

Press Discourse on the SDGs and the 2030 Agenda in Spain: Analysis of the Digital Newspapers with the Highest Readership (2015-2022)

Alberto E. López-Carrión; Myriam Martí-Sánchez

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Alberto E. López-Carrión ✉

<https://orcid.org/0000-0002-9548-2991>

Universidad Internacional de Valencia

Pintor Sorolla, 21

46002 Valencia, Spain

alberto.lopez@universidadviu.com



Myriam Martí-Sánchez

<https://orcid.org/0000-0003-4344-4464>

ESIC Business & Marketing School

ESIC University

Avda. de Valdenigrales, s/n

28223 Pozuelo de Alarcón (Madrid), España

myriam.marti@esic.edu

Abstract

In September 2015, all UN member states enacted the Sustainable Development Goals (SDGs) as part of the 2030 Agenda. It is a universal call to action to end poverty, protect the planet and improve the lives and prospects of people around the world. This paper aims to determine the most relevant characteristics of the discourse around this plan, which has been offered by the seven digital newspapers with the highest readership in Spain during the eight years following the enactment of the initiative. On the one hand, a statistical analysis has been carried out of the number of pieces of information disseminated, as well as of the entities, industries, regions, themes and people or public agents most mentioned. On the other hand, a computerised linguistic corpus analysis was carried out, showing the main word associations made by each newspaper masthead and the length of the respective journalistic pieces. The main results reveal a generalised increase in the number of news items, especially from 2020 onwards. Furthermore, there is a clear prominence of the social dimension of sustainability and sustainable development, in contrast to the scarce relevance of the ecological and environmental aspect in most of the digital newspapers. It is concluded that the Spanish press discourse on the SDGs and the 2030 Agenda is heterogeneous and, furthermore, that there is currently no example that fully complies with the values of sustainable journalism. Also, that the coverage of this roadmap does not have long-format journalistic pieces that allow the desirable depth for an adequate explanation of the plan.

Keywords

SDGs, Agenda 2030, United Nations, Sustainability, Sustainable Development, Digital Press, Media Discourse, Statistical Analysis, Semantic Analysis, Text Mining, Coverage, Slow Journalism, Sustainable Journalism.

1. Introduction

Ending poverty, ensuring quality education, achieving gender equality, promoting economic growth and decent work for all, and taking urgent action to combat climate change and its effects. These are some examples of the Sustainable Development Goals (SDGs) adopted by the 193 member states of the United Nations (UN) at the summit held in New York on 25 September 2015, with the aim of improving the lives of people and the planet itself (UN, 2015a).

The 17 goals enacted in the resolution 'Transforming our world: the 2030 Agenda for Sustainable Development' have, in turn, 169 targets that break down in a more concrete way the guidelines that public policies for development and



international cooperation should follow in the year 2030. Also, this action plan "aims to take up the Millennium Development Goals (MDGs) and achieve what they failed to achieve" (UN, 2015b). In this regard, **Kubiszewski et al.** (2022) highlight the novelty of the SDGs for achieving, for the first time, a broad consensus of all world leaders around a global roadmap applicable to all countries. They also state that "unlike the MDGs, which focused on developing countries, the SDGs set the same set of goals for all countries in the world" (p. 1).

To measure the achievement of the SDGs, in 2017 the United Nations designed a global framework of 232 statistical indicators to "provide good quality, verifiable evidence of progress towards the 2030 Agenda" (MacFeely, 2020), which was described as an 'unprecedented statistical challenge'.

Indeed, in the latest edition of the 'Sustainable Development Report', one of the reports that globally assesses the progress of most countries towards achieving the SDGs, its authors state that since the outbreak of COVID-19 in 2020 and the crises that have ensued, progress on the goals has stagnated globally despite the advances that occurred between 2015 and 2019 (Sachs et al., 2023; Sachs et al., 2021).

The coronavirus has therefore seriously impacted progress towards the SDGs (Srivastava; Sharma; Suresh, 2020; Sharma et al., 2021), potentially compromising global commitment to the 2030 Agenda for Sustainable Development (Shulla et al., 2021). Wang and Huang (2021) argue that the pandemic has had negative effects on all 17 goals but has also been able to generate opportunities in 14 of the goals, as developed countries have shown greater concern for sustainable development research during this health emergency.

Since the outbreak of COVID-19 in 2020 and the crises that have ensued, progress on the goals has stalled globally despite progress between 2015 and 2019

This paper aims to study the role that the press is playing in raising public awareness of the goals and targets that make up the 2030 Agenda, as well as their usefulness in improving the lives of people and the planet. To this end, the general objective of the research is to determine the characteristics of the discourse of the main digital newspapers in Spain in relation to this initiative, establishing the similarities and differences between newspaper mastheads. Based on this aim, the following specific objectives are also proposed:

SO1: To analyse the media impact of the UN plan in the Spanish press, checking the frequency with which this issue has appeared prominently in the digital newspapers with the highest readership.

SO2: To determine whether the three dimensions of sustainability and sustainable development, or any of them, are present in the discourse of each newspaper masthead.

SO3: Examine which contexts - in terms of entities, industries, regions and issues - each newspaper relates the UN action plan to in its news discourse.

SO4: Examine whether each newspaper approaches the SDGs and the 2030 Agenda from a local, national or international perspective.

SO5: Compare the people and public agents who appear most closely related to the goals and targets promoted by the UN in the corpus of each newspaper masthead, as well as the political parties or ideologies that correspond to the leaders mentioned.

SO6: To compare the length of the news pieces in order to check which newspaper mastheads are closer to the characteristic of *slow journalism* in their treatment of the subject under study.

2. Literature Review

With regard to how the UN plan is being communicated to inform the world's population about the scope of the goals and targets, an issue addressed by some research in recent years (Mulholland; Bernardo; Berger, 2017; Sánchez-Gassen; Penje; Slätmo, 2018; García-Sánchez; Amor-Esteban; Galindo-Álvarez, 2020; Canel, 2021), two trends can be identified: on the one hand, Toro-Peña (2020) points to the need for much more transformative communication and information, as the 2030 Agenda gives little importance to dissemination processes. On the other hand, Aririguzoh (2022) argues that, for the SDGs to be achieved, "the competent communicator must recognise that the culture of the actors in a communication process is the basic foundation of effective communication" (p. 9), referring to the cultural differences that exist on the planet and the different ways of elaborating communicative discourses.

In this sense, there are different positions that affirm that greater knowledge of the SDGs and the 2030 Agenda can translate into, precisely, better guarantees for their fulfilment. Easterly (2015) asserts that society must first be aware of the existence of this type of major global action plans in order for them to be transformed into action. He also believes that sustainable development practitioners believe that this issue has captured everyone's attention, when in fact the opposite is true. Cummings et al. (2018) believe that the 2030 Agenda will be a failure unless the process of

implementing its goals and targets harnesses the transformative power of knowledge, especially that generated at the local level.

In Spain, the goals and targets lacked institutional support in the first years after the launch of the plan, unlike in other countries around the world (**Gómez-Gil**, 2018). The slowdown of the SDGs was influenced by the political instability experienced by the country in 2015 and 2016, a period in which two general elections were held in just six months (**Conejero-Paz; Segura-Cuenca**, 2020). Once the progressive coalition government was formed, it set the goal that, by 2020, 100% of the Spanish population would be aware of the plan (**Government of Spain**, 2018) and to this end it promoted communication initiatives such as the #ODSéate campaign (**Boto-Álvarez; García-Fernández**, 2020). However, different studies during those dates ensured that the population's knowledge of the SDGs was still very low (**CIS**, 2019; 2020), in line with that of industrialised countries such as Germany, the United States, France or the United Kingdom (**Focus 2030**, 2023).

Regarding the stance of the main Spanish political parties on sustainability, the SDGs, 2030 Agenda and social responsibility, **Puchalt-López and López-Trigo-Reig** (2023) conclude that the conversation on the social network Twitter, currently known as X, is more focused on the term '2030 Agenda'. They add that the parties on the right of the political spectrum (Partido Popular and Vox) make a strong opposition, generating a greater number of mentions on this topic - especially in the case of Vox - than the parties that make up the progressive left-wing coalition of the Spanish government (Partido Socialista Obrero Español and Unidas Podemos), which develop a non-aligned social discourse.

The ultra-conservative Vox party's rejection of the United Nations agenda is such that it has even presented its own 'Spain Agenda' as a response "to the globalist agendas that seek the destruction of the middle classes, the liquidation of the sovereignty of nations and the attack on the family, life and the common roots of the West" (**Europa Press**, 2021). In fact, Vox's Facebook accounts in Spain's autonomous parliaments have even linked 2030 Agenda to hate speech (**Gorostiza-Cerviño; Moreno-Cabanillas**, 2023), and the president of this party, Santiago Abascal, has even stated in an interview that 'if anyone in Vox defends 2030 Agenda, I will personally dismiss them' (**The Objective**, 2023).

After examining the publications of the official account of the Government of Spain (@desdelamoncloa) on Twitter, **Galiano-Coronil and Ortega-Gil** (2019) state that "it has been found that despite the fact that the fulfilment of the 2030 Agenda and the 17 SDGs are essential for the future of the country, messages that deal directly with them are not usually published" (p. 234). **Carrasco-Polaino and Piqueiras-Conlledo** (2023) also argue that, on this social network, the profiles of national and regional Spanish public administrations - as well as those of their respective leaders and representatives - mainly publish posts related to two pillars of sustainability, namely social inclusion and environmental protection, leaving aside the economic pillar in the platform's conversations.

With this thesis, the authors refer to the three dimensions of sustainability and sustainable development, which are ecological or environmental, social and economic (**United Nations Environment Programme; International Trade Centre**, 2017; **Cavagnaro; Curiel**, 2012; **UN**, 1997; **Artaraz**, 2002; **Strange; Bayley**, 2008), whose balance is fundamental to guarantee an environmentally sustainable environment in the future, compatible with the planet's capacity to maintain human activities, and all this without causing significant damage to the different economic activities (**García-García**, 2018). With respect to the social dimension, it presents more complicated challenges to specify, understand and communicate than the ecological or environmental dimension (**Bebbington; Dillard**, 2009), and is often neglected when it is of crucial importance (**López; Arriaga; Pardo**, 2018).

Regarding the national media discourse on sustainability and sustainable development, and in line with this last argument, a study by **CANVAS Estrategias Sostenibles and Data Science Graphext** (2021) also reiterates that the social dimension of these two concepts is the 'eternally forgotten', asserting that the objectives related to this aspect (poverty, education, inequality, etc.) are the ones that receive the least coverage in the Spanish media. The report also notes that, with the arrival of COVID-19, there was a decrease in the amount of news on these issues in the Spanish media. In terms of the media discourse of the content analysed, the study points out:

"The news on sustainability and 2030 Agenda covered in the Spanish media show three trends: a content with a strong political tone -news on government and country actions-; majority coverage of sustainability from the environmental dimension, even linked to health; and news as a space for dissemination for the private sector" (p. 4).

In the specific case of the Spanish digital press, **López-Carrión and Martí-Sánchez** (2023) agree with the previous report in that the discourse of the SDGs and the 2030 Agenda is highly institutionalised with the dissemination of the activities and initiatives developed by the different administrations to promote this plan. The other discursive themes highlighted by these authors are: global problems of all kinds (climate change, poverty, inequalities, pandemics, etc.); the actual content of the goals and targets of this roadmap that seek to combat these negative situations and thirdly, the UN as the entity leading this action plan.

The role of the media in raising public awareness of sustainable development issues and their dimensions has been the subject of several research studies in recent years. **Holt and Barkemeyer** (2012) note that since the late 20th century, there has been "a radical change in the prominence of environmental and social issues within the public sphere and the business world, often facilitated by media coverage in television, newspapers, digital media and through films and documentaries", concluding that the media must be challenged to maintain a sustained focus on these issues over time, encouraging public participation and promoting higher levels of citizen awareness to advance sustainable development.

The discourse of the SDGs and the 2030 Agenda is highly institutionalised with the dissemination of the activities and initiatives developed by the different administrations to promote this plan

Janoušková et al. (2019) argue that communication on sustainability issues lacks its own theoretical framework and that the SDGs are the appropriate mechanism to articulate it, even though there has been a specific discipline focused on these issues for years: Sustainable Communication for Development and Social Change (**Servaes**, 2008). They also recognise that this is a challenge for journalists, who need to be able to combine their expertise on the different challenges presented by the 17 goals and 169 targets (water, poverty, economic growth, etc.) "with a broad overview and ability to generalise and, last but not least, a great story" (p. 10).

Adjin-Tettey et al. (2021) offer a new theoretical perspective of sustainable journalism (**Fernández-Reyes**, 2004) or sustainability journalism (**Fernández-Reyes**, 2010), which on the one hand "integrates the three dimensions of sustainability in its coverage and funding and does not separate, for example, environmental issues from social and economic conditions as if they were isolated issues" (p. 12) and on the other hand, which inherently addresses both the crises experienced in society and the crisis experienced by the journalistic sector itself, as a result of the fall in income from advertising or subsidies, as well as the crisis in the journalistic sector itself (p. 12) and, on the other hand, that it inherently addresses both the crises in society and the crisis in the journalistic sector itself, due to the fall in advertising revenues or subsidies, the decline in readership or the lack of credibility, among other reasons. As main characteristics, the authors mainly advocate that it should have at its core the model proposed by *slow journalism*, "an unhurried journalistic practice, which offers its readers context and in-depth analysis of the information provided" (**Peñafiel-Saiz; Manias-Muñoz; Manias-Muñoz**, 2022) and, furthermore, that it should be solution-oriented, constructive, committed, sensitive to gender and conflict, and take into account the dual global-local approach.

On the international media discourse on sustainable development and sustainability, and after analysing nearly 10,000 global print newspapers from 2009 to 2018, **Janoušková et al.** (2019) found that the five most publicised topics related to the goals were climate change (SDG 13), renewable energy (SDG 7), gender equality (SDG 5), extreme poverty (SDG 1) and access to justice (SDG 16).

Some groups and media in Spain have promoted, or are promoting, initiatives to disseminate the SDGs and the 2030 Agenda to the Spanish population. **de la Casa and Caballero** (2020) highlight campaigns such as 'RTVE, for a better planet' launched in January 2020 by *Radio Televisión Española (RTVE)*, (2020) or, although not directly linked to the SDGs, some launched by private corporations such as *Atresmedia* and *Mediaset España*. In turn, the authors also highlight the importance of some digital newspapers specialising in issues related to sustainability and social responsibility, such as *Compromiso Empresarial*, *Corresponsables*, *Cultura RSC*, *Diario Responsable* and *Ethic*, which have regularly introduced the SDGs into their news content. The role played by journalism specialising in this topic "has the opportunity to occupy a relevant space in the framework of the implementation of the 2030 Agenda" (**Toro-Peña**, 2020).

Some of the digital newspaper mastheads with the largest readership have also promoted initiatives related to the SDGs and the 2030 Agenda. To cite a few examples, in 2015, even before the promulgation of this action plan, *El País* launched a specific portal in the 'Planeta Futuro' section, which provided detailed information on the context of each of the 17 goals, as well as the challenges they pose (**El País**, 2015). For its part, *El Español* launched the 'Enclave ODS' portal in 2021, which disseminates specialised information on a recurring basis "on the changes that society, business and institutions need in order to meet these goals" (**El Español**, 2021).

Finally, it is worth mentioning that some media have recently incorporated the use of artificial intelligence to measure the coverage they give to the SDGs in their programming. This is the case of RTVE's web application *rtve2030.es* which, after analysing 23 news and information programmes of *La 1*, *La 2*, *24h* and *Clan*, which account for more than 7000 hours of broadcasting, concludes that these channels devote an average of 30% of their programming time to news and reports related to the SDGs, mainly on issues such as health (25%), peace (23%) and equality (14%) (**UNRIC-United Nations Regional Information Centre**, 2023; **RTVE**, 2023).

3. Methodology

To achieve the objectives of this research, two analyses were carried out, one quantitative and the other computerised

linguistic, of the content published in the main digital newspaper mastheads in Spain during the eight years that have elapsed since the promulgation of the UN action plan, from 1 January 2015 to 31 December 2022.

3.1. Sample and Content Selection

To determine the sample of media analysed in this study, the five digital newspaper mastheads with the largest audiences in Spain present in the December 2022 rankings of *Comscore* and *GfK DAM*, currently the main online audience measurement platforms (**Quintas-Froufe; González-Neira, 2021; Del-Castillo, 2021**), were selected. According to the first measuring platform, and in this order, *El Mundo*, *El Español*, *El País*, *20 Minutos* and *La Vanguardia* were selected. From the second platform, also in order of highest to lowest readership, *El País*, *El Español*, *El Mundo*, *ABC* and *El Confidencial* were selected. Therefore, by comparing both measurement indices, the definitive sample of the seven digital newspapers to be analysed is made up of the following:

- *20 Minutos*
- *ABC*
- *El Confidencial*
- *El Español*
- *El Mundo*
- *El País*
- *La Vanguardia*

The content search was carried out using the *Factiva* press database offered by the US business group Dow Jones. It is a tool that provides access to more than 33,000 publications and 400 news agencies from 200 countries, in 32 languages (**Factiva, 2023**) and, in the specific case of Spain, allows online access to 229 licensed media, including the agencies *EFE* and *Europa Press*.

To select the contents of the corpus, a Boolean search was carried out by entering the Spanish combination “*Objetivos de Desarrollo Sostenible*” OR “*ODS*” OR “*Objetivos Desarrollo Sostenible*” OR “*Agenda 2030*” (“*Sustainable Development Goals*” OR “*SDGs*” OR “*Sustainable Development Goals*” OR “*2030 Agenda*” in English), which brings together the main keywords that refer to the object of study of this research and, in addition, have been used previously in similar studies (**López-Carrión; Martí-Sánchez, 2023; Janoušková et al., 2019**). Only content containing one of these terms in the headline and the first paragraph was selected, as both contain and condense the informative essence of journalistic texts (**Iranzo; Latorre-Lázaro, 2019**).

At this stage of the process, two obstacles or limitations were encountered, which were resolved as described below. Firstly, the newspaper *El Español* was not in *Factiva* during 2015 and 2016, so a Boolean search was performed for this newspaper newspaper masthead, and only for these two years, in the digital journal archive of the Spanish press *MyNews*. Like *Factiva*, this tool also allows restricting the keyword search to the headline and first paragraph. Secondly, it was observed that, since 2020, the newspaper *El País* introduced in the first paragraph of all news items published in its 'Planeta Futuro' section a note to readers citing the term '2030 Agenda', a circumstance that significantly altered the results of this medium, both in terms of volume of content and in terms of topics that differed from the SDGs and 2030 Agenda. This was resolved by reformulating the Boolean search mentioned above, for these years and this newspaper, adding an operator to exclude the full text of this announcement notice¹, so that the results that cited the 2030 Agenda in the headline or first paragraph were retained, but were not included in this notice.

3.2. Statistical Analysis

In addition to being able to access large volumes of news classified by date of publication, the *Factiva* platform includes data on mentions of companies, entities, industries, regions and themes, a function that has responded to several specific objectives of the research. To this end, a statistical analysis of each category has been developed.

The general criterion for defining the records that have been included in the data tables of the different statistical analyses was that the frequency of mentions of each recording unit was greater than 1%. In some cases where this percentage was not reached, the three main recording units of each newspaper were included. In the category 'topics', considering the high magnitude of records, the record units with a frequency of more than 5% were selected.

3.3. Semantic Analysis

The analysis of the linguistic corpus was carried out using *T-LAB 2022* (version 8.1.2.5). This is a computer programme developed by the psychologist Franco Lancia that uses automatic analysis to extract patterns based on meaningful words and themes (**Lancia, 2012**).

During the import process, the tool performs the following treatments: corpus normalisation, multi-word and empty word detection, segmentation into elementary contexts, automatic lemmatisation and keyword selection. In order to adapt the corpus to this analysis, the manual lemmatisation process has been applied to group, rename and eliminate

lemmas. For example, in the case of this research, the terms 'UN' and 'Nations' have been grouped under the same lemma which has been UN.

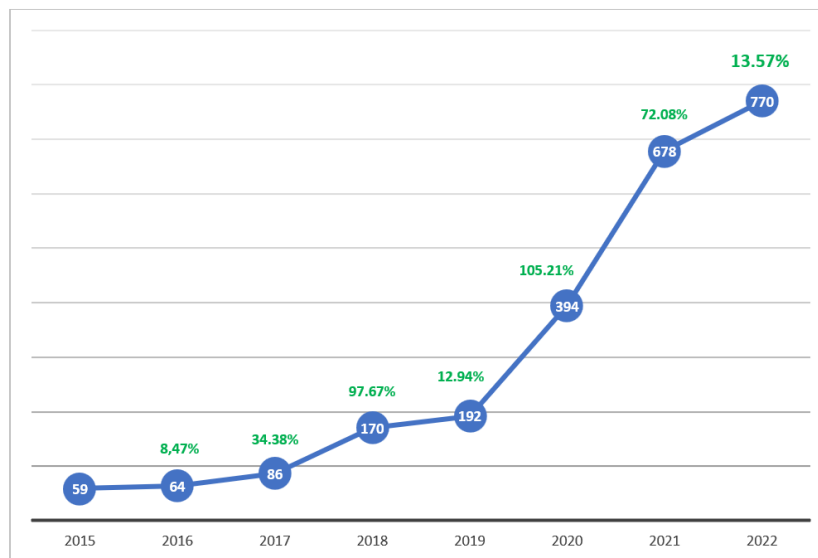
T-LAB uses two types of information: elementary contexts - parts of the linguistic corpus that coincide with one or several sentences - and lexical units, which are records referring to classified labels, according to customised dictionaries, semantic categories or linguistic criteria. All those shown are located in the first decile. Given the different dimensions of each corpus, the programme has a minimum frequency threshold, which guarantees the reliability of the statistical data. For this work, the analysis of word associations centred on the lemma under study has been applied.

4. Results

4.1. General Media Coverage

The search for key terms related to the SDGs and the 2030 Agenda in the Spanish digital newspapers with the highest readership between 2015 and 2022 shows a total of 2413 contents that include these terms in their headline and/or first paragraph. Graph 1 shows the annual evolution of appearances, going from 59 in the year in which the initiative was enacted to 770 in 2022, having increased by 1205.08% over the eight years of analysis. Within this ever-increasing trend, the period 2019-2021 stands out for the significant increase in press interest in this issue.

“The period 2019-2021 stands out for the significant increase in press interest in this issue.”



Graph 1: Annual Evolution of the Contents that Make up the Corpus.

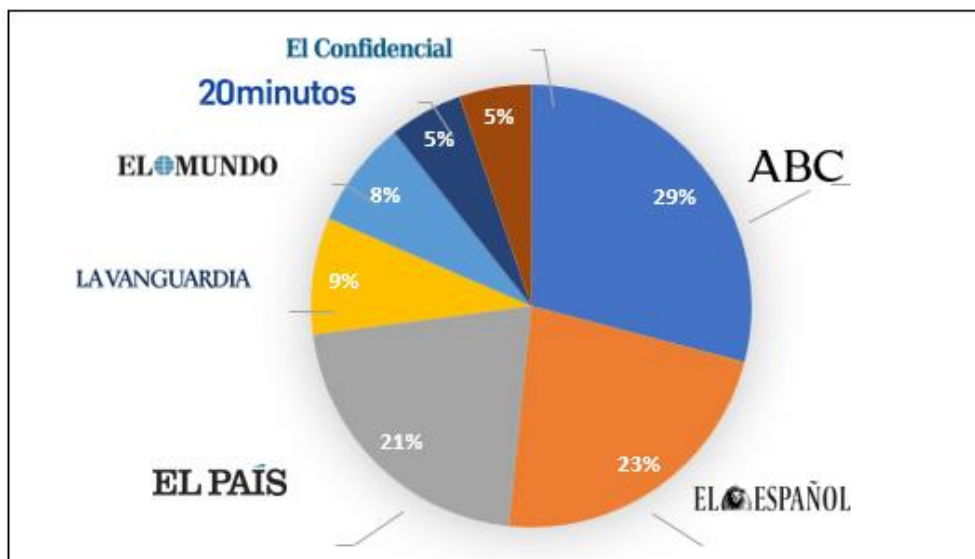
Source: Based on data provided by Factiva.

With regard to frequency, Table 1 shows the amount of content published by each masthead. The conditional format of each cell shows in red the lowest figures, very frequent between 2015 and 2019 in most media (with the exception of *El País* throughout this five-year period, and *ABC* from 2018 onwards), and in green the highest figures, observed in 2021 and 2022 in *ABC* and *El Español*. In addition, it is also noteworthy that most of them have irregular coverage of the SDGs and the 2030 Agenda, i.e. they published less content before 2020 and dissemination increased thereafter, *El País* has offered more regular and constant coverage, as well as being the newspaper that has published the most news during the first years of its implementation. Also, *El Español* stands out for being the newspaper that has published the most news on the object of study in a single year (297, in 2022).

Table 1: Annual Evolution of Content in each Digital Newspaper.

	2015	2016	2017	2018	2019	2020	2021	2022	TOTAL
20minutos	1	0	0	3	1	55	47	23	130
ABC	0	12	8	34	66	123	209	250	702
El Confidencial	0	0	0	6	11	31	40	40	128
EL ESPAÑOL	0	0	0	3	6	26	212	297	544
EL MUNDO	1	4	8	10	18	37	64	47	189
EL PAÍS	41	47	67	108	78	68	48	57	514
LA VANGUARDIA	16	1	3	6	12	54	58	56	206
	59	64	86	170	192	394	678	770	2413

Finally, Graph 2 shows the percentage of content published on the SDGs and the 2030 Agenda by each digital newspaper. Coverage by ABC and *El Español* accounts for more than half of the total, with 702 and 544 news items, respectively, followed by *El País*, which is in third position, with 514 items. The remaining 27% of the coverage is divided between four newspapers, in the following order: *La Vanguardia* (206 contents), *El Mundo* (189), *20 Minutos* (130) and *El Confidencial* (128).



Graph 2: Percentage Distribution of the Contents of the Corpus.

Source: Based on data provided by Factiva.

4.2. Coverage of Entities, Industries, Regions and Themes

In this section of the research, an analysis is made of Factiva's main statistical data on entities, industries or sectors, regions and topics that are mentioned in the content on the SDGs and the 2030 Agenda, disseminated in the digital newspapers with the highest readership in Spain between 2015 and 2022.

Firstly, Table 2 shows the entities most frequently mentioned in the research corpus, classified in different colours according to whether they are international, national, regional or from the private sector. 23 of the 33 belong to the international sphere, with the UN - the driving force behind the SDGs and the 2030 Agenda - being the entity with the most references in all the headlines. *El País* is the newspaper with the highest percentage of mentions of the UN (63.81%) while *20 Minutos* has the lowest (8.46%).

Other international entities with a prominent presence in the corpus are also linked to the UN itself, such as the World Health Organisation (WHO), present in various contents published by ABC and *El Confidencial*; the United Nations Children's Fund (UNICEF), in ABC and *El País*; the United Nations Educational, Scientific and Cultural Organisation (UNESCO), in *El Confidencial*; the United Nations Global Compact, in *El Mundo*; and the United Nations General Assembly itself, in *El Español*, *El País* and *La Vanguardia*.

The remaining 10 entities are distributed in other areas with a smaller number of mentions, such as the national (5), regional (3) and private sector (2). With regard to the most referenced national entities, the majority correspond to different Spanish Government ministries cited by the newspapers *20 Minutos* and *El Confidencial*, such as that of Equality, that of Labour and Social Economy, and that of Health, in addition to the Centro de Investigaciones Sociológicas (CIS), a public body whose main objective is "the study of Spanish society [...] by means of surveys in which people are asked their opinion on various current socio-economic and political issues" (CIS, 2023).

Of the three regional entities most mentioned by some newspapers, one corresponds to the Consorci de la Zona Franca de Barcelona (the entity that manages the industrial estate of the Catalan city and its customs area) and the other two to institutions of self-government of some Spanish autonomous communities, as is the case of the Junta de Andalucía, in ABC, and the Generalitat Valenciana, in *El Mundo*. Finally, and although it does not have a high number of mentions, BBVA bank appears as the only private entity in Table 2 due to the references that appear in some of the contents published by *El Mundo* and *La Vanguardia* between 2015 and 2022.

With regard to the coverage of industries and productive sectors, Table 3 shows those with the most mentions in the corpus, differentiating by colour those which are referred to by several digital newspapers. On a general level, on the one hand, it is worth noting that no industry or sector reaches 5% of mentions, the three main ones being water services, in ABC and *El Mundo* (with 4.84% and 4.76%, respectively), renewable energy generation, in *El Confidencial* (4.69%), and financial services, in *La Vanguardia* (4.37%).

Table 2: Most Mentioned Entities in the Corpus

MEDIA	ENTITY	NUMBER OF CONTENTS	PERCENTAGE
20minutos	United Nations (UN)	11	8,46
	Ministry of Labour and Social Economy	6	4,62
	Ministry of Equality	4	3,08
ABC	United Nations (UN)	78	11,11
	European Union (EU)	27	3,85
	Junta de Andalucía	15	2,14
	World Health Organisation (WHO)	11	1,57
	United Nations Children's Fund (UNICEF)	8	1,14
El Confidencial	United Nations (UN)	19	14,84
	European Union (EU)	8	6,25
	Ministry of Health	3	2,34
	Centro de Investigaciones Sociológicas (CIS)	2	1,56
	Ministry of Labour and Social Economy	2	1,56
	United Nations Educational, Scientific and Cultural Organisation (UNESCO)	2	1,56
	World Health Organisation (WHO)	2	1,56
EL ESPAÑOL	United Nations (UN)	68	12,50
	European Union (EU)	14	2,57
	United Nations General Assembly	6	1,10
EL MUNDO	United Nations (UN)	39	20,63
	European Union (EU)	13	6,88
	United Nations Compact	3	1,59
	Generalitat Valenciana	3	1,59
	Banco Bilbao Vizcaya Argentaria SA (BBVA)	2	1,06
	European Commission (EC)	2	1,06
EL PAÍS	United Nations (UN)	328	63,81
	United Nations General Assembly	32	6,23
	European Union (EU)	16	3,11
	United Nations Children's Fund (UNICEF)	10	1,95
LA VANGUARDIA	United Nations (UN)	49	23,79
	European Union (EU)	8	3,88
	United Nations General Assembly	8	3,88
	Consorti de la Zona Franca de Barcelona	7	3,40
	Banco Bilbao Vizcaya Argentaria SA (BBVA)	3	1,46

On the other hand, when analysing the industries and sectors that are mentioned in the most newspaper mastheads, the most frequent ones appear in five of the seven newspapers analysed and are agriculture and water services. Next, the banking sector appears in four newspapers, while electricity generation, commercial banking and renewable energy generation appear in three newspaper mastheads.

Next, Table 4 shows the regions most mentioned in the contents of the corpus. In all the newspapers, Spain is the country with the highest percentage of mentions, although in some mastheads it is more dominant than in others. For example, in certain newspapers it is very high (over 90%), such as *ABC* or *El Confidencial*, while in others it is much lower, such as *El Español* (58.82%) or *El País* (41.05%).

As for other countries mentioned in the contents, although with a considerable difference with respect to Spain, the most repeated is the United States, which appears in all the mastheads analysed, except in *ABC*. It is also worth highlighting the presence of several Spanish autonomous communities in all the newspapers. In this case, *El Mundo* mentions the most Spanish regions (it mentions 14, with the highest percentage of mentions being in the most populated regions of the country, such as the Valencian Community, the Community of Madrid, Andalusia, Catalonia and the Basque Country), while *El País* and *La Vanguardia* mention the least (in both cases, the most mentioned regions are also the most populated ones: Andalusia, Catalonia, the Valencian Community and the Community of Madrid). Other international regions mentioned in the corpus are the state of New York (in *El Mundo*, *El País* and *La Vanguardia*) and Scotland (in *El Español*).

From the point of view of cities, on a national level, the media analysed are committed to mentioning the most populated cities, such as Madrid (the country's capital is frequently mentioned in *20 Minutos*, *ABC*, *El Español*, *El Mundo* and *La Vanguardia*) and Barcelona (in all the mastheads analysed, with the exception of *20 Minutos*). At the international level, other foreign cities mentioned by some Spanish media are Glasgow (in *El Español*, even surpassing Madrid and Barcelona in terms of mentions) and New York (in *El Mundo* and *El País*).

Table 4 also shows that some Spanish newspapers refer in their content to various continents or associations of countries, such as the European Union. In fact, the European economic and political community is frequently mentioned

in five of the seven newspapers analysed, specifically in *ABC*, *El Confidencial*, *El Español*, *El Mundo* and *La Vanguardia*. In the case of the continents or large territories most mentioned, *El Mundo* includes several references to Africa and Europe; *El País*, in that order, to Latin America, Africa and Europe; and *La Vanguardia*, to Latin America.

Table 3: Industries or Sectors most Frequently Mentioned in the Corpus.

MEDIA	INDUSTRY/SECTOR	NUMBER OF CONTENTS	PERCENTAGE
20minutos	Agriculture	4	3,08
	Property	4	3,08
	Livestock	2	1,54
	Electric energy distribution	2	1,54
	Arquitecture	2	1,54
	Real estate services and transactions	2	1,54
ABC	Water services	34	4,84
	Hotel	16	2,28
	Agriculture	12	1,71
	Electric energy generation	9	1,28
	Property	7	1,00
El Confidencial	Renewable energy generation	6	4,69
	Agriculture	3	2,34
	Electric energy generation	3	2,34
	Water services	3	2,34
	Commercial Banking	3	2,34
	Pea and bean cultivation	2	1,56
	Alternative fuel vehicles	2	1,56
	Banking	2	1,56
EL ESPAÑOL	Agriculture	10	1,84
	Water services	10	1,84
	Livestock	6	1,10
EL MUNDO	Water services	9	4,76
	Electric energy distribution	3	1,59
	Civil construction	3	1,59
	Banking	3	1,59
	Commercial banking	3	1,59
	Energy	2	1,06
	Port operations	2	1,06
EL PAÍS	Renewable energy generation	4	0,78
	Water services	3	0,58
	Banking	3	0,58
LAVANGUARDIA	Financial services	9	4,37
	Water services	8	3,88
	Banking	7	3,40
	Agriculture	4	1,94
	Electricity and gas services	3	1,46
	Electric energy generation	3	1,46
	Renewable energy generation	3	1,46
	Telecommunications services	3	1,46
	Commercial banking	3	1,46
	Insurance	3	1,46
	Food products	3	1,46
Services	3	1,46	

Finally, Table 5 shows the most mentioned topics, differentiating by colour those that are cited by various digital newspapers. The most popular topic related to the SDGs and the 2030 Agenda is national policies in five mastheads, which, in order of highest to lowest percentage, are *20 Minutos* (46.15%), *El Confidencial* (35.94%), *La Vanguardia* (32.52%), *El Mundo* (30.69%) and *ABC* (19.80%). In the two remaining mastheads, this subject has a lower percentage of mentions, 11.21% in *El Español* and 10.89% in *El País*.

In the case of *El Español*, this newspaper gives preference to content focused on sustainable development or sustainability (17.46%), a subject which is also the main one for *El País* (14.59%) and which newspapers such as *ABC*, *El Confidencial*, *El Mundo* and *La Vanguardia* place among the subjects with the greatest coverage, although not the main one, since they give priority to content on national policies, as analysed above.

Content related to executive power, despite not being the main theme of the media analysed, is present in most of them (the only exception is *El País*), with considerable percentages of coverage, for example, in *20 Minutos* (35.38%) or *El Confidencial* (22.66%). Another of the topics highlighted by six of the seven mastheads is natural environments, an issue related to the environmental dimension of sustainability. In this case, it appears as relevant for all newspapers except *20 Minutos*.

Table 4: Most Mentioned Regions in the Corpus.

MEDIA	REGION	NUMBER OF CONTENTS	PERCENTAGE
20minutos	Spain	112	86,15
	Community of Madrid	7	5,38
	Andalucía	6	4,62
	Catalonia	4	3,08
	Castilla y León	3	2,31
	Ucrania	3	2,31
	Galicia	2	1,54
	Madrid	2	1,54
	Morocco	2	1,54
	United States	2	1,54
ABC	Spain	655	93,30
	Valencian Community	67	9,54
	Andalucía	62	8,83
	Castilla y León	28	3,99
	Catalonia	25	3,56
	Castilla-La Mancha	22	3,13
	Madrid	22	3,13
	Community of Madrid	21	2,99
	Barcelona	10	1,42
	European Union	9	1,28
	Basque Country	8	1,14
El Confidencial	Spain	116	90,63
	Catalonia	6	4,69
	Community of Madrid	6	4,69
	European Union	3	2,34
	United States	3	2,34
	Andalucía	2	1,56
	Barcelona	2	1,56
	Castilla y León	2	1,56
	Galicia	2	1,56
	Morocco	2	1,56
	EL ESPAÑOL	Spain	320
Castilla y León		41	7,54
Castilla-La Mancha		24	4,41
Andalucía		22	4,04
Community of Madrid		21	3,86
Glasgow		13	2,39
Madrid		12	2,21
United Kingdom		12	2,21
European Union		11	2,02
United States		11	2,02
Catalonia		9	1,65
Region of Murcia		9	1,65
Scotland		7	1,29
Valencian Community		7	1,29
Barcelona		6	1,10
Venezuela		6	1,10
EL MUNDO	Spain	151	79,89
	Valencian Community	36	19,05
	Community of Madrid	20	10,58
	Andalucía	14	7,41
	Catalonia	14	7,41
	Basque Country	13	6,88
	Madrid	12	6,35
	European Union	6	3,17
	United States	6	3,17
	Castilla y León	5	2,65

	Extremadura	5	2,65
	Balearic Islands	4	2,12
	China	4	2,12
	Galicia	4	2,12
	Russia	4	2,12
	Barcelona	3	1,59
	Castilla-La Mancha	3	1,59
	Chile	3	1,59
	Germany	3	1,59
	Africa	2	1,06
	Aragón	2	1,06
	Argentina	2	1,06
	Canary Islands	2	1,06
	Cantabria	2	1,06
	Europe	2	1,06
	Navarra	2	1,06
	Nigeria	2	1,06
	New York-city	2	1,06
	New York-state	2	1,06
EL PAÍS	Spain	211	41,05
	Latin America	25	4,86
	Africa	24	4,67
	United States	16	3,11
	Andalucía	15	2,92
	Catalonia	15	2,92
	Community of Madrid	14	2,72
	Europe	12	2,33
	Valencian Community	10	1,95
	New York-city	9	1,75
	New York-state	9	1,75
	Barcelona	8	1,56
	Mexico	7	1,36
	China	6	1,17
LA VANGUARDIA	Spain	147	71,36
	Catalonia	28	13,59
	Barcelona	23	11,17
	Community of Madrid	9	4,37
	Valencian Community	9	4,37
	United States	8	3,88
	Madrid	7	3,40
	European Union	5	2,43
	Andalucía	4	1,94
	Valencian Community	4	1,94
	Perú	4	1,94
	Bolivia	3	1,46
	México	3	1,46
	New York-state	3	1,46

Issues such as climate change or regional policies also have a prominent relevance for the main Spanish digital newspapers, linked to the SDGs and the 2030 Agenda. Both issues have a prominent position in four mastheads, specifically in *El Confidencial*, *El Español*, *El Mundo* and *La Vanguardia*, in the case of issues related to long-term changes in temperatures and climate patterns; and in *ABC*, *El Confidencial*, *El Mundo* and *La Vanguardia*, in the case of regional policies.

The impact of COVID-19 is also reflected in the content that some media outlets have published in recent years in connection with the UN action plan. Thus, questions about epidemic outbreaks appear among the main topics covered by *20 Minutos* (13.08%), *La Vanguardia* (5.83%) and *El Mundo* (5.29%), and the specific subject of the coronavirus appears among the most relevant in *20 Minutos* (10%) and *El Mundo* (5.82%).

Finally, it is also worth noting that content on government regulations and policies linked to the UN initiative in favour of people and the planet are also among the main topics for media such as *20 Minutos* and *ABC*, although with somewhat lower percentages than most of the issues mentioned above (5.38% and 5.27%, respectively).

Table 5: Most Frequently Mentioned Themes in the Corpus.

MEDIA	TOPIC	NUMBER OF CONTENTS	PERCENTAGE
20minutos	National policies	60	46,15
	Executive power	46	35,38
	Epidemic outbreaks	17	13,08
	COVID-19	13	10,00
	Public budgets / taxation	9	6,92
	Health	9	6,92
	Labour issues	8	6,15
	Regulation / Government Policy	7	5,38
	Animal rights	7	5,38
	Ministry of Labour	7	5,38
ABC	National policies	139	19,80
	Sustainable Development / Sustainability	126	17,95
	Executive power	97	13,82
	Natural environments	72	10,26
	Welfare / Social Services	41	5,84
	Education	40	5,70
	Regulation / Government Policy	37	5,27
	Regional policies	36	5,13
El Confidencial	National policies	46	35,94
	Executive power	29	22,66
	Sustainable Development / Sustainability	20	15,63
	Natural environments	13	10,16
	Climate change	9	7,03
	Regional policies	8	6,25
EL ESPAÑOL	Sustainable Development / Sustainability	95	17,46
	Natural environments	72	13,24
	National policies	61	11,21
	Climate change	54	9,93
	Executive power	30	5,51
EL MUNDO	National policies	58	30,69
	Sustainable Development / Sustainability	38	20,11
	Natural environments	33	17,46
	Executive power	31	16,40
	Comments / Opinions	15	7,94
	Climate change	13	6,88
	Regional policies	12	6,35
	COVID-19	11	5,82
	Epidemic outbreaks	10	5,29
EL PAÍS	Sustainable Development / Sustainability	75	14,59
	National policies	56	10,89
	Front page news	53	10,31
	Natural environments	28	5,45
LA VANGUARDIA	National policies	67	32,52
	Sustainable Development / Sustainability	53	25,73
	Executive power	41	19,90
	Natural environments	29	14,08
	Climate change	21	10,19
	Epidemic outbreaks	12	5,83
	Politics / International Relations	12	5,83
	Regional policies	11	5,34

4.3. Computerised Linguistic Analysis

The 2413 contents of the corpus have been separated by mastheads and dumped in *T-LAB* to apply the corresponding computerised linguistic analysis of the full texts. Table 6 shows the automated results and the last column includes the result after applying the manual configuration and, therefore, the final base of lemmas used in the analysis.

Likewise, when contrasting the data from the statistical analysis carried out by *Factiva* in section 4.2 regarding the frequency of publication, with the automatic configuration of slogans provided by *T-LAB*, a percentage of extension of the different contents disseminated on the SDGs and the 2030 Agenda has been obtained, which is shown in Table 7. This data allows us to identify the cases in which the level of depth with which the topic has been dealt with by each media outlet has been high, contrasting two variables: the number of pieces published with the number of slogans shown automatically by computerised linguistic analysis. The higher the number of slogans, the longer the journalistic text. From this it can be inferred that the treatment has been more detailed.

The results show that *ABC* published the greatest amount of content (702), but with a short length (measured by the

number of slogans: 740, which gives a percentage of 4.04%). At the other end of the scale is *El Confidencial*, which published the least amount of content (128) but the longest, which translates into greater explanation and depth (8.02%).

Table 6: Quantitative Characteristics of the Corpus and Details of the Categories Analysed.

Media	Contexts	Words	Lemmas	Occurrences	Threshold	Automatic Configuration of Lemmas Provided By T-Lab	Configuración Manual
20minutos	1350	7737	5286	62140	9	740	709
ABC	7524	23546	15626	355513	10	2836	2770
El Confidencial	1974	11473	7936	93187	10	1027	997
EL ESPAÑOL	7779	24323	15825	336527	10	2708	2570
EL MUNDO	2234	12655	8843	104562	10	1138	1107
EL PAÍS	8955	25022	16134	424132	10	2876	2815
LA VANGUARDIA	3141	14259	9682	143523	10	1415	1381

Elementary contexts: each sequence of words interrupted by a full stop.
 Words: the transcription of lexical units (single words, lexies or multi-words) as "strings" recognised by the software.
 Lemmas: set of words with the same lexical root.
Occurrences: these are the quantities resulting from the computation of how many times (frequencies) each lexical unit (LU) is repeated within the corpus or within the context units (CU).
Threshold: During preliminary data processing T-LAB calculates a minimum frequency threshold to select the words (or lemmas) to be entered in the analyses of the Automatic Configuration menu and, in particular, to build the keyword list.
Automatic configuration of lemmas provided by T-LAB: it includes up to 3000 lexical units belonging to the grammatical categories that are most dense in meaning: nouns, verbs, adjectives and adverbs. T-LAB selects the lexical units with the highest occurrence values.
Manual configuration: lemmatisation after grouping, renaming and deleting lemmas.
 Source: Based on data provided by T-LAB.

Table 7: Extent of Journalistic Content by each Medium.

Media	Number of Contents Found in Factiva	Automatic Configuration of Lemmas Provided by T-Lab	Percentage of Extension
20minutos	130	740	5,69%
ABC	702	2836	4,04%
El Confidencial	128	1027	8,02%
EL ESPAÑOL	544	2708	4,98%
EL MUNDO	189	1138	6,02%
EL PAÍS	514	2876	5,60%
LA VANGUARDIA	206	1415	6,87%
	2413	12740	5,28%

Source: Based on data provided by Factiva and T-LAB.

As for the results of the associative analysis, whose complete data are shown in Annex I, the radial diagrams presented in Figure 3 provide an overview of the most significant slogans in the discourse of each newspaper. In the centre of each radial, 'SDG_2030Agenda' (the object of the research) and, around it, those with the highest number of occurrences (statistically significant chi² test, p<0.05). The lemmas with the highest number of occurrences are the closest (on either side) and at a distance proportional to the degree of association. As can be seen, the central lemma has a high cosine coefficient in relation to the lemma 'compliance'. The terms 'UN', 'government', 'policies' and 'commitment' are also significant.

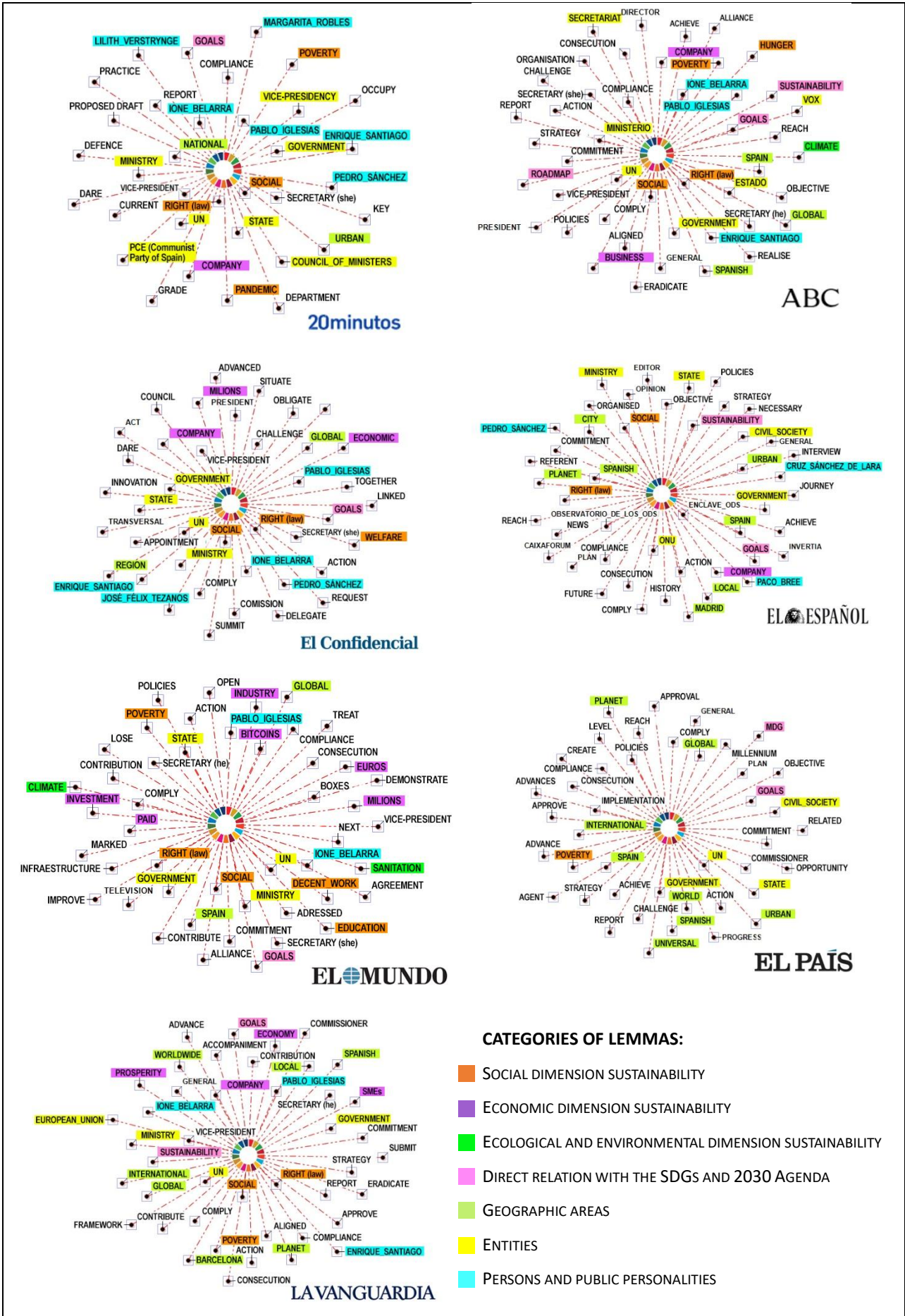
The social dimension, on the other hand, is the most important dimension, appearing in practically all the mastheads analysed and, furthermore, with high occurrences in its terms

Firstly, some digital newspapers specifically link some concepts that have a clear connection with the object of study of this research. These are, for example, 'goals', present in the seven newspapers analysed; 'roadmap', in *ABC*; 'MDG', in *El País*; and 'sustainability', which is reflected in the contents of *ABC*, *El Español* and *La Vanguardia*.

Precisely, with respect to the different dimensions of sustainability and sustainable development cited in previous analyses, very few terms related to environmental ecology are observed. Only *ABC* and *El Mundo* cite some with a smaller number of occurrences, such as 'climate', in both cases, and 'sanitation', present in the second newspaper. However, the other two dimensions are more prominent in the news content disseminated by several mastheads.

With regard to the economic dimension, it has greater coverage in *20 Minutos* (the word 'company' appears), *ABC* (with 'company' and 'business'), *El Confidencial* (with 'company', 'economic' and 'millions'), *El Mundo* (with 'bitcoins', 'euros', 'industry', 'investment', 'millions' and 'paid') and *La Vanguardia* (with 'economy', 'company', 'prosperity' and 'SMEs').

The social dimension, on the other hand, is the most prominent, appearing in practically all the mastheads analysed and, moreover, with high occurrences in its terms. *20 Minutos* and *ABC* each have four key words ('social', 'right', 'poverty' and 'pandemic' in the case of the former, and 'social', 'right', 'poverty' and 'hunger' in the case of the latter), while the rest of the newspapers also cite some of these terms, as well as other related ones, such as 'welfare' in *El Confidencial*, or 'decent work' and 'education' in *El Mundo*. Precisely, the latter is the masthead that mentions the most lemmas related to this aspect.



Graph 3: Comparison of Occurrences in the Corpus of each Masthead and Category of Lemmas.
 Source: Based on data provided by T-LAB. Lemmas translated into English from the original language

Furthermore, it is worth noting that social is the only dimension of sustainability and sustainable development that is present in the discourse of all the mastheads analysed, and that *ABC* and *El Mundo* are the only newspapers that have terms from all three aspects. In the case of *El Mundo*, moreover, it is the newspaper with the most lexical terms related to these areas: six from the economic aspect, five from the social aspect and two from the ecological-environmental aspect. On the contrary, in the *El País* corpus, only the term 'poverty' appears in relation to the social field.

Graph 3 also shows the main entities related to the SDGs and the 2030 Agenda, with 'UN' appearing prominently in the radial diagram of all the mastheads. Likewise, 'State', 'Government' or 'Ministry' stand out for their proximity. With less prominence, 'civil society' (in *El Español* and *El País*) or 'European Union' (only in *La Vanguardia*) also appear. In *El Español*, without being entities as such, the initiatives 'Enclave ODS' ('Settlement ODS') and 'Observatorio de los ODS' ('SDGs Observatory') stand out for their high number of occurrences, ahead of any type of entity or personality, with which this newspaper contextualises a good part of its content on the UN plan.

As for political parties, only two are mentioned with a low number of occurrences: in *20 Minutos* the Communist Party of Spain (PCE) is mentioned in several contents in relation to the SDGs and the 2030 Agenda, while *ABC* does the same with Vox. With regard to people and public agents, the most mentioned in most newspapers correspond to members of the United We Can party who have held various governmental responsibilities throughout the period of analysis (2015-2022), as is the case of 'Pablo Iglesias', 'Ione Belarra', 'Lilith Verstrynge' or 'Enrique Santiago'. The first two have been at the head of the Ministry of Social Rights and 2030 Agenda, and the other two at the head of the Secretary of State for 2030 Agenda.

Other political actors have a smaller number of mentions, and also fewer occurrences, as is the case of 'Pedro Sánchez', current Prime Minister of Spain and leader of the Spanish Socialist Workers' Party (PSOE), who appears in the radial diagrams of *20 Minutos* and *El Confidencial*; or 'Margarita Robles', Minister of Defence, only in *20 Minutos*. It should also be noted that *El País* departs from this trend and is the only case in the analysis in which there is no mention of any person or public official. In the opposite way, *20 Minutos* is the publication that mentions the most public personalities (six). Also, as they are not political leaders as such, it is worth mentioning the references that *El Español* makes to its vice-president 'Cruz Sánchez de Lara' or its columnist 'Paco Bree', and the one that appears in the corpus of *El Confidencial*: the president of the CIS, 'José Félix Tezanos'.

Finally, with regard to the different geographical scopes to which each digital newspaper relates the content it disseminates on the objectives and goals of the United Nations, once again it can be seen that each masthead follows a different strategy. *El País* is the newspaper that refers to the most lemmas in this category (eight), with a greater prominence of international lemmas ('universal', 'global', 'planet', 'world' and 'international' itself). *La Vanguardia* has seven references, most of which are international ('world', 'international', 'global' and 'planet'). In the case of *El Español*, it also has the same lemmas, although it focuses more on local issues ('city', 'urban', 'local' and 'Madrid'). However, other mastheads give less relevance in their contents to the different scopes, as is the case of *20 Minutos*, *ABC*, *El Confidencial* and *El Mundo*, with only two territorial references per newspaper.

5. Discussion and Conclusions

The results of this research define the main characteristics of the discourse of the Spanish digital newspapers with the highest readership on the SDGs and the 2030 Agenda between 2015 and 2022. As a main conclusion, they show that this discourse is not uniform, both in terms of the coverage given to this issue, as well as the different topics that are linked to the object of study in the content disseminated by each newspaper.

In relation to SO1, the analysis of the number of news items published shows that coverage of the UN action plan has only grown, specifically by 1205.08% over eight years, with the period 2019-2021 standing out. Most newspaper mastheads included a greater volume of content from 2020 onwards, with the exception of *El País*. Although this newspaper ranks third in terms of news disseminated after *ABC* and *El Español*, it is the one that has offered content on a more regular basis since the year in which the objectives and goals were promoted. Therefore, there has been a generalised and progressive media interest, contributing to improving the situation identified by **Toro-Peña** (2020) that the 2030 Agenda gave little importance to the dissemination processes.

With regard to the study of the level of presence of the three dimensions of sustainability and sustainable development proposed in SO2, the results show a differential prominence of the social dimension despite the fact that **Bebbington and Dillard** (2009) state that its challenges are more difficult to communicate, which is why it is not being neglected by the press, as stated by **López et al.** (2018) and **CANVAS Estrategias Sostenibles and Data Science Graphext** (2021). Also, the data from this study show that *ABC* and *El Mundo* are the only newspapers whose discourses bring together the three sustainable aspects, even though environmental ecology plays a lesser role than economic and, above all, social ecology, despite the importance of building a reality or identity associated with ecological awareness (**Díaz-Nosty**, 2009).

With regard to the category of entities, there is an abundance of international entities, most notably the United Nations and its specialised agencies in various fields (children, health, education, etc.).

The statistical analyses carried out in response to SO3 show that, with regard to the category of entities, there is an abundance of international entities and, most notably, the United Nations and its specialised agencies in various fields (children, health, education, etc.). In addition, at this level there is a high percentage of mentions of the European Union. At the national and regional level, ministries and regional government bodies are mentioned. Thus, it can be seen that the institutional component is very present in the discourse of Spanish digital newspapers on the SDGs and the 2030 Agenda (López-Carrión; Martí-Sánchez, 2023; CANVAS Estrategias Sostenibles; Data Science Graphext, 2021), disseminating content on the activities carried out by the different institutions to promote the development of this action plan in their territories.

Also, with regard to the category of industries, none of them stand out for their high percentage (the three main ones, which are water services, renewable energy generation and financial services, do not reach 5% of mentions), but the most repeated in the newspapers analysed are agriculture and water services. With regard to the most mentioned regions, as a general trend, Spain, as well as the autonomous communities and Spanish cities with the largest populations in the country, play a leading role. In the case of *El País*, and despite the fact that Spain is the most mentioned territory in this newspaper, this prominence is not so prominent, and reference is made to a good number of continents and countries of the world to address the SDGs and the 2030 Agenda, observing a more global point of view in the discourse of this medium.

Regarding the most recurrent themes in the contents disseminated on this action plan, most newspapers (*20 Minutos*, *ABC*, *El Confidencial*, *El Mundo* and *La Vanguardia*) focus on domestic policies as the main theme, while only two newspapers focus on sustainable development or sustainability (*El Español* and *El País*). Content related to other topics, such as executive power or the natural environment, is repeated in most newspaper mastheads. Also, in terms of news related to COVID-19, in general terms it is not one of the most recurrent topics, even though the start of the health crisis and the successive waves of the pandemic coincide with the period in which news on the SDGs and the 2030 Agenda (2019-2021) increased the most. *20 Minutos* was the newspaper that most often linked the coronavirus with the UN goals and targets (although not as the main theme), and others such as *El Mundo* and *La Vanguardia* also did so, albeit to a lesser extent.

The last goal of the SDGs (17) refers to the need to establish partnerships at all levels to achieve the goals. In this sense, and linking it to SO4, the media discourses focus on all geographical areas (local, national and international), although each newspaper is committed to prioritising one in particular. *El País* and *La Vanguardia* are the newspaper mastheads that most emphasise the international projection necessary for the success of the UN plan. However, and in line with the positions that highlight the importance of local measures to achieve the SDGs (Moallemi et al., 2020; Guha; Chakrabarti, 2019; Jiménez-Aceituno et al., 2020), newspapers such as *El Español* are committed to a local prism to bring the goals and targets closer to their readers. Likewise, and as reflected in the statistical analysis, Spain is the region most mentioned by all the newspaper mastheads. Therefore, it can be inferred that the Spanish press approaches the object of study by highlighting its global nature, but linking it, to a greater or lesser extent, with information that is close to its readers.

The comparative study proposed in SO5, to identify people and public agents who appear to be most related to the goals promoted by the UN, as well as political formations or ideologies, reveals the scarce mentions of some parties (only the PCE and Vox) in the media discourse.

“The Spanish press approaches the object of study by highlighting its global character, but linking it, to a greater or lesser extent, with information of proximity to its readers”

As far as Vox is concerned, although the 2030 Agenda is a prominent issue in its political discourse (Europa Press, 2021) and in its social discourse (Gorostiza-Cerviño; Moreno-Cabanillas, 2023; Puchalt-López; López-Trigo-Reig, 2023), its position of rejection has not been transferred to the media discourse. The personalities alluded to correspond mainly to members of the Unidas Podemos party who have assumed responsibilities at the head of the Ministry of Social Rights and 2030 Agenda, as well as the Secretary of State for the 2030 Agenda; there are also mentions of the President of the Spanish Government, but in general terms it can be said that there is no politicisation of the discourse, but rather that the allusions correspond to a more institutional level.

The measurement of the length of the news pieces, proposed in O6, allows us to check which media outlets are close to the characteristics of *slow journalism* in their informative treatment of the subject under study (Peñafiel-Saiz et al., 2022). The results show that *El Confidencial*, despite the fact that it published the least content during the study period, is the newspaper that is most likely to be applying the strategy of going deeper into the news disseminated on the international roadmap, especially because of the long format, "which allows for slow reading, which engages the audience, in order to develop and explain content" (Corral-Velázquez; Peñafiel-Saiz; Gurrutxaga, 2022). Bearing in mind that *ABC* has disseminated the most content, but has the lowest percentage of length, it can be concluded that the greater coverage of the SDGs and the 2030 Agenda is not directly related to the level of depth of the content disseminated on this issue.

Finally, Table 8 summarises the most distinctive characteristics of the different newspaper mastheads analysed in this research. After reviewing them, we conclude that the press discourse on the SDGs and the 2030 Agenda is heterogeneous and, furthermore, that there is currently no example in Spain that complies 100% with the values of sustainable journalism proposed by Adjin-Tetty et al. (2021).

Table 8: Main Characteristics of the Discourse on the SDGs and the 2030 Agenda by the Digital Newspapers with the Highest Readership in Spain.

Media	Main Characteristics of the Discourse
20minutos	<ul style="list-style-type: none"> - Lower percentage of mentions of the UN. - Highest percentage of mentions of the main theme (national policies). - The only one in which natural environments are not among the main themes. - Most relevant to issues related to epidemic outbreaks and coronaviruses. - Relevant mentions of the PCE political party. - The newspaper in which people or public agents are mentioned the most.
ABC	<ul style="list-style-type: none"> - Newspaper that publishes the most journalistic pieces. - Higher percentage of mentions of Spain. - Smaller percentage of journalistic pieces in terms of length and, therefore, lack of depth. - One of the two newspapers that mentions the three dimensions of sustainability and sustainable development. - Specific references to the political party Vox.
El Confidencial	<ul style="list-style-type: none"> - Newspaper with the fewest pieces of journalism published. - Higher percentage of length of pieces and, therefore, of depth (<i>slow journalism</i>).
EL ESPAÑOL	<ul style="list-style-type: none"> - Masthead with the highest number of news items published in a single year. - Highest percentage of mentions of sustainable development or sustainability. - The one that most highlights some of its own initiatives with which it disseminates the object of study (Enclave ODS, SDG Observatory, etc). - It focuses mainly on the local level.
EL MUNDO	<ul style="list-style-type: none"> - The one that mentions the most Spanish regions. - One of the two newspapers that mentions the three dimensions of sustainability and sustainable development, as well as being the one that mentions the most lemmas for them.
EL PAÍS	<ul style="list-style-type: none"> - Higher percentage of mentions of the UN. - Lowest percentage of mentions of Spain. - The one that mentions the most continents in the world. - The only one that does not include the executive power among the most relevant themes. - The one that least reflects the three dimensions of sustainability and sustainable development in its discourse (only one lemma from the social aspect). - The only case in which there are no allusions to people or public agents. - The one that mentions the most types of geographical areas. - The one that mentions the most international areas.
LA VANGUARDIA	<ul style="list-style-type: none"> - The only one that links in a relevant way the European Union, as an entity, with the object of study.

Although *ABC* and *El Mundo* do have the three dimensions of sustainability and sustainable development in mind, there is not a balanced informative treatment, since the environmental ecological dimension has a very scarce presence, being relegated to the background. Moreover, these newspapers do not stand out for the length of their content, while others, such as *El Confidencial*, deal with UN goals and targets in greater depth, context and analysis.

Finally, after comparing the results of this research with the literature review, it is considered that, if the different newspaper mastheads offer a balanced informative treatment of the three dimensions of sustainability and sustainable development in their news about the object of study; and journalistic practices such as *slow journalism* or sustainable journalism are applied in these texts, society's knowledge of the SDGs and the 2030 Agenda could increase, and therefore, awareness of their transformative power.

Note

Note to readers: EL PAÍS offers the Planeta Futuro section openly for its daily and global informative contribution on the 2030 Agenda, the eradication of poverty and inequality, and the progress of developing countries. If you want to support our journalism, subscribe here.

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ANNEX I

20 MINUTOS					
Lemma_B	Coeff	CE_B	CE_AB	CHI²	(p)
SOCIAL	0,47328731	230	101	189,4687490	0
RIGHT (LAW)	0,45959596	198	91	181,5468830	0
VICE-PRESIDENT	0,32991644	78	41	94,9971981	0
NATIONAL	0,30869019	98	43	72,0434976	0
IONE_BELARRA	0,29111979	155	51	46,5300166	0
PABLO_IGLESIAS	0,28506977	188	55	37,1420368	0
GOVERNMENT	0,27477176	274	64	20,7472841	0
SECRETARIAT	0,25644061	48	25	55,6729295	0
STATE	0,22905702	139	38	19,8796044	0
UN	0,21842444	56	23	32,5463208	0
MINISTRY	0,18161543	81	23	12,9761718	0
REPORT	0,16412199	27	12	19,5196555	0
COMPLIANCE	0,16303866	19	10	22,1934085	0
VICE-PRESIDENCY	0,16140004	38	14	15,3630636	0
SPAIN	0,15902810	135	26	2,5278820	0,112
PEDRO_SÁNCHEZ	0,14088882	43	13	8,5985356	0,003
COUNCIL_OF_MINISTERS	0,13772237	45	13	7,5235115	0,006
ENTERPRISE	0,13334912	48	13	6,1308957	0,013
CURRENT	0,13055824	24	9	10,1786447	0,001
PROPOSED DRAFT	0,12856487	11	6	14,0922275	0
GENERAL	0,12340671	65	14	2,5765239	0,108
GOALS	0,12309149	12	6	12,0775261	0,001
POVERTY	0,12062448	42	11	4,5995706	0,032
ENRIQUE_SANTIAGO	0,11844484	9	5	12,1034164	0,001
URBAN	0,11844484	9	5	12,1034164	0,001
LAW	0,11677484	120	18	0,0116928	0,914
PANDEMIC	0,11379812	39	10	3,8645939	0,049
PCE	0,11236664	10	5	10,0495839	0,002
COMPLY	0,11167657	49	11	2,4604800	0,117
ECONOMICAL	0,10813078	73	13	0,6085613	0,435
PRESIDENT	0,10811250	35	9	3,5039941	0,061
DEFENSE	0,10660036	16	6	6,7450696	0,009
LILITH_VERSTRYNGE	0,10660036	16	6	6,7450696	0,009
MARGARITA_ROBLES	0,10606061	22	7	5,2567001	0,022
COUNTRY	0,10453025	104	15	0,0053421	0,942
AGREEMENT	0,10354346	57	11	1,0200422	0,313
OCCUPY	0,10341754	17	6	5,8532030	0,016
PERSON	0,10317013	93	14	0,0119583	0,913
KEY	0,10257624	12	5	7,0523894	0,008
YOLANDA_DÍAZ	0,10211194	31	8	3,1459673	0,076
INCLUDE	0,10152415	49	10	1,3392223	0,247
DEPARTAMENT	0,10050378	18	6	5,0790843	0,024
ECONOMY	0,10050378	32	8	2,7963990	0,094
GRADE	0,10050378	8	4	8,0276852	0,005
CHALLENGE	0,10050378	18	6	5,0790843	0,024
INSURE	0,09988907	41	9	1,7928077	0,181
CORONAVIRUS	0,09988907	41	9	1,7928077	0,181
PRACTICE	0,09855207	13	5	5,9383029	0,015
MEDIA	0,09756157	26	7	3,1819659	0,074
INTRODUCE	0,09573783	27	7	2,7906619	0,095

ABC					
Lemma_B	Coeff	CE_B	CE_AB	CHI ²	(p)
RIGHT (LAW)	0,31926197	495	233	464,267594	0
SOCIAL	0,28829393	993	298	230,348245	0
UN	0,27248929	366	171	329,940322	0
MINISTRY	0,22287379	326	132	190,713872	0
COMPLIANCE	0,20740411	112	72	231,775635	0
IONE_BELARRA	0,18813432	284	104	119,958506	0
GOALS	0,16259442	65	43	143,842970	0
STATE	0,15684680	306	90	59,428127	0
GOVERNMENT	0,15281260	704	133	13,357922	0
COMPLY	0,15143274	166	64	81,470341	0
COMPROMISE	0,14662587	263	78	52,441487	0
SECRETARIAT	0,14210503	70	39	98,877871	0
COMPANY	0,13225514	597	106	6,314204	0,012
PABLO_IGLESIAS	0,12781914	233	64	34,013042	0
SPAIN	0,12568855	565	98	4,619183	0,032
ENRIQUE_SANTIAGO	0,12552303	43	27	82,969507	0
ALIGNED	0,12450964	47	28	79,098626	0
VICE-PRESIDENT	0,12194215	121	44	48,843329	0
ACTION	0,11738121	149	47	36,876093	0
CONSECUTION	0,11608547	58	29	60,780393	0
POVERTY	0,11282243	135	43	34,550813	0
REACH	0,10906838	125	40	32,489891	0
SECRETARY	0,10866665	102	36	37,183149	0
GENERAL	0,10734001	244	55	13,971093	0
POLICIES	0,10709402	179	47	21,386901	0
STRATEGY	0,10698327	203	50	18,163722	0
ORGANISATION	0,10604411	250	55	12,507058	0
ACHIEVE	0,10083017	132	38	23,007874	0
SUSTAINABILITY	0,09999200	302	57	5,369229	0,020
OBJETIVE	0,09853455	311	57	4,292716	0,038
SPANISH	0,09820520	281	54	5,756414	0,016
BUSINESS	0,09549764	155	39	15,230803	0
ROADMAP	0,09522082	41	20	39,989063	0
CHALLENGE	0,09464547	166	40	13,289511	0
DIRECTOR	0,09433124	221	46	7,882047	0,005
COUNTRY	0,09274069	389	60	0,422305	0,516
HUNGER	0,09212524	53	22	32,241581	0
CLIMATE	0,09206779	58	23	30,658524	0
CARRY OUT	0,09145661	169	39	10,864460	0,001
ERADICATE	0,09145661	25	15	42,742602	0
PRESIDENT	0,09127851	257	48	4,157854	0,041
PROJECT	0,09041591	437	62	0,004856	0,944
REPORT	0,08997028	193	41	7,790225	0,005
SECRETARIAT	0,08968059	26	15	40,081536	0
ALLIANCE	0,08917717	79	26	22,562488	0
VOX	0,08859680	74	25	23,146794	0
PUBLIC	0,08786867	351	54	0,352812	0,553
GLOBAL	0,08781195	165	37	9,083293	0,003
ECONOMICAL	0,08593485	278	47	1,599048	0,206
SOCIETY	0,08475313	262	45	1,830331	0,176

El Confidencial					
Lemma_B	Coeff	CE_B	CE_AB	CHI²	(p)
RIGHT (LAW)	0,36997568	122	65	190,5264020	0
SOCIAL	0,32180910	209	74	106,7523010	0
UN	0,24519514	76	34	72,0757777	0
GOVERNMENT	0,21972212	266	57	20,4050398	0
VICE-PRESIDENT	0,21320072	46	23	58,2758583	0
CHALLENGE	0,19466152	46	21	45,4443237	0
PABLO_IGLESIAS	0,19008830	134	35	22,7673405	0
SECRETARIAT	0,18352865	23	14	48,0895520	0
IONE_BELARRA	0,18198847	87	27	27,0322653	0
MINISTRY	0,16463090	84	24	19,4887487	0
STATE	0,15075567	92	23	12,8187036	0
ENTERPRISE	0,14663955	134	27	6,9174726	0,009
PRESIDENT	0,14282185	56	17	15,8695559	0
GLOBAL	0,14058039	45	15	17,3474679	0
GOALS	0,13949481	13	8	27,8005432	0
PEDRO_SÁNCHEZ	0,13336627	72	18	9,9265408	0,002
COMPLY	0,13336627	50	15	13,5557139	0
APPOINTMENT	0,13269099	11	7	25,5668648	0
CHALLENGE	0,12205796	13	7	19,7151033	0
MILIONS	0,11995469	89	18	4,57754637	0,032
OBLIGE	0,11761799	14	7	17,4465619	0
TOGETHER	0,11689566	35	11	11,0462364	0,001
ACTION	0,11674566	29	10	12,3646460	0
SPAIN	0,11616639	198	26	0,01950514	0,889
COMMISSION	0,11444531	51	13	7,52540043	0,006
ENRIQUE_SANTIAGO	0,11362978	15	7	15,49942300	0
INNOVATION	0,10975393	21	8	12,13846800	0
WATER	0,10962640	74	15	3,82258044	0,051
COUNCIL	0,10889310	48	12	6,53522918	0,011
SITUATE	0,10889310	12	6	14,93895130	0
ECONOMICAL	0,10753018	67	14	4,05106626	0,044
WELFARE	0,10487351	23	8	10,04875540	0,002
DELEGATE	0,10462111	13	6	13,01561960	0
TEZANOS	0,10462111	13	6	13,01561960	0
TRANSVERSAL	0,10462111	13	6	13,01561960	0
PART	0,10320433	95	16	1,44735198	0,229
PROJECT	0,10169083	86	15	1,72149477	0,19
ACT	0,10162520	31	9	7,41134898	0,006
SUSTAINABILITY	0,10110471	87	15	1,59465738	0,207
ADVANCED	0,09940535	10	5	12,43644850	0
QUESTIONS	0,09840627	20	7	8,89817728	0,003
LINKED	0,09739695	15	6	9,99548622	0,002
DEMAND	0,09679387	27	8	6,92514769	0,008
TOWARDS	0,09590268	52	11	3,32225992	0,068
TO NEED	0,09590268	52	11	3,32225992	0,068
LEADER	0,09504969	63	12	2,26118415	0,133
SUMMIT	0,09477928	11	5	10,54526850	0,001
REGION	0,09477928	11	5	10,54526850	0,001
SECTOR	0,09462818	113	16	0,19338147	0,66
FOLLOW	0,09437402	75	13	1,42338435	0,233

El español					
Lemma_B	Coeff	CE_B	CE_AB	CHI ²	(p)
ENCLAVE_ODS	0,43315277	257	252	1243,524100	0
UN	0,21388328	307	136	170,193057	0
OBSERVATORIO_DE_LOS_ODS	0,20929455	71	64	273,032268	0
SPANISH	0,20272285	298	127	145,343191	0
SOCIAL	0,16804152	697	161	20,699090	0
SUSTAINABILITY	0,16712471	418	124	50,916398	0
URBAN	0,16370362	102	60	128,952040	0
SPAIN	0,15450124	505	126	24,685469	0
ACTION	0,15316464	202	79	72,513211	0
COMPLIANCE	0,14944027	85	50	107,222558	0
LAW	0,14421940	270	86	44,265472	0
CITY	0,13907418	277	84	36,627265	0
OBJECTIVE	0,13706754	292	85	31,985073	0
SOCIETY	0,13487655	361	93	20,982616	0
GOVERNMENT	0,13364381	400	97	16,053885	0
ENTERPRISE	0,13306809	587	117	4,061251	0,044
CONSECUTION	0,12663716	58	35	78,299257	0
NEWS	0,12203117	49	31	75,261117	0
COMPROMISE	0,11995576	244	68	21,420897	0
OPINION	0,11908847	90	41	53,037525	0
STRATEGY	0,11907137	174	57	31,694315	0
CRUZ_SÁNCHEZ_DE_LARA	0,11624437	54	31	63,335072	0
GOALS	0,11610427	73	36	54,940736	0
HISTORY	0,11480115	168	54	28,244183	0
PLAN	0,11410563	217	61	19,830994	0
PLANET	0,11373513	248	65	15,675400	0
ORGANISED	0,11355086	53	30	59,710501	0
STATE	0,11346351	289	70	11,338034	0,001
CHANGE	0,11247683	508	92	0,536089	0,464
GENERAL	0,11224428	189	56	22,203190	0
REACH	0,11117145	130	46	32,004573	0
LOCAL	0,10984097	145	48	27,470642	0
WORLD	0,10896952	462	85	0,750399	0,386
FUTURE	0,10874498	263	64	10,604007	0,001
REACH	0,10842331	168	51	22,001722	0
PEDRO_SÁNCHEZ	0,10758586	164	50	21,886485	0
EDITOR	0,10746802	19	17	71,258545	0
NECESSARY	0,10743438	199	55	16,641757	0
DAY	0,10584435	57	29	47,039925	0
LIFE	0,10582416	402	77	1,487836	0,223
PACO_BREE	0,10574705	22	18	66,039322	0
COMPLY	0,10489379	159	48	20,279746	0
CAIXAFORUM	0,10391802	18	16	66,415484	0
REFERENT	0,10246870	99	37	29,789868	0
CLIMATIC	0,10219578	477	81	0,000859	0,977
MINISTRY	0,10195507	100	37	29,004288	0
POLICIES	0,10090929	151	45	18,131257	0
INTERVIEW	0,10075784	27	19	55,007851	0
INVERTIA	0,09894223	28	19	51,812286	0
MADRID	0,09821375	189	49	11,139307	0,001

El Mundo					
Lemma_B	Coeff	CE_B	CE_AB	CHI²	(p)
UN	0,24937986	111	47	74,6555731	0
SOCIAL	0,23150058	254	66	31,7044982	0
RIGHT (LAW)	0,20693223	111	39	41,1812124	0
COMPLY	0,18866824	64	27	41,6476445	0
STATE	0,18827963	96	33	32,8290648	0
BITCOINS	0,18540496	11	11	66,0849186	0
FRAMEWORK	0,18298126	21	15	56,2960996	0
IONE_BELARRA	0,18170389	69	27	35,6692710	0
MINISTRY	0,18090681	55	24	39,4471075	0
GOVERNMENT	0,17844356	190	44	13,1811060	0
PAID	0,17751174	12	11	58,7758915	0
SECRETARY	0,17068411	31	17	42,0176535	0
PABLO_IGLESIAS	0,16462202	61	23	27,9095580	0
CONSECUTION	0,15372967	16	11	38,8744854	0
NEXT	0,14940358	14	10	37,4123394	0
ADDRESSED	0,14638501	21	12	31,6500004	0
SPAIN	0,14367622	175	34	4,0198168	0,045
INFRASTRUCTURE	0,13778380	120	27	6,8940470	0,009
CONTRIBUTION	0,13750000	20	11	27,1886427	0
ACTION	0,13716816	48	17	17,7658667	0
COMPLIANCE	0,13446322	14	9	28,6374039	0
MILLIONS	0,13137170	132	27	4,2857442	0,038
DECENT_WORK	0,12909944	12	8	26,9176882	0
COMPROMISE	0,12892199	91	22	7,4900291	0,006
TELEVISION	0,12821941	23	11	21,2379217	0
INVESTMENT	0,12808688	84	21	8,0934261	0,004
POVERTY	0,12677314	28	12	18,7954210	0
INDUSTRY	0,12577882	16	9	23,0668215	0
CHANGE	0,12534435	145	27	2,3248356	0,127
EUROS	0,12514196	88	21	6,7815418	0,009
SANITATION	0,11858541	18	9	18,8058995	0
SECRETARIAT	0,11858541	18	9	18,8058995	0
CONTRIBUTE	0,11741705	51	15	9,6692393	0,002
MARKED	0,11547005	15	8	18,7121345	0
LOOSE	0,11547005	15	8	18,7121345	0
OPEN	0,11418753	29	11	13,3300382	0
DEAL	0,11359237	62	16	6,8408606	0,009
VICE-PRESIDENT	0,11180340	25	10	13,5699144	0
EDUCATION	0,11067972	50	14	7,7843601	0,005
ALLIANCE	0,11044266	31	11	11,4578974	0,001
COUNTRY	0,11025122	136	23	0,7859731	0,375
IMPROVEMENT	0,10978876	21	9	14,0519562	0
CLIMATE	0,10963225	26	10	12,4774081	0
POLICIES	0,10958925	51	14	7,3184023	0,007
GLOBAL	0,10927167	67	16	5,1313706	0,023
ACTIVITY	0,10787924	87	18	2,9818796	0,084
DEMONSTRATE	0,10726454	22	9	12,7849537	0
WORK	0,10606602	90	18	2,4553389	0,117
AGREEMENT	0,10552897	55	14	5,6837080	0,017
GOALS	0,10458250	14	7	14,6004444	0

El País						
Lemma_B	Coeff	CE_B	CE_AB	CHI ²	(p)	
UN	0,28465342	965	414	198,5851570	0	0
GOVERNMENT	0,21799746	758	281	71,0411127	0	0
SPAIN	0,20191049	705	251	51,2322749	0	0
IMPLEMENTATION	0,20164215	167	122	217,2130020	0	0
COUNTRY	0,20046896	1320	341	1,5385402	0,215	0
POLICIES	0,18627632	751	239	23,9313480	0	0
GLOBAL	0,18298331	545	200	46,8716389	0	0
GOALS	0,17453578	257	131	100,4737160	0	0
COMMISSIONER	0,17304218	88	76	184,1209940	0	0
WORLD	0,17191495	838	233	5,5335216	0,019	0
ACHIEVE	0,17027763	340	147	67,2641038	0	0
INTERNATIONAL	0,16955204	585	192	23,5638720	0	0
COMPLIANCE	0,16567528	150	95	124,5894420	0	0
COMPLY	0,16494498	262	125	78,7990167	0	0
PLAN	0,16181785	327	137	55,6999638	0	0
COMPROMISE	0,15329236	397	143	29,9373085	0	0
ACTION	0,15140517	306	124	44,1212719	0	0
SOCIAL	0,15065993	812	201	0,0367299	0,848	0
CHALLENGE	0,14909719	331	127	35,8740383	0	0
POVERTY	0,14587377	542	159	7,3646676	0,007	0
CONSECUTION	0,14382493	105	69	97,7289137	0	0
ACHIEVE	0,14323055	289	114	36,1949559	0	0
MILLENNIUM	0,14279802	86	62	106,4950990	0	0
CIVIL_SOCIETY	0,14150767	479	145	9,1883279	0,002	0
CHANGE	0,13853421	542	151	3,5691903	0,059	0
STATE	0,13842534	460	139	8,6407442	0,003	0
ENTERPRISE	0,13834973	595	158	1,4868445	0,223	0
SPANISH	0,13747301	427	133	10,7893835	0,001	0
STRATEGY	0,13341030	288	106	24,4623557	0	0
APPROVE	0,13002913	114	65	66,1370327	0	0
LEVEL	0,12896458	291	103	19,3917693	0	0
GENERAL	0,12862703	304	105	17,2326511	0	0
COOPERATION	0,12452776	482	128	1,1900012	0,275	0
OBJETIVE	0,12242568	342	106	8,1672961	0,004	0
PUBLIC	0,12176825	528	131	0,0335874	0,855	0
OPPORTUNITY	0,12111545	311	100	10,2701581	0,001	0
PROGRESS	0,12086037	210	82	24,6931223	0	0
WORLDWIDE	0,12047199	515	128	0,0418824	0,838	0
REPORT	0,12011077	329	102	7,8664157	0,005	0
ADVANCE	0,11878026	163	71	32,6955631	0	0
CREATE	0,11699513	264	89	12,5472133	0	0
APPROVAL	0,11571187	63	43	65,7704121	0	0
MDG	0,11391778	65	43	61,5174661	0	0
RELATED	0,11376138	163	68	26,6921477	0	0
URBAN	0,11286554	156	66	27,3022536	0	0
INEQUALITY	0,11236443	333	96	3,5416702	0,06	0
UNIVERSAL	0,11232179	139	62	30,9379078	0	0
AGENT	0,11120793	202	74	16,5185707	0	0
ADVANCES	0,11090982	138	61	29,4989835	0	0
PLANET	0,11061621	302	90	4,7910633	0,029	0

La Vanguardia					
Lemma_B	Coeff	CE_B	CE_AB	CHI²	(p)
RIGHT (LAW)	0,32986351	187	98	215,7330010	0
SOCIAL	0,30685917	398	133	119,1978790	0
UN	0,26937179	221	87	109,1091900	0
VICE-PRESIDENT	0,22870279	141	59	82,2902161	0
ENTERPRISE	0,19271480	304	73	20,8182343	0
PABLO IGLESIAS	0,18743923	247	64	24,4000523	0
GOVERNMENT	0,15929272	342	64	3,8904927	0,049
REPORT	0,15736382	77	30	35,0181252	0
ALIGNED	0,15629050	17	14	60,2606311	0
COMPLY	0,15623041	73	29	35,3163033	0
SUSTAINABILITY	0,14613669	175	42	11,4261049	0,001
GENERAL	0,14022004	132	35	13,9804363	0
CONTRIBUTION	0,13808619	25	15	39,5965866	0
SECRETARY	0,13412640	57	22	24,9722686	0
STRATEGY	0,13287350	75	25	19,8990609	0
COMPLIANCE	0,13266892	39	18	29,6763611	0
POVERTY	0,12865421	80	25	16,6775657	0
GLOBAL	0,12630774	83	25	14,9808304	0
IONE BELARRA	0,12630774	83	25	14,9808304	0
ENTERPRISE	0,12344508	109	28	9,8552024	0,002
LOCAL	0,12246092	51	19	19,8252379	0
SOCIETY	0,12213002	174	35	3,6003548	0,058
SPAIN	0,12149965	186	36	2,7799649	0,095
COMPROMISE	0,12035786	123	29	7,1591167	0,007
APPROVE	0,12018860	33	15	23,9456768	0
ACTION	0,11989239	65	21	15,3091340	0
CONTRIBUTE	0,11908078	101	26	9,2017994	0,002
MINISTRY	0,11884567	60	20	15,8413153	0
WORLDWIDE	0,11849402	110	27	7,9158927	0,005
ECONOMY	0,11527418	125	28	5,3969084	0,020
SMES	0,11515703	27	13	23,1793978	0
ERADICATE	0,11489466	13	9	29,8131263	0
PLANET	0,11471471	71	21	11,8577952	0,001
BARCELONA	0,10856556	87	22	7,2287202	0,007
INTERNATIONAL	0,10749072	97	23	5,7759942	0,016
CHANGE	0,10602306	193	32	0,3472682	0,556
PROSPERITY	0,10559715	19	10	20,9845057	0
GOALS	0,10557419	23	11	19,3373627	0
SPANISH	0,10534069	101	23	4,7791263	0,029
INTRODUCE	0,10378950	71	19	7,6900619	0,006
PART	0,10301283	115	24	3,0892159	0,079
WORLD	0,10235630	182	30	0,2847415	0,594
ENRIQUE_SANTIAGO	0,10188894	10	7	23,5669751	0
CONSECUTION	0,10126321	25	11	16,4008400	0
FRAMEWORK	0,10047246	68	18	6,9962266	0,008
EUROPEAN_UNION	0,09920405	31	12	13,5973522	0
ADVANCE	0,09863300	49	15	9,3287406	0,002
COMMISSIONER	0,09714729	11	7	20,2678417	0
CLIMATIC	0,09704448	164	27	0,2476159	0,619
CHALLENGE	0,09699256	109	22	2,2676140	0,132