



MEDIA WEBINAR

INDIGENOUS PEOPLES' REPRESENTATION IN ENVIRONMENTAL MEDIA

An open conversation with indigenous leaders,
environmental experts and journalists

Tuesday, 29 November 2022
15:00 – 16:00 CEST



Join us as we reflect on recent media coverage of Indigenous Peoples and seek to unlock a deeper understanding of critical issues affecting their portrayal on mainstream media.

What is missing?

What can be improved?

This webinar targets journalists covering Indigenous Peoples' issues within an environmental scope, as well as those working in media spaces focused on the same themes.

SPEAKERS



Kim Carstensen

Forest Stewardship Council (FSC)
Director General

Kim is a recognized global leader within the environment and development sectors. Prior to joining FSC, Mr. Carstensen managed FairGreenSolutions, a consultancy that helped link the concepts of 'Green Economy' and sustainable development for clients in the Global South. His strategic approach comes from a long history of global leadership, most recently as the leader of WWF International's Global Climate Initiative, and previous roles as CEO of WWF Denmark and Deputy Chairman of the Board of Denmark's Official Development Assistance Agency (Danida).



Salina Salou

Indigenous Peoples Alliance for Rights & Development (IPARD)
Deputy Director and Regional Director for Africa and Asia

Salina is a renowned pan-African policy and advocacy expert with many years of experience in strategic partnership development, research and program work. She is currently the IPARD Deputy Director and Regional Director for Africa and Asia at the FSC Indigenous Foundation. »Assistance Agency (Danida).



Derik Frederiksen

Forest Stewardship Council (FSC) US
President

Derik brings decades of business experience and a lifelong passion for helping advance Indigenous culture. He has spent much of his career at Sealaska, the Native Corporation for Southeast Alaska – which he founded. During this time, Derik helped develop a 165,000-acre forest carbon bank that generated 9.3 million tons of carbon credits. Derik's Tsm'syen name is Sigwiniit'sn Gayna, which translates into "Shows the path." His family is from the village of Gitlaan, which means People of the Stern Canoe. His pteex (clan) is Gispwudwada (main crests are the killer whale and grizzly bear) and waap (house) is the House of Niiuks.



Stella Paul

Earth Journalism Network (EJN)
Environment and Health Project Officer &
Environmental Journalist

Stella works as a Health Project Officer for Earth Journalism Network Environment and serves as a mentor for their Indigenous Reporting project. She has been working as an environmental multimedia journalist, trainer and communicator for over a decade. Stella has won dozens of international and local awards for her journalism – especially her gender-sensitive environmental reporting on marginalized communities – and trained over 500 women journalists and activist-bloggers worldwide.

FACILITATOR



Dania Musa

Forest Stewardship Council (FSC)
Media Engagement Programme
Manager

MEDIA HAS THE ABILITY TO SHAPE PEOPLE'S MINDS

As seen on different media outlets, Indigenous Peoples' stories are - for the most part - told through the lens of non-indigenous journalists or storytellers, taking little notice of some details and their perspectives, and allowing for aspects of their culture to be adjusted.

Although this is often unnoticed by many, it contributes to the lack of knowledge and misrepresentation of various aspects of Indigenous culture and the issues they face in the media.


INDIGENOUS PEOPLES... AT THE HEART OF FOREST CONSERVATION

You cannot talk about the future of forests, the conservation of land, and combating climate change without talking about Indigenous Peoples. They make up five per cent of the global population but manage one quarter of the earth's surface.

Indigenous Peoples rely on forests to support their livelihoods. They cultivate crops, hunt, fish and gather herbs. For hundreds of years, they planted medicine-bearing trees and plants. Their traditional knowledge on flora and fauna among other elements contribute greatly to forest management, use and restoration. Such practices allow Indigenous Peoples to develop the best conservation methods and ultimately, protect mother nature.

According to *Rights and Resources*, Indigenous Peoples and local communities are important to saving 25 per cent of the total carbon found above ground in the tropics (2016).

Indigenous Peoples ensure the protection of not only forests but also the biodiversity and ecosystem of the areas in which they live. For instance, according to Food and Agriculture Organization (FAO) of the United Nations (UN), "Brazil's indigenous territories have more species of mammals, birds, reptiles, and amphibians than in all the country's protected areas outside these territories" (2021).



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INDIGENOUS PEOPLE ARE ON THE FRONTLINES OF CLIMATE CHANGE.

They have incredible resilience and innovation from their Indigenous knowledge and a strong connection to their land passed on from their ancestors.

Growing research indicates the crucial role of these communities in combating climate change, protecting forests and maintaining biodiversity.

VALUING INDIGENOUS KNOWLEDGE IN THE MEDIA

Currently, Indigenous Peoples manage nearly one quarter of the world's land and one quarter of the total above-ground carbon stored in the world's tropical forests. Without them, we cannot win the race to save the world's forests and the planet.

However, on most occasions, their efforts often go unnoticed. With the dire threats facing the world's forests and those that live in them, it is more important now than ever to provide greater support to Indigenous Peoples and ramp up accurate and just portrayal of their issues on different media outlets.



FAIR COVERAGE IS KEY.

“To many Indigenous peoples, storytelling extends beyond a fantastical realm and acts as a vehicle for information dissemination and the generational transfer of knowledge. Often times mainstream news and media only cover one aspect of the Indigenous story that focuses on vulnerabilities, traditions or harmful stereotypes, including in the context of COVID-19 which continues to cause a great deal of damage to Indigenous communities.” – United Nations Academic Impact.

Proper media representation is a way to provide greater exposure, investment, and political support for Indigenous Peoples to ensure the conservation of forests worldwide. Globally, Indigenous communities are making implausible efforts to establish media in their own languages, in their communities, by and for their people. However, more still needs to be done on other fronts.

In general, mainstream media's portrayal of Indigenous Peoples exoticizes their lives, stereotypes their traditions and frequently, the exposure leads to the exploitation of their culture.

More so, they are rarely positioned as experts or commentators on major environmental issues of public interest, specifically relating to forests and climate change.

SOME NUMBERS AND STATISTICS

According to the media monitoring report conducted by Journalists for Humans Rights (2013), in Ontario, Canada, only 0.15 per cent of the coverage focused on Indigenous (Aboriginal) issues for the period of June 1, 2010, to May 31, 2011. The following periods two and three saw a slight increase in the numbers, 0.23 per cent and 0.46 per cent respectively. Although these numbers are from a decade ago, the low visibility of Indigenous Peoples is still relevant today.

To expand on this argument, our team conducted informal research using publicly accessible tools to explore the number of Indigenous Peoples mentions in the media. Ten top-tier, international news networks were selected for this research. The table below demonstrates the results (anonymously):

Network	Total Number (pages indexed on search engine)	Mentions of Indigenous Peoples Total	Percentage
1	59,800	538	0.90%
2	233,000	203	0.09%
3	387,000	135	0.03%
4	300,000	625	0.21%
5	35,700	3,910	11.0%
6	17,600,000	758	0.0%
7	261,000	741	0.28%
8	10,200	1,580	15.49%
9	6,530	903	13.83%
10	37,400	6,830	18.26%

Six out of ten international media mentions the keyword “Indigenous Peoples” less than one per cent, remaining four range between 11 per cent and 18 per cent¹.

¹Total Number seen in the graph is based on indexed pages of Google Search Engine. This undermines that indexed pages have been found by search crawlers and deemed to have enough quality for relevant search phrases. Total number includes all search results, i.e. Videos, News, and other tabs.

FSC'S WORK WITH INDIGENOUS PEOPLES

Working with Indigenous communities has always been central to FSC's work. With their traditional knowledge based on sustainable forestry and the global extent of their lands, Indigenous Peoples have a critical role to play in providing solutions to preserve forests, which could help civil societies save money and secure future populations. Some Indigenous communities use FSC certification as a tool to manage their land in a way that fits with their tradition of protecting the forests they use.

FSC's commitment to working with Indigenous Communities is part of its DNA and became explicit in 2011 with the establishment of the FSC Permanent Indigenous Peoples Committee (PIPC), an advisory unit to the FSC board of directors, to ensure the voice of Indigenous Peoples is heard at FSC's decision-making level. The PIPC consists of representatives of Indigenous Peoples from all regions of the world.



In 2020, FSC established its Indigenous Foundation. This strategic and operative unit develops creative and innovative forest-based solutions to support Indigenous Communities across the globe while promoting their rights and enabling them to build and guide the sustainable management of their land.

The Foundation's primary goal is to co-create Indigenous forest-based solutions through the inclusion and recognition of Indigenous knowledge, authority, and traditional practices. It works directly with Indigenous Peoples' organizations to support them in developing and implementing long-term solutions to increase the benefits from their forests and territories by linking to the FSC system and market, climate, and rights-based approaches.

For more information on the FSC Indigenous Foundation, check out their website www.fscindigenousfoundation.org/



WHAT IS THE FOREST STEWARDSHIP COUNCIL (FSC)?

FSC is the sustainable forest management solution trusted by NGOs, consumers, and businesses alike to protect healthy and resilient forests, for all, forever.

Everyday, we work towards the care of our forests and those who rely on them by protecting plant and animal species, ensuring Indigenous Peoples' rights, requiring forest workers' safety, and much more.

We achieve this through FSC certification, to ensure that forests around the world are responsibly managed—with certification being a voluntary, market-based tool, verified from forest origin through supply chain.

OUR MISSION

is to promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests. These forests are diverse.

They range from tropical to boreal and are managed by global corporations, governments, local communities, and private owners alike. The one thing they all have in common: they meet FSC's rigorous standards for responsible forest management.

To obtain FSC certification, an organization must meet FSC's standards, which are based on ten core principles that cover issues ranging from environmental impact to community relations and workers' rights to monitoring and assessment processes.



FSC has two main types of certification:

1



FSC Forest Management certification

2



FSC Chain of Custody certification

IN NUMBERS

27+

YEARS OF
EXISTENCE

217+

MILLION HA
CERTIFIED

52 604+

CHAIN OF CUSTODY
(COC) CERTIFICATES

1 700+

FOREST MANAGEMENT/
COC CERTIFICATES

1 165+

MEMBERS IN 89
COUNTRIES

**Do you have questions or
need further information?**

Get in touch with FSC's
media team media@fsc.org