



Tecnológico  
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## WEBINAR: MIL Cities and ESG Principles

# Connecting Threads: ESG Principles and UNESCO MIL Cities as Catalysts for Change.

An Approach from the Latin American Perspective.

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What is the relationship between the principles of environmental, social and corporate governance or ESG principles and the UNESCO MIL Cities paradigm?

How media and information-literate citizens can contribute to building safe, inclusive, and smart cities, fostering creativity and grassroots entrepreneurship?





# Environmental, Social, and Governance (ESG) principles

Environmental, Social, and Governance (ESG) principles are **a set of criteria that investors, organizations and some other stakeholders use to evaluate a company's impact on society and the environment**, as well as its governance practices. These principles are increasingly seen as integral to sustainable and responsible business practices



## Environmental (E):

- Climate Change
- Resource Efficiency
- Biodiversity



## Social (S):

- Labor Practices
- Diversity and Inclusion
- Community Engagement



## Governance(G):

- Board Structure and Independence
- Executive Compensation
- Ethical Business Practices
- Shareholder Rights

Observing or following the ESG principles will contribute to the development of sustainable organizations that will positively impact the construction of smart cities.

## ESG

Many companies are adopting ESG reporting standards to provide transparent information to investors and the public regarding their performance in these areas



# MIL CITIES

**“Smart and sustainable cities need smart citizens, empowered through media and information literacy”** (Global Framework for Media and Information Literacy Cities, 2019).

The "MIL Cities" initiative aims **to foster the innovative empowerment of urban citizens by promoting Media and Information Literacy (MIL) skills** while connecting them with other cities worldwide.

**“MIL Cities” play a pivotal role in enhancing information access**, encouraging civic participation, facilitating intercultural and interreligious dialogue, combating disinformation and hatred, and cultivating a myriad of economic, social, and cultural opportunities.

**MIL Cities ought to center around individuals, employing creative approaches to support everyone in developing essential competencies across their lifespans.** These competencies empower citizens to optimize the practical potential offered by a connected city, fostering more creative, critical, and effective engagement within it. **Such actions advance the achievement of multiple United Nations Sustainable Development Goals** (Global Framework for Media and Information Literacy Cities, 2019).



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

## SDG 11

Make cities inclusive, safe, resilient and sustainable.

## SDG 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

## SDG 5

Achieve gender equality and empower all women and girls

## SDG 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

# FIVE LAWS OF MEDIA AND INFORMATION LITERACY

01

## Law ONE

Information, communication, libraries, media, technology, the Internet as well as other forms of **information providers are for use in critical civic engagement and sustainable development.** They are equal in stature and none is more relevant than the other or should be ever treated as such.

02

## Law TWO

**Every citizen is a creator of information/knowledge and has a message.**

They must be empowered to access new information/knowledge and to express themselves. **MIL is for all – women and men equally – and a nexus of human rights.**

03

## Law THREE

**Information, knowledge, and messages are not always value neutral, or always independent of biases.** Any

conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

04

## Law FOUR

**Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does.**

Her/his rights must however never be compromised.

05

## Law FIVE

**Media and information literacy is not acquired at once.** It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.



# The Impact of MIL Citizens

Here are some ways in which MIL citizens can make a + impact on the environments in which they interact::

**Informed Decision-Making:** Media-literate citizens can make informed decisions based on a critical understanding of information. This contributes to the creation of safer and more inclusive communities as people are aware of their surroundings, rights, and responsibilities.

**Community Engagement:** Information-literate citizens are more likely to actively engage with their communities. This involvement can lead to the identification of local issues, promotion of inclusivity, and collaboration on initiatives that enhance safety and creativity.

**Education and Awareness:** Media literacy education programs can be designed to raise awareness about safety, inclusivity, and smart practices. Informed citizens can then act as advocates, educators, and influencers within their communities.

**Cultural Exchange:** Media literacy facilitates cross-cultural understanding and communication. In diverse urban settings, citizens who are literate in media and information can bridge cultural gaps, fostering a more inclusive and harmonious environment.

**Entrepreneurial Spirit:** Information-literate individuals can leverage digital tools and platforms for entrepreneurship. Whether through online businesses, social enterprises, or creative projects, these citizens contribute to economic growth and innovation at the grassroots level.

# Conclusion

The contributions of MIL Citizens are integral to building cities that are not only safe and inclusive but also smart, creative, and conducive to grassroots entrepreneurship. This type of entrepreneurship originates and develops from the local community or the grassroots of society, rather than being driven from the top by large corporations or institutions.