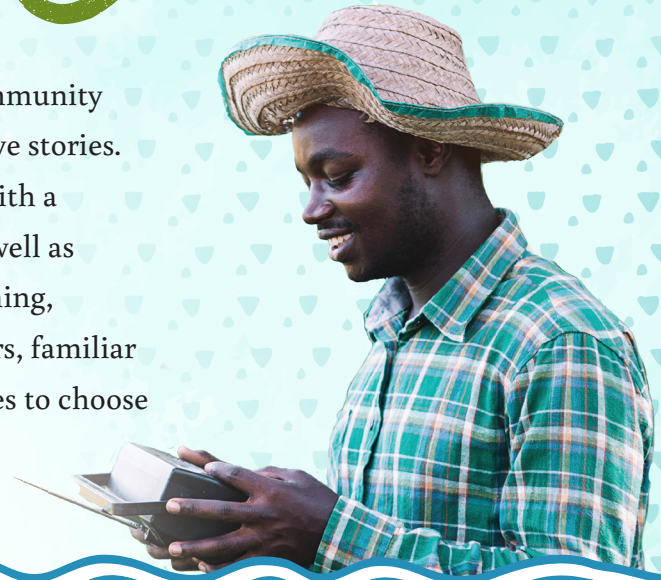


GLOBAL SUSTAINABILITY: Raising It From Every Angle



POPULATION
MEDIA CENTER

Population Media Center raises global sustainability through community empowerment on the most human level—by telling transformative stories. We turn popular entertainment into a force for universal good, with a focus on supporting women’s rights and healthy populations, as well as specific areas of environmental responsibility. PMC’s award-winning, locally produced radio and video series feature relatable characters, familiar communities, and very real choices—inspiring entire communities to choose a healthier, more equitable, and flourishing world for all.



DEFORESTATION

In the Democratic Republic of the Congo, listeners were 2.4 times more likely than non-listeners to say “deforestation” when asked about the causes of environmental degradation and 2 times more likely to be involved in planting trees in the past year. In Papua New Guinea, listeners were 4.3 times more likely than non-listeners to seek environmental conservation services related to logging.



PROTECTION OTHER SPECIES

In Rwanda, listeners were 3.4 times more likely to know that the protection of gorillas and their habitat can reduce poverty and bring tourists. In the Democratic Republic of the Congo, listeners were 2.9 times more likely than non-listeners to have been involved in protecting animals in danger of extinction. In Papua New Guinea, 22% of listeners were active in marine species conservation compared to 8% of non-listeners.



POPULATION GROWTH

In Rwanda, listeners were 1.5 times more likely than non-listeners to cite population growth as a primary cause of environmental degradation and loss of gorilla habitat. In the Democratic Republic of the Congo, listeners were 1.8 times more likely than non-listeners to say they want three children or fewer. In Burkina Faso, listeners were 2.2 times more likely than non-listeners to believe a woman can use contraception and still be faithful to her partner.



RIGHTS OF WOMEN AND GIRLS

Population Media Center empowers audiences, especially women and girls, through transformative storytelling. When women and girls have equal social status, education, and reproductive health – they can choose if and when they have children. Population growth is caused by harmful social norms that harm women and girls the most. We address these fundamental threats to global sustainability where it matters most—in human hearts and minds. See our other fact sheets or online for many impact examples.