even you had a life before you got hired by Facebook and in this life (I hope) you had friends who fit the description given by Friedrich Schiller in his *Ode to Joy*. Just read the second paragraph and at least try to think about if this fits with your definition of "friends" of "liking" and of "thumbs up." You will be surprised to read that both Friedrich Schiller and Ludwig van Beethoven, who turned this poem into the most impactful music ever written, had a clear understanding of "thumbs down."

The following chart illustrates that since the global media have started sharing this interpretation of Schiller and Beethoven and they have turned their thumbs down at the way Amazon, Facebook, Google, Microsoft, and others interpret their data security policy, their product quality, and their understanding of SDG16.

Balance of +/- media valuations and ratings to production/politics (in %)



Basis: Media Tenor international. 26.754 reports on the companies and their subsidiaries in 47 opinion-leading international media (TV, broad sheet, business press); not all media completely analyzed

This clearly indicates that the hope we all had at the MIT Media Lab in 1998 on how the internet would be able to create constructive alternatives to the male dominated main street media. Interestingly enough, however, the host of the conference back then was nobody less than Mikhail Gorbachev.

B SDG means finance – the Knowledge Vault will help provide data and insights on how to create a holistic version Shariah-compliant Islamic finance version of the SCR500 under the leadership of the previous president of Nasdaq, Alfred Berkeley III and other experts together with the leading finance sector members of the UAE, including the university know-how on the ground. How can we also develop spin-offs for non-publicly listed corporations? Some of these questions find first answers in the recently published SCR500 2022 – but more research and more products can and should be developed from this rich database.

C SDG means clean energy – while the world understood almost immediately after the war in Ukraine started that within SDG8 and its targets innovative solutions regarding energy are necessary. The Knowledge Vault will become the hub for data, concepts, and lighthouse solutions for all energy options, giving insights on all its hidden champions into the forefront of the SDG8 global debate.

D SDG means health – WHO, NASP (NHS, UK), WHIS, UNGSII, and leading global healthcare providers/partners formed the Global Social Prescribing Alliance in 2021 launched by the UK's Secretary of State for Health and Social Care. Not one country is spending 10% of its health budget on prevention. The health system in its current format is under immense pressure all over the world (staffing shortages of 18 million by 2030, rising costs, chronic illnesses rising, COVID-19, etc.). We need change and the GSPA is driving that change with trusted partnerships in healthcare. The Secretariat of the GSPA is willing to operate with offices in all the founding 20 countries illustrating how data and research can become available for everybody in all languages, with all intercultural backgrounds. The concrete and practical solutions provided will help to bring fast returns, as $1 spent in prevention saves $38 in costs.

Starting with these four concrete areas, the Knowledge Vault emphasizes its core principle: data and research has to serve the people and ensure that matters of importance for citizens are acted on with impact. People's feedback will be measured permanently, as the Knowledge Vault would fail without understanding the needs of people independent of their educational, cultural or religious background.

JAMES D. BINDENAGEL is Henry Kissinger Professor for Governance and International Security at the Rheinische Friedrich-Wilhelms-University Bonn, Germany, and an former U.S. Ambassador. He served as an American diplomat in East, West and united Germanys during the 1989 fall of the Berlin Wall, the end of the Cold War, unification of Germany, the Balkan Wars, debates on North Atlantic Treaty Organization security policy and expanded NATO membership, and German national security from 1972 to 2002. He holds an MA in Public Administration and an AB in Political Science from the University of Illinois at Urbana-Champaign.

Kerstin Klemm has a M.A. in Sociology and works as a Senior Analyst at Media Tenor International. She has been with the company since 2001 focusing on analysis and consulting for economic research institutes, publishers, journalists, universities, political parties and politicians. She is in charge of the Media Tenor economist ranking as well as the Media Tenor citation ranking, which analyzes the agenda setting capabilities of media publications. In addition to her work for MTI, she worked as a seminar leader and trainer in journalism education.

RACHELINE MALTESE works as a researcher at Media Tenor International focusing on the media portrayal of economic and political issues; she has been with the company since 2002. Her academic and professional background includes a journalism degree from The George Washington University and a stint in the Computer Assisted Reporting unit of the Associated Press. In addition to her work with MTI, she is widely published on pop-culture topics, and her work has appeared in media outlets like Salon as well as in academic texts from McFarland. She is based in New York City.

GARETH PRESCH, Founder and CEO World Health Innovation Summit. Gareth is a global healthcare thought leader and the Founder and CEO of the World Health Innovation Summit. He is the Expert Lead on SDG3/4 for the UNGSII Foundation 25+5 SDG Cities Leadership Platform, Founder of the Global Social Prescribing Alliance, Visiting Lecturer Fujitsu – Global Knowledge Institute, and a Member of Pope Francis's Vatican COVID19 Commission Group 2 Looking to the Future.

ROLAND SCHATZ is the Founder and CEO of InnoVatio Publishing and Media Tenor International in Zurich/Switzerland. He is the founder of the UNGSII foundation in support of the United Nation's Sustainable Development Goals. For the last 30 years he has been devoted to implementing social change. In 2008 he launched, together with Prince Ghazi of Jordan, the C1 One World Dialogue foundation to improve Inter-Faith-Dialogue. The InnoVatio network of academics, entrepreneurs and media leaders initiated the Global Sustainability Index. Schatz teaches Perception Change and hosts masterclasses on 'Unlearning Intolerance' together with UN Academic Impact.

HARDY F. SCHLOER is a German-born data scientist, futurist and geopolitical analyst, co-author of the Quantum Relations Principle, founder of Schloer Consulting Group and co-founder of Raven Pack, COO of Prisma Analytics and former Research Associate and Senior Advisor to the Institute for European Studies at the University of Georgia. Together with Roland Schatz and Rudolph Hilti he initiated the Knowledge Vault.

MATTHIAS VOLLBRACHT is the Director of Business Research at Media Tenor International in Vienna/Austria, Managing Director of Awareness Metrics, a platform for reputation risk and investment signal solutions and Head of Research of UNGSII foundation. His research focuses on the impact of media on public opinion, stakeholder groups and the reputation of institutions and individuals. Furthermore, he explores the influence of media on asset prices and economic behavior, like investor and consumer confidence. He has been working for major international clients with focus on reputation management, agenda-setting, target systems, crisis communication, management reputation, financial communication, and CSR. He has developed reputation insurance solutions based on empirical risk assessment. He holds degree in economics from the University of Mainz and a Ph.D. in media science from the University of Stuttgart-Hohenheim and has worked as a business journalist.

INNOVATIO

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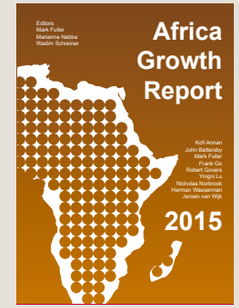
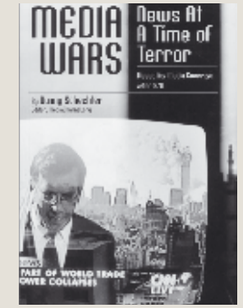
In the mid-80s it became clear that neither politics, finance, science nor culture alone held the solutions for sustainable growth. The concept of the "round" table was coined in Switzerland in 1985 before it became a political concept with the fall of the Berlin wall.

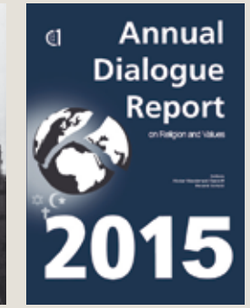
In Fribourg, InnoVatio as a publishing house offered not only authors a platform for their multistakeholder ideas, but also an intellectual home to managers in the form of future workshops. Private university concepts for Flensburg, Koblenz, Karvina or Witten were discussed and developed further. The technology parks in Dresden and Ostrava came into being. The cultural management academy, Kulturmanagement Akademie, for the Schleswig-Holstein Music Festival opened its doors. Between 1987 and 1990, thanks to its Swiss heritage, the publishing house was able to use opportunities for supporting alternative thinkers in East Germany, Czechoslovakia and Hungary which would have been impossible from West Germany.

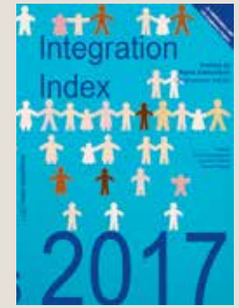
After the fall of the Berlin wall, the significance of the media and the information they transmitted became ever more relevant. Accordingly, together with the Allensbach Institute for Public Opinion Research and academics from universities in Mainz, Dresden and Munich, the publishing house founded its own media research institute, Media Tenor. Initially only from Germany, and from 1996 internationally, data on the media's influence on voter decisions, consumer decisions, share prices or vacation trends are continuously collected and made publicly available. The terror attacks in New York and Washington led to an additional focal point for the publishing house: Together with the World Economic Forum, and later with Prince Ghazi of Jordan, the C1 World Dialogue Foundation was founded in Basel, and engages the willingness of people to enter into dialogue with each other on various continents and, by means of concrete projects, provides documentation to schools, universities and the media in order to overcome stereotypes in teaching, research and mediation.

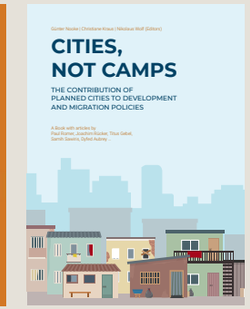
The migration challenges lead to the start of the Integration Index as well as the "Unlearning Intolerance" masterclasses hosted together with UN Academic Impact. 2019 the adaptation of the Kimberly Process started under the joint leadership of Prof. Taniguchi, Anthony Azuma and Prof. JD Bindenagel to overcome the African Paradox. At the UNECA conference the Kinshasa Process was launched 2021.











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1993 MediaTenor strategic media intelligence 2022

MEDIA TENOR was founded in 1993 by eminent scholars within and outside of the area of communication science and public opinion research like Elisabeth Noelle-Neumann, Peter Glotz, Hans Mathias Kepplinger, Wolfgang Donsbach and Hartmut Schiedermair and journalists such as Peter Boenisch, Peter Schiwy and Roland Schatz. MEDIA TENOR was established as the first research institute focusing on continuous one hundred percent media analysis of opinion-leading news outlets: day by day, report by report are analysed by human trained full time employed analysts to guarantee best quality. Thanks to this unique approach the institute is the only one in the world able to develop and update the concept of the "awareness threshold" which is key to understand as of when media impact can be monitored. It expanded internationally serving universities, NGOs, governments, the media and the corporate sector.

As a strategic partner, MEDIA TENOR helps organizations understanding and leveraging the media. Through partnership with MEDIA TENOR, organizations are able to tailor messages to reach target audiences effectively, consequently reducing advertising cost and increasing the return on investment from an organization's external communication.

Since almost 30 years Media Tenor is the leading institute in the field of Agenda SETTING, CUTTING and SURFING. The corporate world receives not only strategic media intelligence but is supported by the Reputation Protect Insurance provided by Allianz SE since 2012. Every year experts and practitioners from media, academia, governments and NGOs meet at the International Agenda Setting Conference to exchange latest trends.

MEDIA TENOR empowers its partners to create and maintain an active and strategic media presence, strengthening both credibility and reputation. The database open to the public has grown up to 150 million analysed statements since 1994 – growing every day. These are now open for academia around the World for partners of the UN Academic Impact network as well as the Knowledge Vault, founded 2022 in order to provide a one stop solution for all interested in accurate information.

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