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Questions relating to information

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Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution [73/102 B](#), contains highlights of recent activities of the Department of Global Communications, focusing on the areas reflected in the resolution and in the deliberations of the Committee on Information at its forty-first session. It also contains an update on the reform process that is under way in the Department, noting the expressions of support in the Committee for the reforms, including a focus on strategic planning and management, strategic partnerships, resource mobilization and innovation, and taking into account the priorities established by the Committee.

* [A/74/150](#).



I. Introduction

1. In paragraph 108 of its resolution [73/102 B](#), the General Assembly requested the Secretary-General to report to the Committee on Information at its forty-first session and to the Assembly at its seventy-fourth session on the activities of the Department of Public Information (now the Department of Global Communications) and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its forty-first session, held from 29 April to 10 May 2019 ([A/AC.198/2019/2](#), [A/AC.198/2019/3](#) and [A/AC.198/2019/4](#)). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its forty-first session ([A/74/21](#)).

2. The present report contains updates to the information provided to the Committee on Information at its forty-first session, including a summary of activities undertaken by the Department of Global Communications from 1 February to 30 June 2019 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.

3. At its forty-first session, the Committee on Information made reference to the reforms of the Department of Global Communications, starting with the name change that had gone into effect on 1 January 2019. The reforms undertaken by the Department have positioned it to meet the communications needs of the United Nations in the twenty-first century. In a rapidly changing information landscape, the Department strives to be more agile and proactive in communicating about the activities of the United Nations to people worldwide in languages that they understand.

4. The reforms are cross-cutting and include strengthened strategic planning and communications coordination, a focus on partnerships, resource mobilization and innovation, and better utilization of staff skills and expertise. They are also guided by a commitment to monitoring and evaluation so that the Department can measure the qualitative and quantitative impact of its work and make improvements and adjustments as a result.

5. The Department prioritizes multilingualism throughout its work, from content production to campaigns to outreach, finding creative ways in a time of limited resources to reach as many people as possible and encourage them to take action on United Nations priority issues. Engaging young people, in particular with regard to the Sustainable Development Goals, remains a focus of those efforts. To reach global audiences, regardless of where they fall along the digital divide, the Department continues to invest in both digital platforms and traditional media.

II. Strategic communications services, including United Nations information centres

A. Promotion of the Sustainable Development Goals

6. The Department of Global Communications continued its flagship initiatives to build momentum in the lead-up to the high-level week of the General Assembly, to be held in September 2019. Since February, the SDG Media Compact has gained more than 20 new members from across the globe, including Phoenix TV (China), Prensa Latina (Cuba) and Shorouk News (Egypt), bringing the total number of members to over 60. The Department provides members with an editorial package of United

Nations news and feature content focused on one Sustainable Development Goal every month to inspire their coverage of the Goals.

7. The Sustainable Development Goals media zone organized by the Department during the Economic and Social Council Youth Forum at Headquarters in April 2019 brought together influencers and experts in live-streamed panels and interviews, driving the conversation on action for the Goals. Between 6 and 10 April, the “SDG live” hashtag (#SDGLive) received 2,500 mentions across all social media platforms, with engagements totalling 71,000.

8. The “ActNow” climate action campaign, conducted in partnership with Facebook and Grey Advertising, took advantage of Sustainable Gastronomy Day (18 June) to roll out a new sustainable food challenge, engaging people in sharing tips and recipes on social media. Through partnerships with leading chefs from around the world, and in collaboration with United Nations information centres, the campaign generated 70,200 engagements, with 9,100 mentions of the #ActNow hashtag across social media platforms in just one week.

9. The “People’s seat” initiative, led by the Department and the secretariat of the United Nations Framework Convention on Climate Change, received a Gold Lion award for public relations at the Cannes Lions Awards on 19 June. In the campaign, which was carried out in collaboration with Grey Advertising and launched by Sir David Attenborough at the United Nations Climate Change Conference in December 2018, people were invited to share their views on climate change. Thousands of influencers from around the world joined the campaign by inviting their social media followers to use the hashtag #TakeYourSeat, and the campaign reached an estimated 1.3 billion people. It also introduced the Department’s “ActNow” bot, its first-ever use of artificial intelligence, which invites people around the world to take concrete climate actions and keep a log of them online.

10. The Department promoted two report launches that generated significant media coverage. The *World Population Prospects 2019: Highlights* report, launched on 17 June, received extensive coverage, including by leading global outlets such as Al-Jazeera, CNN, the Japan Broadcasting Corporation (NHK), the *Financial Times* and the *New York Times*, as well as by major newswires and outlets around the globe. The *World Economic Situation and Prospects* midyear update, released on 21 May, was covered by the Associated Press, the *Washington Post* and other outlets, with strong coverage in China, India and Latin America.

11. The Department also developed a communications strategy for the high-level week of the General Assembly, including an umbrella website¹ as a point of entry to the summits and high-level events taking place that week. In line with the ongoing reform initiatives, a project-based team working across divisions was created to implement the communications strategy effectively.

B. Peace and security

12. On 24 May, the Department, working closely with the Department of Peace Operations, marked the 2019 International Day of United Nations Peacekeepers at Headquarters under the theme “Protecting civilians, protecting peace”. United Nations information centres engaged with Member States through a range of activities, including parades and marches, exhibitions, book fairs, seminars, outreach to schools, multimedia programmes and the translation of the Secretary-General’s message into local languages for distribution to local media.

¹ www.un.org/en/summits2019.

13. The Department carried out the second phase of the Service and Sacrifice campaign, in which 13 Member States were recognized for their contributions to peacekeeping operations. From 1 February to 30 June 2019, there were approximately 741,500 engagements around the campaign's hashtag, compared with 340,000 during the same period in 2018.

14. Working with the Department of Peace Operations, the Department of Management Strategy, Policy and Compliance and the Office of the Special Coordinator on Improving the United Nations Response to Sexual Exploitation and Abuse, the Department of Global Communications conducted a pilot training programme for United Nations system officials in peace operations on communicating about sexual exploitation and abuse.

15. The Department provided crisis communications training as part of a series of crisis management workshops conducted by the Department of Safety and Security, which were attended by 113 United Nations officials, including Resident Coordinators and designated officials, several heads of special political missions and heads of agencies, funds and programmes from around the world.

16. The Department, working with the Department of Peace Operations and the Department of Political and Peacebuilding Affairs, also organized the annual meeting of the Chiefs of Strategic Communications and Public Information in peace operations to share best practices and guidance on communications issues; a total of 34 staff members from 29 special political and peacekeeping missions attended the session in Brindisi, Italy.

17. Working with the World Health Organization and the Office for the Coordination of Humanitarian Affairs, the Department initiated and led system-wide coordination meetings on Ebola to ensure common messaging and coordinated communications action on the part of the United Nations system.

18. In support of the Office of Counter-Terrorism, the Department also produced videos, audio content and web stories on the lives of survivors of terrorism in Cameroon and Chad.

C. Human rights

19. The memorial ceremony for the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda (7 April), organized in collaboration with the Permanent Mission of Rwanda, marked the twenty-fifth anniversary of the genocide. The ceremony was attended by the Secretary-General, the President of the General Assembly and the President of Rwanda and attracted hundreds of Rwandan community members, students and other civil society representatives. In addition, as part of the remembrance of the genocide, the Department cooperated with the Permanent Mission of Rwanda and Acuity Productions to stage a theatre performance, which chronicles the dramatic story of a genocide survivor, at Headquarters on 29 April. Commemorative events were also organized by United Nations information centres in Ankara, Antananarivo, Brazzaville, Dakar, Dhaka, Lusaka, Nairobi, New Delhi and Tehran, among other locations.

20. The five-day "Indigenous media zone" organized during the eighteenth session of the Permanent Forum on Indigenous Issues, from 22 April to 3 May, helped to amplify indigenous voices and strengthen outreach to indigenous communities. It featured more than 30 panels and interviews held in English and Spanish with indigenous peoples from around the world, which were streamed live on Facebook and through indigenous community media channels, garnering some 36,000 views.

21. For International Albinism Awareness Day (13 June), the Department, in collaboration with Office of the United Nations High Commissioner for Human Rights and the Independent Expert on the enjoyment of human rights by persons with albinism, provided outreach and communications support on social media and through multimedia pieces to raise awareness of the discrimination faced by people with albinism. In collaboration with the Independent Expert, the Department initiated a partnership with the New York Dermatology Group Foundation in an ongoing campaign to raise awareness of the challenges faced by people living with albinism. Campaign events will be geared towards United Nations days and observances with a focus on the priorities of the Organization, such as literacy and human rights, through the specific lens of people living with albinism.

22. In collaboration with the Special Adviser of the Secretary-General on the Prevention of Genocide, the Department led the multilingual communications and outreach effort for the launch of the United Nations Strategy and Plan of Action on Hate Speech on 18 June. The document was made available in all six official languages and was presented with a visual identity created by the Department's graphic designers. The Secretary-General's op-ed article on the subject, entitled "The wildfire of hate speech", was made available in the six official languages, was translated into local languages by United Nations information centres and featured widely in local and international media outlets.

D. Special information programme on the question of Palestine

23. Working closely with the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the Department provided outreach and communications support for the UNRWA pledging conference on 25 June, as well as for side events that were organized on the margins of the conference in New York. This included media alerts and coverage across Department platforms, including webcasts and social media.

24. The United Nations Information Service in Geneva and the Department provided outreach and communications support for the International Conference on the Question of Jerusalem, organized jointly by the Committee on the Exercise of the Inalienable Rights of the Palestinian People and the Organization of Islamic Cooperation and held at the United Nations Office at Geneva on 27 and 28 June. This also included media alerts and coverage across Department platforms, including webcasts and social media.

E. New Partnership for Africa's Development

25. The Department worked to raise global awareness of and support for the New Partnership for Africa's Development through its magazine *Africa Renewal* and the accompanying website, maintained in Chinese, English, French and Kiswahili. During the reporting period, the Department produced an edition focusing on gender equality and women's empowerment, with 36 feature articles in English and French that were republished in more than 100 media outlets worldwide, including in Algeria, Colombia, Eritrea, Ghana, Indonesia, Malaysia, Pakistan, Rwanda, Somalia, Tunisia, the United Kingdom of Great Britain and Northern Ireland, the United States of America and Zimbabwe.

26. The Department provided communications support for the Office of the Special Adviser to the Secretary-General on Africa during the Africa Dialogue Series 2019, held in New York from 21 to 23 May, including press releases, web stories, social media posts, photography, website updates, conference registration materials and flyers.

27. In the lead-up to Africa Day, which is marked on 25 May, the Department organized a media round table hosted at Headquarters by the Office of the Special Adviser to the Secretary-General on Africa, the African Union, the Office of the United Nations High Commissioner for Refugees and the Office for the Coordination of Humanitarian Affairs to brief journalists on the outcome of the Africa Dialogue Series 2019. The briefing was attended by about 20 senior correspondents, including from the African Exponent, Al-Jazeera, the Associated Press, *China Daily*, Reuters, the South African Broadcasting Corporation and Xinhua.

F. United Nations information centres

28. The Sustainable Development Goals lay at the core of all programmes and activities of United Nations information centres. The interactive tours on the Goals entitled “Let’s transform our world”, offered for 10- to 18-year-olds by the United Nations Information Service in Vienna, gained in popularity among young visitors, who account for about two thirds of the 55,000 visitors per year.

29. In June, the United Nations information centre in Beirut collaborated with ExiCon International Group and talk show producer and prominent media figure Ghada Ballout to organize a series of media forums across Lebanon. The forums, entitled “Economic dialogue”, have engaged officials and representatives of municipalities and United Nations agencies, as well as economists, academics, media representatives and others, throughout 2019. In response to the ActNow climate campaign food challenge, the information centre in Beirut partnered with a chef, an organic farmer and non-governmental organizations (NGOs) to produce multimedia materials in both Arabic and English on their sustainable food programmes.

30. In Egypt, six media houses joined the SDG Media Compact and will participate in capacity-building workshops on the Sustainable Development Goals organized by the United Nations information centre in Cairo with the support of the United Nations country team.

31. As part of the letter of intent signed by the United Nations and the Tokyo Organizing Committee of the Olympic and Paralympic Games to promote the Sustainable Development Goals, the United Nations information centre in Tokyo and the Committee launched the Tokyo 2020 Medal Project, in which 5,000 gold, silver and bronze medals were created using recycled electronic appliances donated by Japanese citizens.

32. The United Nations information centre in Lagos visited Morit International School in Ajegunle, an informal settlement, to highlight the “Recycles Pay” project, an eco-friendly innovation that allows parents to pay their children’s school fees with recyclables. Parents collected plastics, and the school accepted them as a mode of payment for school fees, demonstrating how such projects can make education accessible to children in low-income and underserved communities.

G. Multilingualism

33. The 59 United Nations information centres operate in Arabic, English, French, Russian and Spanish daily and in 97 additional local languages² as needed. The information centres maintained websites and social media platforms in as many as 34 distinct languages. Through their translation of the Sustainable Development Goals into 66 local languages, United Nations information centres have played a key role in raising awareness of the 2030 Agenda for Sustainable Development.

34. In Vienna, the Visitors' Service produced a series of short videos for social media involving tour guides and visitors for the six United Nations Language Days. The video for Chinese Language Day was featured on the Department's Chinese-language social media platforms, generating about 350,000 views and 1,000 engagements within the first few days of being posted. At Headquarters, the Under-Secretary-General for Global Communications participated in activities organized for both Russian and Chinese Language Days, as well as other activities to promote multilingualism, including International Mother Language Day on 21 February.

H. Young people

35. The Department continued to engage young people, including by creating communications strategies that are more focused on them and that use youth-friendly tools. In Argentina, the United Nations information centre in Buenos Aires collaborated with the city of Buenos Aires to organize a stand on the Sustainable Development Goals at the Lollapalooza music festival, which drew more than 300,000 young attendees. The stand featured interactive games relating to the Goals, a wall where the public could place stickers with pledges and an Instagram/Sustainable Development Goals frame for photos to upload on social media platforms.

36. The United Nations information centre in Bogotá celebrated the inaugural edition of the 2019 Model United Nations conference in Bogotá. Only six years after its creation by the information centre and the city's Board of Education, it has become the largest Model United Nations conference in the world, with around 5,000 students involved.

37. To mark the country's fifty-third National Youth Day, the Ministry of Youth Affairs and Civic Education of Cameroon organized a "youth village" that was attended by 2,500 young people. The United Nations system in Cameroon promoted the Sustainable Development Goals through a "One United Nations" stand prepared and animated by the United Nations information centre in Yaoundé.

38. More than 300 young people convened at the United Nations Office at Nairobi for the Shape Africa 2019 youth forum, held from 24 to 26 May under the theme "Africa's youth: survive, scale and celebrate". Organized by the United Nations Resident Coordinator Office, the Government of Kenya and the Nairobi hub of the Global Shapers organization, the forum was attended by young people from over 40

² Afrikaans, Akuapem Twi, Armenian, Asante Twi, Azerbaijani, Bafut, Bangla/Bengali, Bangwa, Basaa, Belarusian, Bemba, Bhojpuri, Chechen, Czech, Dagaare, Dagbani, Dangbe, Danish, Dioula, Dutch, Ewe, Ewondo, Fante, Filipino, Finnish, Frisian (Frysk), Fulfulde (Burkina Faso), Fulfulde (Cameroon), Fulfulde (Nigeria), Ga, Georgian, German, Gonja, Greek, Gulmacema, Hausa, Hiligaynon, Hindi, Hungarian, Icelandic, Idoma, Igbo, Ijaw, Indonesian, Italian, Japanese, Kanuri, Kaonde, Kazakh, Kiswahili, Lozi, Lunda, Luvalé, Maithili, Malagasy, Mari, Moore, Ndebele, Nepali, Newari, Norwegian, Nyanja/Chinyanja, Nzema, Persian, Pidgin English, Polish, Portuguese, Quechua, Sepedi, Sesotho, Setswana, Shona, Shupamum, Sinhala, Siswati, Slovak, Slovene, Swedish, Tamang, Tamazight, Tamil, Telugu, Tharu, Tiv, Tonga, Tsonga, Turkish, Twi, Ukrainian, Urdu, Uzbek, Venda, Wolof, Xhosa, Yakut, Yoruba and Zulu.

countries and was featured on social media platforms by the United Nations information centre in Nairobi.

I. Collaboration with United Nations entities

39. United Nations information centres have worked to strengthen coordination with other United Nations entities in their specific locations for coherent and strategic communications on local and global issues relating to the United Nations. This was especially the case where the information centres continued their close integrated work with Resident Coordinators as part of the implementation of the reform of the United Nations development system.

40. The United Nations information centre in Beirut, in close collaboration with the Resident Coordinator, is implementing a year-long integrated communications campaign entitled “Take a step” (#TakeAStep) to raise awareness of the Sustainable Development Goals. The campaign includes teasers, revealers, television and radio spots, infographics, animated digital images (GIFs), frequently asked questions, mascots and videos by influencers. It is people-oriented, initiating a national call for action and encouraging individuals in Lebanon to make a positive change in their communities and to become involved in local sustainable development programmes. The campaign will culminate by showcasing the results of how small actions can lead to the achievement of the Goals and by presenting the results of the United Nations strategic framework for Lebanon.

41. The United Nations regional information centre in Brussels worked with the United Nations entities in the city to ensure coordinated strategic communications to profile and promote the United Nations system during the European Development Days in June.

42. United Nations information centres also collaborated with each other and with Resident Coordinators. For example, the information centre in Tokyo worked with the United Nations Resident Coordinator Office in Kenya and the information centre in Nairobi to prepare the seventh Tokyo International Conference on African Development. That effort yielded numerous stories for the Japanese audience on priority themes, including climate change, marine pollution, the reintegration of refugees and the prevention of violent extremism, as well as showcasing the work of a new generation of United Nations country teams.

43. In Nigeria, the United Nations information centre in Lagos and the Resident Coordinator worked together to implement the European Union-United Nations Spotlight Initiative to end violence against women and girls, including through workshops in four Nigerian cities. Under the same campaign, the United Nations information centre in Buenos Aires worked with the Resident Coordinator in Argentina, the European Union, the Ministry of Foreign Affairs of Argentina and the National Institute for Women to launch the Spotlight Initiative in that country.

J. Strengthening the capacity of United Nations information centres

44. To strengthen the communications capacity of the United Nations information centre network, the Information Centres Service organized 29 video conferences on programme-related and operational matters that were attended by 847 information centre staff. Briefing topics included climate change, the Sustainable Development Goals, the reform of the United Nations development system, the high-level political forum on sustainable development and audiovisual and social media training. Some of the

conferences were held at the regional level to improve synergies between the information centres.

III. News services

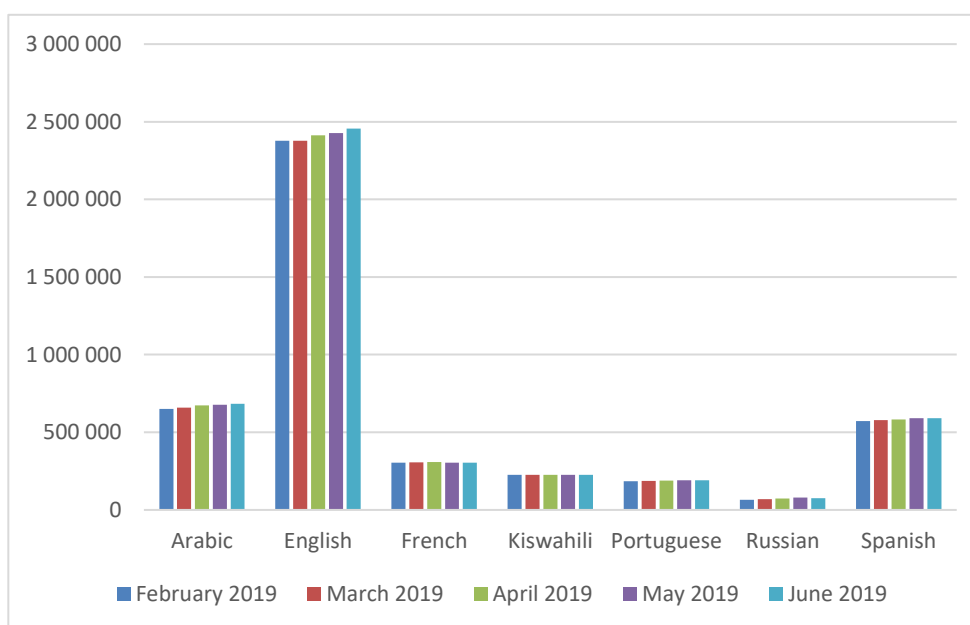
A. Social media

45. The Department expanded its use of social media as a vital platform for reaching global audiences. Statistics showed steady growth in the number of followers of United Nations social media accounts, which were central for messaging on key issues, including climate and humanitarian challenges. In addition, recent changes within the Organization, especially with regard to United Nations reform, were covered on social media platforms.

46. The Social Media Section ensured a multilingual approach in all its work by providing coverage of campaigns, events and other information relating to the United Nations in the six official languages of the Organization, as well as Kiswahili and Portuguese. This included translating campaign products so that all languages communicated the message of the Organization in unison, thereby enhancing the reach of the United Nations and ensuring a balanced use of the languages.

47. During the reporting period, the social media accounts in all languages combined gained an average of more than 483,000 new fans or followers per month, an increase of more than 130,000 per month compared with the same period in 2018. The total number of followers in all languages and on all accounts, including Facebook, Instagram, Twitter, WeChat, Weibo and other platforms, was more than 48 million in April 2019. The largest audiences are on Twitter in English and Weibo in Chinese. Positive trends were also observed in the number of Facebook likes and Instagram followers, with English dominating (see fig. I).

Figure I
Number of likes on Facebook, February–June 2019

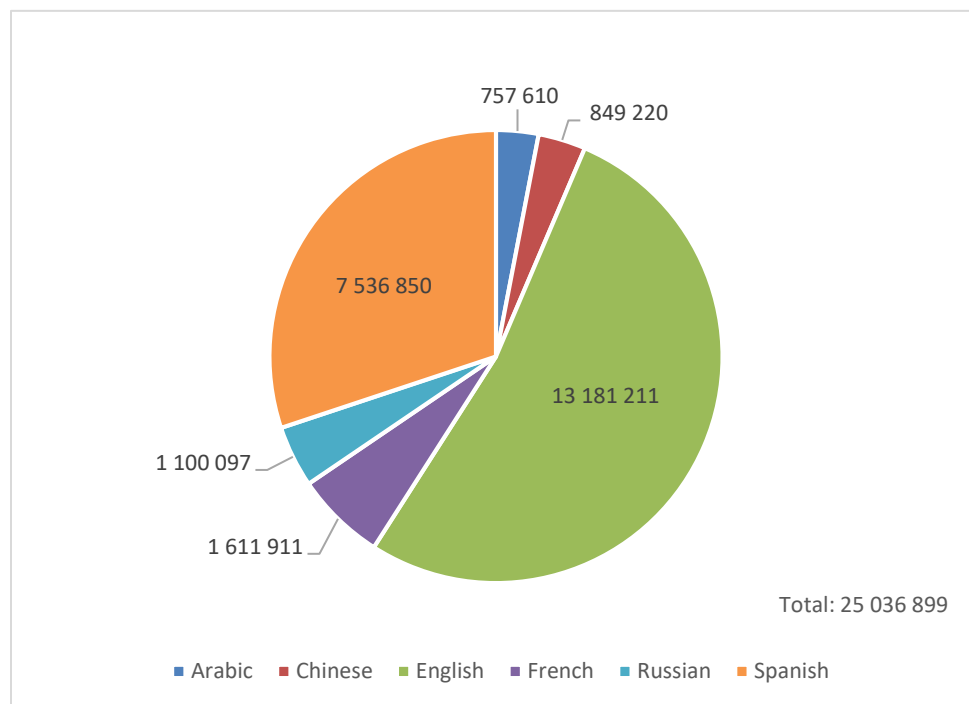


B. Web and digital media

48. The United Nations website www.un.org attracted large audiences during the first half of 2019, with more than 25 million users across all languages during the reporting period (see fig. II).

Figure II

Audience reach of www.un.org (unique visitors), February–June 2019

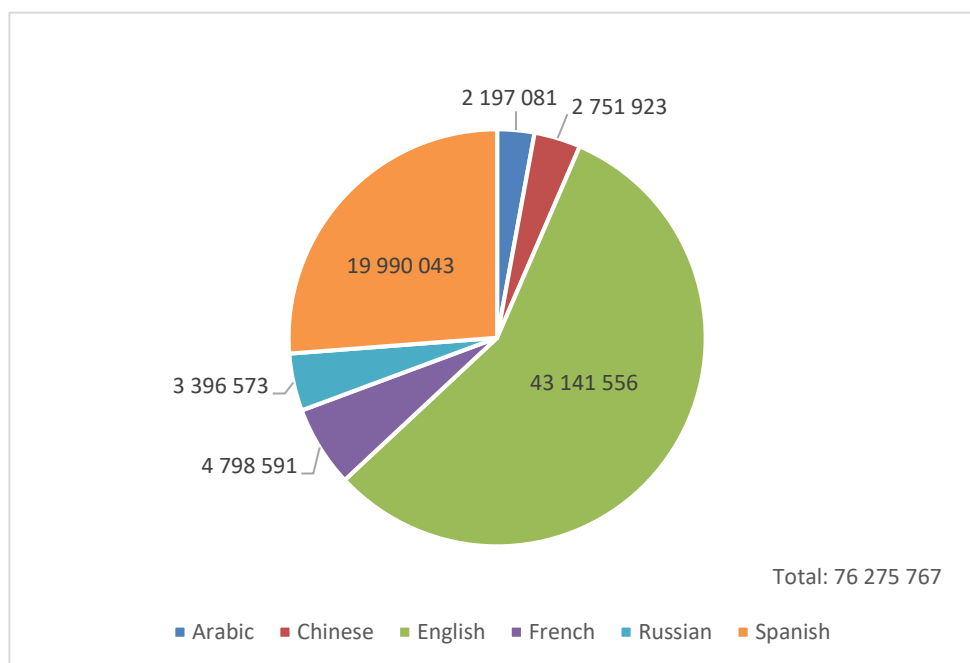


49. While the overall audience reach of www.un.org increased compared with the same period in the previous year, the greatest increase was observed in Spanish-language content (17 per cent), followed closely by English (16 per cent).

50. Along with year-on-year growth in audience numbers, the level of engagement, as expressed in page views, also saw an increase compared with the previous year. The largest increase was in Spanish language (15 per cent), followed by English (7 per cent), French (3 per cent) and Russian (2 per cent).

51. Of the 76.3 million page views recorded for the website during the February to June reporting period, the English pages were viewed 43 million times, while the Spanish pages generated close to 20 million page views (see fig. III).

Figure III
Engagement with www.un.org website (page views), February–June 2019



52. The Web Services Section of the Department launched several new multilingual campaign sites during the reporting period, including Action for Peacekeeping and “ActNow”, which serves to promote individual sustainable actions with an interactive “bot” feature. In June, the Section launched the September Summits Week website, providing a comprehensive overview of the five high-level summits scheduled for the seventy-fourth session of General Assembly, under the overarching theme “Action for people and planet: 1 week, 5 summits, 17 Goals”.

53. During the reporting period, the Section also developed and published websites in the six official languages of the United Nations for the following new observance days: World Pulses Day, the International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief and the International Day of Multilateralism and Diplomacy for Peace. In addition, the Section updated 85 existing observance sites in the six official languages and created content for an explainer about the observances.³

54. In continuing to support the Organization’s digital governance, the Web Services Section published a revision of the United Nations web guidelines.⁴ It also conducted accessibility and branding reviews on 10 new sites developed by different United Nations entities. New, high-impact website templates were introduced, and the United Nations web brand was strengthened, with a complete package of web styles now being shared with offices and departments of the Organization.

C. Multimedia and multilingual news and features

55. Audiences for the multilingual United Nations News portal have been growing rapidly since its launch in February 2018. Total page views grew by 41 per cent

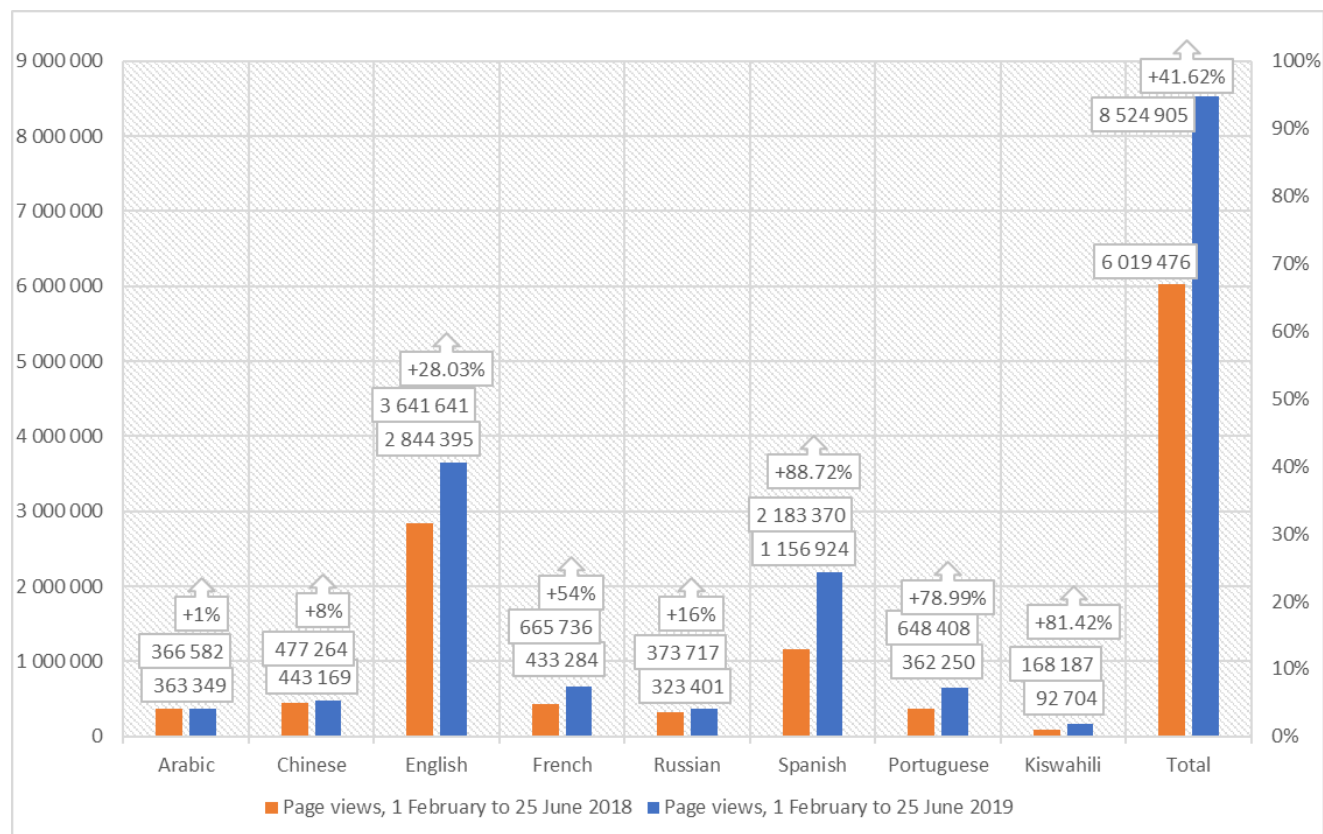
³ Available at www.un.org/en/sections/observances/why-do-we-mark-international-days.

⁴ Available at www.un.org/en/webguidelines.

compared with the period from February to June 2018, with increases in all six official languages and in Kiswahili and Portuguese (see fig. IV).

Figure IV

Growth in page views of United Nations News, February–June 2018 and 2019



56. United Nations News continues to use metrics to measure audience trends to assess the best ways to package content, including listicles and explainers. During the reporting period, a survey of United Nations News users drew more than 3,400 responses from individuals in more than 140 countries. The majority identified themselves as individuals interested in international affairs and indicated that they had turned to United Nations News as a trustworthy source of information about global issues that is valued for timely, accurate, authoritative and balanced coverage of breaking news and major events.

57. While the new digital portal is attracting larger audiences, United Nations News is also making its audio, text, photos and video available to users through its popular reader app, multilingual social media accounts and a customizable email service. Media partners actively utilize those multimedia materials, and United Nations News stories from the English news site alone are shared more than 4 million times every month on additional digital platforms around the world through RSS feeds. The figure is much higher if all languages are included.

58. United Nations News content in Arabic was frequently republished by media outlets, including Russia Today, the Saudi News Agency, Sputnik and the United Arab Emirates News Agency, during the reporting period, and its multimedia features on peacekeepers from Tunisia and Egypt were widely shared in local media. Its overall audiences have grown in the past year, with a rise in Twitter followers of more than 15 per cent between February and mid-June 2019.

59. The United Nations News in Chinese on Weibo reached a viewership of 43 million during the first five months of 2019 and registered a 7 per cent increase in its number of followers. This surge in popularity was related in part to the leveraging of partnerships with celebrities in the context of the Economic and Social Council Youth Forum. Given the audience interest in climate change, United Nations News in Chinese spotlighted the Secretary-General's trip to the Pacific and information about the impact of Cyclone Idai in southern Africa and also produced features to highlight the work of the United Nations in China over the past 40 years.

60. During the reporting period, visitors to United Nations News in English increased by over 30 per cent, with significant growth in page views and key social media metrics. Its coverage of the Ethiopian Airlines disaster, in which a number of United Nations officials were killed, was picked up by the *New York Times* and other outlets and yielded high audience engagement. An audio podcast project is building audiences and increasingly attracting participation by influencers.

61. Page views for United Nations News in French grew by 22.3 per cent during the reporting period, with innovative, impactful and timely coverage of United Nations work and priorities, including news on developments in the Central African Republic, the Democratic Republic of the Congo and Mali. Social media audiences also grew, with the number of Twitter followers up 67 per cent compared with the previous year. Intensifying its efforts to reach out to young people, United Nations News in French is also creating special content for social media platforms, including a video about French soccer player Lisa Zimouche.

62. United Nations News in Kiswahili reached audiences with features on women peacekeepers, entrepreneurs, scientists, humanitarians and farmers and on youth and technology, with interviews of up-and-coming young innovators. Three major partnerships with mainstream television stations are now carrying its Kiswahili news video programmes, with a reach of 60 per cent of the total population of the United Republic of Tanzania. In addition to those is Kenya-based Border TV, with a reach of 40 per cent of the country's population. Audiences for the Kiswahili YouTube channel have increased by 145 per cent since June 2018.

63. United Nations News in Portuguese served as a leading source of multimedia materials for international news outlets regarding United Nations action to help populations affected by Cyclones Kenneth and Idai. The team produced and distributed a video message by the Secretary-General that helped to galvanize global solidarity. The video was posted by media outlets around the world and reached 20 million people through the Brazilian Globo TV Jornal Nacional news programme alone.⁵ The President of Mozambique posted the video on his Facebook and Twitter accounts, as did other influencers. Overall, United Nations News in Portuguese experienced an 80 per cent increase in website page views during the reporting period and a 152 per cent increase in page views overall since March 2018.

64. Regional and local news outlets continue to use United Nations News in Russian as a source, as do some of the largest outlets and State media organizations, including RIA Novosti, Sputnik, ITAR-TASS, Interfax and Forbes, as well as the Azerbaijan State News Agency and outlets in Kyrgyzstan and Kazakhstan. During the reporting period, United Nations News coverage in Russian of the first-ever Security Council resolution on sexual violence in conflict was published by multiple agencies. Meanwhile, the overall growth in page views for the website from February to June 2019 was 9 per cent, with a spike of 14 per cent in April, in the wake of the action by the Security Council on sexual violence in conflict, which proved to be the most popular story published that month.

⁵ See <https://bit.ly/32ArP7u>.

65. United Nations News in Spanish further expanded the range of the multimedia content that it produces, including an interview with Academy Award-winning filmmaker Alfonso Cuarón and actress Yalitza Aparicio in connection with the International Year of Indigenous Languages. United Nations News in Spanish deepened its already-robust cooperation with United Nations information centres in Argentina, Colombia and Mexico, providing opportunities to feature local voices on issues that resonate with Latin American audiences, from Venezuelan migrants and refugees to the reported killing of human rights defenders in Colombia. In May, the website garnered close to half a million page views, and overall growth from February to June 2019 came to 18 per cent.

D. Press and meetings services

66. During the period under review, the Meetings Coverage Section published a total of 1,232 press releases with a total length of 5,828 pages in English and French, covering the activities of the Secretary-General, the General Assembly, the Security Council and the Economic and Social Council, as well as the daily briefings held by the Spokesperson for the Secretary-General.

67. United Nations Television and Video provided more than 480 broadcast clients with live coverage of United Nations meetings, including those of the General Assembly and the Security Council, as well as special events and high-level meetings.

68. The Department's webcast team continued to ensure that viewers around the world could watch the United Nations at work through live streaming and on-demand videos. Live streaming was made available on the United Nations Web TV site, YouTube, Facebook and Twitter. More than 70,000 videos are now available on demand. During the reporting period, the Web TV site registered more than 2 million video views per month. The United Nations YouTube channel has garnered 12 million video views in the past year, bringing the total to more than 69 million views since the channel was established in 2006.

69. The Media Accreditation and Liaison Unit has been providing support to journalists and media organizations through a range of services, including alerting more than 42,300 Twitter followers, members of the press, delegates, staff and others to activities at Headquarters and to the release of key documents, statements and reports.

70. The Department continued to monitor global media coverage of the United Nations and major international issues. During the reporting period, the News Monitoring Unit introduced a biweekly global media coverage analysis report for subscribers in the United Nations system, providing insights into press coverage of the Organization as part of an ongoing effort to monitor and evaluate impact and messaging.

E. Video, television and photos

71. During the reporting period, the Video Section increased its production of short videos for social media platforms. The videos, which are often produced in eight languages (the six official languages plus Portuguese and Kiswahili) and incorporate messages from the Secretary-General, highlight global issues, including refugees, the environment and peacekeeping. As part of the International Women's Day celebrations, the Section created a social media film entitled *What does a free woman look like?*, which was shared by *Glamour* magazine on social media. As part of the

Earth Day 2019 celebrations, the team partnered with the music industry to produce a piece that received close to half a million views.

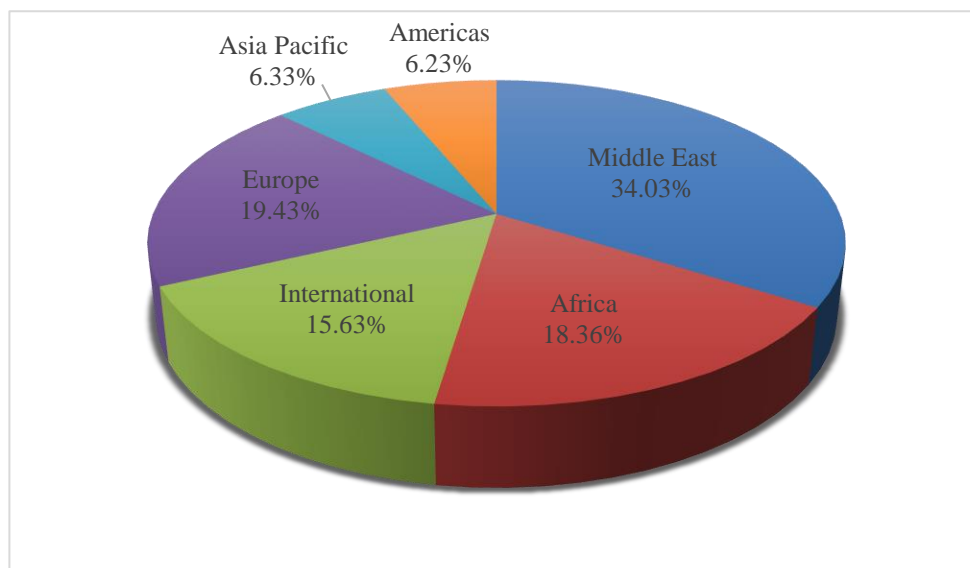
72. The Video Section also created a virtual reality film on the impact of climate change in the Pacific, to be launched at the Climate Action Summit in September. A documentary from the Lake Chad Basin highlighted survivors of acts of terrorism and human rights groups and was shown during the summer as part of a partnership with TV5 Monde.

73. The Department's UNifeed operation remains a highly successful component of outreach to broadcasters. It acts as a single distribution point for broadcasters around the world for raw video footage documenting the work of the United Nations and its funds, agencies and programmes, both at Headquarters and in the field.

74. According to the Teletrax monitoring system, UNifeed stories were broadcast 43,155 times during the reporting period, an increase of 52 per cent over the same period in 2018. On average, more than 500 broadcasters used material produced or distributed by UNifeed each month, with broadcasters in the Middle East accounting for more than 34 per cent of the total (see fig. V).

Figure V

Broadcasts of UNifeed material by region, February–June 2019



75. The United Nations Photo Library continued to promote current and historical images from the United Nations collection. During the reporting period, more than 1.3 million photographs were viewed on the Photo Library website, along with 48 million views via Flickr, and more than 1 million photos were distributed by email or direct download. The Photo Library also partnered with the Department's flagship social media accounts to showcase selected photos each week.

76. Through a project made possible with the support of the Government of Oman, the United Nations Audiovisual Library further advanced the digitization of selected United Nations audio and visual content dating back to the founding of the Organization. The Audiovisual Library also distributed more than 5,000 short news videos and longer-form archival materials for use by documentary production companies, museums, foundations and Governments.

F. Partners

77. The Department expanded its partnerships with media outlets and the private sector, including with the Airline Passenger Experience Association, to promote the Organization's work and increase global engagement towards achieving the Sustainable Development Goals.

78. As part of its efforts to engage young people, and in conjunction with its services to traditional media, the Department has been reaching out to radio and television outlets operated by universities and colleges. New broadcast agreements have been concluded with university stations in Barbados, Mexico and the United States, as well as with the Asociación de las Televisiones Educativas y Culturales Iberoamericanas, a membership-based organization of university television outlets in Latin America and Spain.

IV. Outreach and knowledge services

A. Education outreach

79. The Department promoted Holocaust education and remembrance by organizing, in cooperation with the Permanent Mission of Poland, the premiere screening of the film *Broken Dreams* on 2 May, followed by a discussion with the director, Tomasz Magierski, and Holocaust survivor Ariana Bellak. The film is the story of two young Jewish sisters from Poland struggling to survive the Holocaust.

80. The Department organized a ceremony at Headquarters on 12 June to announce the donation by the Anne Frank Center for Mutual Respect of a sapling in memory of Anne Frank. The sapling serves as a permanent reminder to build a just world through education against hatred.

81. The Department held the inaugural Model United Nations Youth Summit on 12 April in New York. The event featured workshops and plenaries led by student leaders and United Nations experts, who shared their experiences and ideas on how to transform the Model United Nations into a force for positive change to achieve the Sustainable Development Goals. More than 400 students from 30 countries took part.

82. The Department held several events to commemorate the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (25 March). In March and April, the Department put on the exhibition "From Africa to the New World: slavery in New York" at Headquarters. The Department arranged for the participation of artist Christopher Cozier of Trinidad and Tobago as keynote speaker at the commemorative meeting of the General Assembly and coordinated a cultural and culinary event. Other events included a civil society briefing on the role of memorials in preserving history and a global student video conference with the Permanent Missions of Brazil and Saint Vincent and the Grenadines. Some 500 students from Kenya, Saint Vincent and the Grenadines and the United States participated.

83. The Department provided a film from the series *Slavery routes* in English, French, Portuguese, Russian and Spanish to United Nations information centres, which carried out 55 activities in 21 countries for the observance of the International Day of Remembrance. It also produced an exhibition entitled "Remember slavery: say it loud" in all official languages, plus Kiswahili and Portuguese, for display by the information centres.

84. The permanent memorial at the United Nations to honour the victims of slavery and the transatlantic slave trade was promoted through on-site weekly briefings and social media interviews with visiting officials, as well as through the production of a

travelling exhibition in English and French, a brochure in all six official languages and a 2019 wall calendar in English.

B. United Nations Academic Impact

85. During the reporting period, the United Nations Academic Impact initiative continued its outreach work to universities, researchers and educators through its multilingual platforms, on which it showcased work to advance the 2030 Agenda for Sustainable Development, the importance of research and innovation in the work of the United Nations and the ongoing need for global citizenship education for unlearning intolerance.

86. To mark the International Day of Women and Girls in Science (11 February), United Nations Academic Impact ran a six-part podcast series featuring women and girls in science and technology, including a Japanese astronaut, a climate scientist from the United States, a Bangladeshi mathematician and a Mexican app developer.

87. In partnership with the Hasso Plattner Institute, the initiative hosted a discussion in March about the challenges and opportunities of a data-driven society and the impact that big data continues to have on privacy and human rights.

88. In May, United Nations Academic Impact hosted a conference on emotional intelligence and how this soft skill could play a crucial role in promoting peace, environmental stewardship, global citizenship and the achievement of all Sustainable Development Goals. The initiative also featured a series of videos on its website, with interviews highlighting leaders in the field, including a Syrian refugee who had used emotional intelligence to begin rebuilding his life.

89. In June, in conjunction with the Boston Global Forum, United Nations Academic Impact marked United Nations Charter Day with a discussion on how technology that did not exist in 1945 has had an impact on the work of the Organization, and the implications for the Organization's work in the future.

C. Youth engagement

90. In March, the Office of the Secretary-General's Envoy on Youth organized the first International Symposium on Youth Participation in Peace Processes in Helsinki, in partnership with other United Nations entities and the Governments of Colombia, Finland and Qatar, as well as with Search for Common Ground, a civil society organization, and the United Network of Young Peacebuilders, a youth-led peacebuilding organization. The resulting recommendations are contained in the policy paper entitled "We are here: an integrated approach to youth-inclusive peace processes".

91. The Envoy of the Secretary-General on Youth participated in the sixty-third session of the Commission on the Status of Women and its pre-session youth dialogue. More than 300 young activists gathered with representatives of Governments and the United Nations to discuss how social protection systems, public services and sustainable infrastructure can promote gender equality and address the needs of young people.

92. In collaboration with the Department of Economic and Social Affairs, the Envoy on Youth co-organized the largest annual convening of young people at the United Nations: the Economic and Social Council Youth Forum, which was held in April and drew more than 1,000 young people from all over the world to share their ideas and solutions in dialogue with Governments. Representatives of a total of 134 Member States were present, including 34 ministers/deputy ministers.

93. The Office of the Secretary-General's Envoy on Youth, in partnership with the United Nations Technology Innovation Labs, the United Nations Development Programme, the Office of Information and Communications Technology and Unite Ideas, jointly launched the "Summer of solutions" (#SummerOfSolutions) initiative in May, calling for applications from young people around the world to create innovative technology-based solutions to global challenges.

94. In June, the Office of the Envoy on Youth, along with the United Nations Population Fund, the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Labour Organization, the United Nations Children's Fund and the Department of Economic and Social Affairs, co-sponsored the World Conference of Ministers Responsible for Youth 2019 and Youth Forum Lisboa+21, organized by the Government of Portugal and the Portuguese National Youth Council. The Secretary-General and the Envoy on Youth were featured speakers.

95. Also in June, the Envoy joined ministers, United Nations officials and young climate champions at the Abu Dhabi Climate Meeting in preparation for the Climate Action Summit 2019; the results of the meeting have helped to shape the Summit itself and the United Nations Youth Climate Summit.

D. Knowledge solutions and design

96. During the reporting period, 415 stories in English and French and 825 global and local announcements relating to key management issues, initiatives of the Secretary-General (multilingualism, ending sexual exploitation and abuse) and United Nations events were posted on the United Nations intranet, iSeek, and on deleGATE. The Department has now fully integrated the intranet of the Department of Peace Operations into iSeek and has initiated discussions on integrating other local intranets. Work on migrating deleGATE to the iSeek platform is ongoing.

97. The Graphic Design Unit supported United Nations information centres and other Secretariat departments by providing visual communication and graphic design solutions, including multilingual design services, for internal and public information campaigns, such as the visual identity for the United to Reform campaign and United Nations counter-terrorism conferences and publications.

E. Non-governmental organizations and advocacy

98. The Department facilitates the meaningful engagement of civil society in United Nations processes, including by providing information and support to a wide range of constituencies to strengthen multi-stakeholder dialogue and alliance-building on core United Nations issues. During the reporting period, the United Nations Non-Governmental Liaison Service was fully integrated into the NGO Relations and Advocacy Section.

99. The Department led the registration and participation processes of specially accredited civil society entities, from NGOs to academic organizations and private sector entities, for mandated events and conferences. These included the second High-level United Nations Conference on South-South Cooperation held in Buenos Aires, several high-level events convened by the President of the General Assembly at Headquarters, and the interactive multi-stakeholder hearing on universal health coverage held in preparation for the high-level meeting to be held on 23 September. The Department also provided support for civil society participation in other high-level events of the General Assembly to be held during the week of 23 to 27 September, including the review of the SAMOA Pathway and the high-level

plenary meeting of the General Assembly to commemorate and promote the International Day for the Total Elimination of Nuclear Weapons.

100. The Department, in collaboration with UNESCO, organized a high-level meeting and interactive session in observation of World Press Freedom Day on 3 May, under the theme “Media for democracy: journalism and elections in times of disinformation”.

101. The Department is also organizing the sixty-eighth United Nations Civil Society Conference, to be held from 26 to 28 August in Salt Lake City, United States. The conference will focus on Sustainable Development Goal 11 and how cities and communities can contribute to the 2030 Agenda for Sustainable Development. It will mark the first such meeting held in the United States outside of Headquarters and is expected to attract several thousand participants.

102. On 2 April, the Department organized the annual observance of World Autism Awareness Day at Headquarters. The theme in 2019 was focused on the importance of ensuring access to affordable assistive technologies for people on the autism spectrum and eliminating the barriers to their active participation in society.

103. On 6 April, the Department organized a series of Davos-style conversations in observance of the International Day of Sport for Development and Peace to highlight the impact sport can have on the achievement of the Sustainable Development Goals.

104. Through its Creative Community Outreach Initiative, the Department continued the international roll-out of its collaboration with Mattel, Inc. to promote the Sustainable Development Goals through the animated children’s series *Thomas & Friends*. The episodes and educational content inspired by the Goals were localized and released in Italy, Japan and Poland in April and in China in May.

105. The Messengers of Peace provided support for key United Nations observances on social media, such as World Wildlife Day (3 March), International Women’s Day (8 March), the International Day for Biological Diversity (22 May), World Environment Day (5 June) and World Refugee Day (20 June). Eleven Messengers of Peace supported the launch of the Secretary-General’s Instagram account in May 2019. On 27 May, as part of his Bach project, Messenger of Peace Yo-Yo Ma co-hosted a “Day of Action” music workshop in Vienna with the Office of the United Nations High Commissioner for Refugees and the United Nations Information Service to highlight refugee issues, with the Secretary-General attending in person.

106. During the reporting period, the Department organized two town hall meetings in preparation for the sixty-eighth United Nations Civil Society Conference, six civil society briefings and three live-streamed chat series.

F. Publications and editorial work

107. The *Yearbook of the United Nations* website and the online Yearbook Pre-press, which features detailed research outlines of the work of the United Nations system covering the years 2015 and 2016, and the Yearbook Express, presenting summarized content from the *Yearbook* collection in all six official languages, continued to expand the scope of authoritative reference material made available on the website regarding the annual activities and concerns of the Organization.

108. In partnership with Shanghai Foreign Language Education Press, an affiliate of Shanghai International Studies University, the Department continued to work on a bilingual Chinese-English version of the most recent edition of the popular handbook *Basic Facts about the United Nations*, which has also appeared in Japanese and Korean, in addition to the official languages of the United Nations.

109. The Department discontinued the print edition of the *UN Chronicle* in 2018 and worked during the reporting period on redesigning the website, which will continue to feature in-depth, original articles on topics of concern to the international community, contributed by United Nations officials, as well as non-governmental, academic and policy-making experts, and translated into the six official languages. The new platform will also feature interviews and other multimedia and interactive content that is updated regularly.

G. Dag Hammarskjöld Library

110. The Dag Hammarskjöld Library put forward its 2025 vision with the aim of devising an action plan for the development of knowledge and electronic library services for its primary clientele and global audiences. This led to the creation of the 2025 working group, which began its deliberations during the reporting period.

111. The United Nations Digital Library was upgraded with new and popular features in May 2019. In the reporting period, researchers around the world downloaded more than 2.8 million United Nations documents and publications in the six official languages from more than 7,000 cities worldwide. The Library's partners in this digital outreach effort are the United Nations Libraries in Geneva, Beirut and Vienna.

112. The Library also analysed 4,200 United Nations parliamentary documents and publications and published the *Index to Proceedings of the General Assembly* for the seventy-second session on the United Nations website. During the reporting period, the Library digitized and uploaded to the Organization's systems 6,000 United Nations parliamentary documents (32,000 pages) in the six official languages and 400 peacekeeping maps.

113. Information and knowledge services have expanded in terms of reach. During the reporting period, the Library received 870 research requests from permanent missions, over 1,500 requests from United Nations staff and 3,000 requests from researchers worldwide. It offered more than 60 training sessions in English, French and Spanish, with more than 300 attendees. The research guides (research.un.org) on thematic issues and documentation had more than 1 million views. More than 1,000 frequently asked questions available in English, French and Spanish in the Library's "Ask Dag" (ask.un.org) database were viewed over 683,000 times.

114. The Dag Hammarskjöld Library has continued its outreach to permanent missions, Secretariat staff and depository libraries worldwide. The Library organized four knowledge-sharing sessions under its Insight Series on the Sustainable Development Goals and partnered with the International Federation of Library Associations and Institutions. More than 500 delegates, government officials, NGOs and the media were served by event-specific information booths that the Library installed in the Secretariat. The Library's Twitter account (@UNLibrary) had 59,980 followers by the end of the reporting period.

H. Visitors' Services

115. Through direct outreach, the Visitors' Services in New York, Geneva, Vienna and Nairobi educated over 1,000 visitors every day about the work and history of the United Nations, as well as about such topics as the Sustainable Development Goals, human rights, peacekeeping, disarmament and decolonization. During the reporting period, Visitors' Services conducted guided tours in 18 languages, including the six official languages of the United Nations, for some 203,600 visitors (New York: 115,000; Geneva: 57,000; Vienna: 28,800; Nairobi: 2,800), including a significant

proportion of children and students. In addition, the Services organized briefings by United Nations officials for 25,000 people, primarily students, in multiple languages, through outside speaking engagements conducted away from Headquarters, as well as through Skype. Special programmes for students, young journalists, NGOs, very important persons, tourism professionals and others helped to augment outreach, especially through coverage in traditional and social media. Visitors' Services at all four headquarters locations continued to organize events and outreach activities, such as open days and special tours on human rights, the Sustainable Development Goals, art and architecture, and to conduct marketing initiatives, including through partners and print advertisements.

116. Fifteen young journalists from developing countries and countries with economies in transition were selected for the Reham al-Farra Memorial Journalists' Fellowship and have been invited to attend training at Headquarters for three weeks in September and October 2019 to report on the seventy-fourth session of the General Assembly. The 2019 fellows – nine women and six men – are nationals of Bhutan, Brazil, Cameroon, Ecuador, Egypt, India, Indonesia, Jamaica, Nepal, Pakistan, Paraguay, the Philippines, South Africa, Thailand and Ukraine. Nine of the fellows work primarily for print and web outlets, five work for television news and one for radio.

I. Sales and marketing

117. The Department continued to support multilingualism by releasing 130 publications in print and digital form through shop.un.org, the United Nations iLibrary platforms and its global network of agents and distributors. Of those, 32 publications were bilingual (French and English). Publications were also released in Chinese, French, Russian and Spanish.

118. Launched in April 2019 by the Department in cooperation with international associations of publishers, authors, librarians and booksellers, the Sustainable Development Goals Book Club uses books as a tool to encourage children aged 6 to 12 to interact with the principles of the Goals through a curated reading list of books in all six official languages.

119. In coordination with the International Organization of la Francophonie, the United Nations Bookshop held two “meet the author” events in French during the reporting period. Jean Marc Turine presented his book *La Théo des fleuves*, and Anne-Cécile Robert and Romuald Sciora discussed their book *Qui veut la mort de l'ONU?*.

V. Conclusion

120. With guidance provided by Member States through the Committee on Information, the Department of Global Communications continues to evolve and adapt to meet the information needs of a global audience and the communications obligations of the Organization. The ongoing reform efforts are already bearing fruit, with increased communications planning and coordination across the Organization, streamlined administration and integration of the United Nations information centre network and the start of a strategic push on both partnerships and innovation to amplify our messages and engage more people in the work of the United Nations. As the seventy-fifth anniversary of the United Nations approaches, the Department must inform and empower people to continue to deliver on the promise of the Charter of the United Nations, not only to save succeeding generations from the scourge of war, but to create a world in which peace, human rights, dignity and freedom are afforded to all.