



B+HR
BUSINESS AND HUMAN RIGHTS



Reporting Business and Human Rights

**A HANDBOOK FOR JOURNALISTS,
COMMUNICATORS, AND CAMPAIGNERS**

WITH SUPPORT FROM



PART ONE

**understanding
the issue**

Introduction	6 / 7
Understanding the issue	8 / 9
What is business and human rights?	10 / 11
Business and human rights timeline	12 / 13
Terminology	14 / 15
Story ideas	16 / 17
Protect, respect, remedy	18 / 19
Nurturing sources	20 / 21
Who report on business and human rights?	22 / 23
Knowing your audience	24 / 25
Ethics: scenario exercise	26 / 27
What is work?	28 / 29
The Interview: Charles Autheman	30 / 31
Policing fashion	32 / 33
Safety in the workplace	34 / 35
The Interview: Louise Hulland	36 / 37
Gender justice	38 / 39
The Interview: Salil Tripathi	40 / 41

PART TWO

**reporting business
and human rights**

Reporting business and human rights	42 / 43
Types of journalism	44 / 45
What makes a good story? Scenario exercise	46 / 47
What makes a good story? Editorial values	48 / 49
Spotting the story: what's the top line?	50 / 51
The Interview: Emma Harbour	52 / 53
Journalists under attack	54 / 55
Staying safe	56 / 57
Arms expenditure	58 / 59
Digital security	60 / 61
Staying safe checklist	62 / 63
Food, and human rights	64 / 65
Tea's dark secrets	66 / 67
The Interview: Margie Mason	68 / 69
The news cycle	70 / 71
Accuracy	72 / 73
Verification	74 / 75
Misinformation, disinformation and fake news	76 / 77
The Interview: Annie Kelly	78 / 79
The Interview: Annie Kelly	80 / 81
Reporting the environment	82 / 83
The circular economy	84 / 85
Achieving balance	86 / 87
Newsroom challenges	88 / 89
Building a contacts book	90 / 91
How to be an investigative journalist	92 / 93
Partnerships and campaigns	94 / 95
Editorial independence	96 / 97

PART THREE

telling the story

Telling the story	98 / 99
Choosing a medium	100 / 101
The podcast effect...	102 / 103
Using a style guide	104 / 105
Media law	106 / 107
News versus features	108 / 109
Creative storytelling techniques	110 / 111
Making ethical media	112 / 113
Checklist	114 / 115
Endnotes	116 / 117
Endnotes	118 / 119







The findings, analysis, and recommendations of this publication are those of the author and do not necessarily represent those of United Nations, including UNDP, or the UN member states. They are also not necessarily endorsed by those mentioned in the acknowledgements or cited.

The mention of specific companies does not imply that they are endorsed or recommended by UNDP in preference to others of a similar nature that are not mentioned. All reasonable precautions have been taken by UNDP to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader.

This publication is based on research and work by Nick Raistrick. The findings are primarily based on publicly available materials and supplemented by interviews. The views expressed in this document are those of the author and do not necessarily reflect the views of the United Nations Development Programme (UNDP).

All rights to this publication remain with the United Nations Development Programme. No part of this document may be replicated or redistributed without the prior written permission of UNDP.

A reference to a non-UNDP website or publication does not imply endorsement by UNDP or the accuracy of the information contained therein or of the view expressed.

The information provided in this handbook does not, and is not intended to, constitute legal advice; instead, it is intended for general informational purposes only.

Written by Nick Raistrick. Edited by Kieron Connolly, Amy Sellmyer, Harpreet Kaur, UNDP Business and Human Rights Specialist, and Kevin Lehmann, UNDP Business and Human Rights Analyst.

Art direction and design by Ric Marry. Infographics were created for this handbook by Ric Marry and Nick Raistrick.

Copyright © UNDP 2021

All rights reserved.

Reporting on business and human rights is a challenge, and not for the faint-hearted:

Perhaps you'll cover fairer conditions in the workplace? Or the environmental impact caused by the production and disposal of profitable consumer goods? Maybe you'll look at the illegal activity in a particular supply chain, or the way in which a company manipulated data or dodged tax?

Either way, you are likely to upset powerful people, and will bring to public attention issues that some people would rather were kept quiet - if you are doing your job properly, that is.

On the one hand, the basic skills which apply to all good, ethical journalism should apply. You have to be accurate, fair, balanced, and to be able to separate fact from opinion. You will need to carry out sensitive as well as challenging interviews, and nurture and protect your sources. And your desk research will be second to none.

But you'll also have advanced skills, as well as specialist knowledge and professional behaviour. To be able to read budgets and spot anomalies, for example, or to be able to understand complex legal issues well enough to write about them in plain language.

You'll have to 'sell' the story to your audience too. It may not be an 'interesting' topic to them: many would prefer to read about the latest showbiz stories, or to hear what cricket or football stars are doing, rather than the people who made their boots. You'll need advanced storytelling skills.

Others may feel that criticism of a particular local industry will put jobs at risk; shareholders in the company whose oil spills you are reporting on might be one of your key advertisers.

Business leaders, investors, and government officials are amongst the people who might not want you to discuss business and human rights issues. In some cases, your editor might be nervous too.

And there are several practical challenges for journalists covering business and human rights issues.

It can be risky reporting on, or communicating about, conditions in factories where clothing is made, and not just for you as a reporter. There is the real risk that the people you interview might get into trouble, or lose their job.

It can be daunting for journalists, programme-makers, and other communicators. It can be all too easy for them to avoid the topic completely.

What we choose to communicate, report on, or make programmes about, can have a real influence on the lives of people: on the factory floor, in the office, and in ships, shops, mines and plantations.

If we ignore labour rights abuses we contribute to a 'culture of impunity' in which, at its most extreme, those guilty of crimes like industrial manslaughter can get away without punishment or censure.

If poor working conditions are not mentioned in the media, we can limit the available information for survivors of industrial accidents who will miss out



negatively influence the way in which judges and juries perceive the issue if we avoid the topic.

We can also make it harder for campaigners to change these conditions if the subject stays off the public and political agenda.

Or to put it another way, the media can play a positive role in making sure that those responsible for industrial accidents are brought to justice. We can help play a role in improving compensation for survivors of accidents, and contribute towards better, fairer conditions in the future. It can be all too easy for journalists

to avoid the topic, or to report it in such a way that no change is ever likely.

And yet we need to make sure this kind of story is in the public domain. The media have a role to play in creating change

Whether legislation is about equal pay for women, safety in the workplace, or compensation for victims of land theft, it is only when these issues are in the public domain that justice can be done.

Harpreet Kaur,
UNDP, Business and Human Rights
Specialist, Asia-Pacific Regional Centre.

FURTHER RESOURCES

Reporting business and human rights is a big topic; suggestions for further research will appear throughout.

For a wider introduction to the subject, the UN's Guiding Principles on Business and Human Rights is a good starting point, and a knowledge of the Universal Declaration of Human Rights is useful.²

PART ONE

Understanding the issue

IN SUMMARY

Business and human rights stories can be complicated. Reporting them will involve both developing your own contacts of people who can talk confidently about specific subjects, and excellent online research, plus an understanding of the law and bodies which deal with it.

Skills needed

- Strong interview ability
- Nurturing sources and building relationships with subject experts
- Investigative journalism, accurate reporting
- 'Desk' research skills and data journalism
- Understanding and evaluating sources, spotting PR fluff
- Learning acronyms, turning jargon into plain English

Challenges and opportunities

This is a big and interconnected topic, so you've got some work to do. You might be covering labour law and land rights for one story, and recycling or big data for the next. And you'll need to understand media law. But once you've understood the relevant

This handbook has been produced by the United Nations Development Programme Asia-Pacific Regional Hub in Bangkok.

This handbook is intended to be practical, and aimed at working journalists, and programme-makers working in any media. Whilst some examples may be specific to a particular medium (such as radio or TV), the core topics and skills (such as media law and interview skills) are relevant to all.

It has been produced with the understanding that not all reporters who cover business and human rights stories will have an extensive background in the topic.

It mentions editorial team meetings and newsrooms, but it is understood that many people will be working alone, or in non-newsroom environments - although, it is likely that journalists can benefit from learning outside of their discipline. Journalists today may start out in newspapers, but end up producing podcasts - and vice versa.

It hoped that it will also be useful for communicators, campaigners, and others who work with the media in order to communicate business and human rights topics.

About this handbook

The second part looks at the practicalities of **reporting business and human rights stories**: from finding ideas and spotting stories through to the process of research and carrying out interviews.

The third part looks at how you can **tell business and human rights stories**, and 'sell' them to your audience and editors.

Whilst some media law is discussed, it is as general introductory information only and should not be construed as or relied upon as legal advice.

This handbook was written by Nick Raistrick for UNDP. Art direction and design by Ric Marry.

Infographics were created by Nick Raistrick and Ric Marry. Images have been ethically-sourced and credits can be found on page 116. They are used for illustration and design purposes only; there is no implication that inclusion on these pages implies either endorsement or criticism.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_11468

