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Consideration of reports submitted by the Secretary-General

Activities of the Department of Global Communications: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution [73/102 B](#), provides a summary of the key advances made by the Department of Global Communications, from July 2018 to January 2019 in promoting the work of the United Nations to the global audience through its strategic communications services.

The strategic communications services subprogramme, one of three subprogrammes of the Department, which is implemented by its Strategic Communications Division, develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of field offices. In addition, as the secretariat for the United Nations Communications Group and its task forces, the Division works to strengthen the coordination of communications throughout the United Nations system.

The activities of the other subprogrammes of the Department, namely, news services and outreach and knowledge services, are described in separate reports of the Secretary-General ([A/AC.198/2019/3](#) and [A/AC.198/2019/4](#), respectively).

* [A/AC.198/2019/1](#).



I. Introduction

1. In its resolution [73/102 B](#), the General Assembly took note of the reports submitted by the Secretary-General on the activities of the Department of Public Information, renamed the Department of Global Communications as at 1 January 2019, submitted for consideration by the Committee on Information at its fortieth session ([A/AC.198/2018/2](#), [A/AC.198/2018/3](#) and [A/AC.198/2018/4](#)) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby submits the information requested on strategic communications services.

3. The Department's activities in the area of strategic communications services are described in the present report, which includes an overview of its thematic campaign activities, highlighting its strategic approach; a summary of its communications campaigns on key issues; and a briefing on the activities of the network of United Nations information centres and their role in United Nations development system reform.

4. During the reporting period, the Department devised and implemented a new grid planning system that mapped significant events and opportunities across the United Nations system on a weekly and monthly basis, with the goal of improving visibility and coordination in order to maximize the Department's impact. The grids were built in consultation with the Executive Office of the Secretary-General, the Office of the Spokesperson for the Secretary-General and the United Nations Communications Group and were intended to build long-term awareness of key communications activities and help to avoid potential conflicts in communications priorities.

II. Communications campaigns

A. Social and economic development

5. The Department's interlinked communications strategies on sustainable development and climate change is focused on shifting the emphasis from creating awareness to supporting implementation of the Sustainable Development Goals. The Department developed key initiatives and tools to inspire individual action, localize engagement efforts and form inclusive partnerships.

6. One of the main initiatives is the media compact initiative, introduced by the Secretary-General during the high-level segment of the seventy-third session of the General Assembly, is aimed at leveraging the power and influence of the media to create awareness and inspire action. It launched with the participation of 31 news and entertainment media organizations in September 2018; by the end of the reporting period, a total of 40 organizations had joined and membership continues to grow.

7. To support coverage of the Sustainable Development Goals, and taking into consideration key events across the United Nations, the Department established a new monthly editorial planning calendar for the lead up to the five-year review to be conducted in 2020 so as to guide the work of the United Nations system in developing and sharing content in a coordinated and way to maximize impact. As at January 2019, the first two editorial packages, for Goals 10 and 13, have been released to compact members and communicators across the United Nations system. Featuring new, timely and relevant content, the packages included exclusive interviews with United Nations experts and advocates, op-eds, news and feature stories and additional

multimedia resources, including videos, photos and media contacts. The “Sustainability at work” section featured initiatives and guidelines to help companies to adopt a more sustainable corporate culture.

8. In a related but independent media partnership to advance the Sustainable Development Goals, the Department partnered with the Business Debate and Reuters to produce a series of videos with United Nations experts on the Goals.

9. To amplify the voices from civil society and the private sector speaking on solution-driven actions, the Department partnered once again with the United Nations Foundation, PVBLIC Foundation and GSMA to hold Sustainable Development Goal media zones. The media zone is a dynamic space hosting live broadcasts of panel discussions, TED-style talks and interviews. Those set up during the high-level political forum on sustainable development in July and the high-level segment of the General Assembly in September played a significant role in amplifying the voices of decision-makers and innovators and connecting them with the public. The media zones featured more than 100 panels and hosted more than 250 speakers. During the General Assembly, there were nearly 63,300 online views of live and on-demand videos, featuring 150 speakers from Governments, civil society, the business community and others. The cumulative number of instances of engagement via social media, including retweets, shares, likes and URL clicks, for both media zones was well over 100,000, and there were more than 8,000 mentions on social media using the Sustainable Development Goal media zone hashtag (#sdglive).

10. The United Nations website on the Sustainable Development Goals, the third most visited website within the un.org domain, with over 15 million pageviews registered between 1 January and 30 November 2018, underwent a complete editorial review and was relaunched in the six official languages of the Organization, ahead of the high-level segment of the General Assembly with a view to focusing on advocacy in relation to the Goals and providing site visitors with more resources, such as personal action guides, academic materials, facts and figures.

11. The Department worked closely with partners within and beyond the United Nations system to develop and implement communications plans for the United Nations World Data Forum, the Web Summit and the Internet Governance Forum. The Department also provided extensive support with regard to several United Nations flagship reports, such as the *World Economic and Social Survey*, the *Report on the World Social Situation*, and *Realization of the Sustainable Development Goals by, for and with Persons with Disabilities*. During the reporting period, the Department also promoted International Youth Day, International Day for the Eradication of Poverty, World Toilet Day, World Television Day and the International Day of Persons with Disabilities.

12. In addition to the main United Nations social media accounts, the Department promoted the Sustainable Development Goals through the dedicated accounts with the handle @GlobalGoalsUN. As at the end of 2018, the Facebook account had 285,000 followers, an increase of 46,000 from 2017, and the Twitter account had 275,000 followers, an increase of 35,000 from 2017.

13. Since its launch in 2015, the Sustainable Development Goals in Action mobile application, a collaboration with mobile service provider GSMA, is now available in the six official languages of the United Nations and has been downloaded more than 70,000 times. In 2019, more interactive and innovative features will be built into the application, with a view to increasing its popularity.

14. A key part of global outreach on the Sustainable Development Goals, United Nations information centres undertook a wide range of advocacy and awareness-raising activities with local partners. The United Nations regional information centre

in Brussels partnered with one of the major summer music festivals in Portugal, NOS Alive, to promote the Goals through a video projected across the festival's venues. The three-day event drew a crowd of 180,000 people.

15. The United Nations in Nepal, including the United Nations information centre in Kathmandu, has been focusing on supporting the empowerment of women and gender equality. Following its provision of support to the first Mount Everest expedition of women journalists, which was aimed at raising awareness of the Sustainable Development Goals and gender equality, it worked with women artists from the Janakpur Women's Development Centre who created Mithila paintings of the Goals.

16. In August, the United Nations information centre in Lagos commenced a partnership with the Association of Communication Scholars and Professionals of Nigeria, with a view to creating and publishing a media handbook on the Sustainable Development Goals.

B. Climate change

17. With combating climate change being a top priority of the United Nations, the Department formed a cross-functional climate team to implement its communications strategy on the theme, "A race we can win. A race we must win.", in the lead up to the climate summit to be held in September 2019 to accelerate global action on climate change. The team manages the development of press materials, media outreach and web and social media products. Outreach to United Nations information centres supported national communications efforts and a United Nations information centre working group on climate change was formed to further advance work on the subject.

18. Ahead of the Secretary-General's major climate speech in September 2018 in which he announced his plans to hold the climate summit, the Department launched a new climate portal in six languages as the central digital United Nations platform on the subject.

19. For the critical negotiations at the third part of the first session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, serving as the Meeting of the Parties to the Paris Agreement, in Katowice, Poland, the Department supported the Conference in developing and promoting the "People's seat" initiative, a call worldwide call for people to voice their concerns on climate change to decision-makers. At the session, which commenced with a now widely publicized speech by natural historian and broadcaster Sir David Attenborough in which he reflected the voices of people who had contributed their thoughts on social media, the Department launched a campaign to enable people to unite in action to combat climate change. The campaign was created with the support of Facebook and advertising company Grey and harnessed advances in artificial intelligence to engage with social media users in the growing movement for climate action. It was driven by the ActNow.bot, a fully interactive and responsive chat bot, located on the United Nations Facebook page, that, on the basis of the user's interaction with the bot, suggests everyday actions that can be taken to preserve the environment, which can also be logged on the platform to be shared on social media.

20. The Department also rendered extensive support to amplifying the findings of key reports, including the report of the Intergovernmental Panel on Climate Change issued in 2018, the World Meteorological Organization *Greenhouse Gas Bulletin*, the United Nations Environment Programme *Emissions Gap Report* and the New Climate Economy Report of the Global Commission on the Economy and Climate.

21. Contributions of the United Nations information centres to efforts to accelerate climate action included the United Nations information centre in Baku organizing a visit of the United Nations resident coordinator to a waste management and recycling facility to discuss the expansion of recycling practices throughout Azerbaijan and joint advocacy campaigns for environmental protection.

22. The United Nations information service in Geneva produced the video entitled “Made in forests”, featuring the film star and United Nations Development Programme (UNDP) Goodwill Ambassador Michelle Yeoh, which spotlights how clothing manufacturers and consumer fashion can help to limit environmental damage. The video was made available on the platforms of the United Nations information service in Geneva and other accounts that have cross-promoted it; the video generated 43,000 views on Facebook, 22,500 views on Twitter and 12,000 views on Instagram.

23. The United Nations information centre in Windhoek, in collaboration with UNDP, used a popular children’s book character, Frieda, to raise awareness about conservation, including issues such as poaching, endangered species and climate adaptation. The campaign was carried in four issues of a youth comic book, *Free Rangers*, that was distributed nationally in newspapers, with a print run of 40,000 copies per issue.

C. Human rights

24. The Universal Declaration of Human Rights marked its seventieth anniversary in 2018. The Department worked closely with the Office of the United Nations High Commissioner for Human Rights (OHCHR) throughout the year to promote the rights enshrined in the Universal Declaration and to engage people around the world in standing up for their rights.

25. More than 2,000 people from 125 countries participated in the Department’s video campaign entitled “Add your voice”, in the lead up to Human Rights Day (10 December), reading articles of the Universal Declaration of Human Rights in over 80 different languages. Participants, including celebrities, influencers, senior United Nations officials and Member State representatives, shared their contributions on social media. On a dedicated YouTube channel created for the campaign, the most viewed video reached 14,000 views as at January 2019.

26. An exhibit produced jointly by the Department and OHCHR raised awareness of the essential roles played by women delegates in drafting the Universal Declaration of Human Rights and brought to life the continuing impact and relevance of the 30 articles today. The exhibit was shown in the Visitors’ Lobby at Headquarters, from 14 November to 7 January, and was inaugurated by the Secretary-General and the President of the General Assembly at an event on 6 December. The exhibit content relating to the pioneering women delegates was shared with United Nations information centres worldwide and posted on the United Nations website in all six official languages of the Organization.

27. More than 20 United Nations information centres held events and activities focusing on the seventieth anniversary of the Universal Declaration of Human Rights, including in Antananarivo, Brussels, Dar es Salaam, Dhaka, Geneva, Islamabad, La Paz, Lima, Lomé, Lusaka, Manama, Minsk, Moscow, Ouagadougou, Panama City, Prague, Rio de Janeiro, Vienna, Warsaw, Washington D.C., Windhoek and Yangon.

28. The Department distributed newly designed, printed booklets of the Universal Declaration of Human Rights in all six official languages of the United Nations to schools, non-governmental organizations and other partners, along with fact sheets,

posters, pins and stickers. Online, four new videos produced by the Department in multiple languages highlighted the “Add your voice” campaign, promoted young people speaking up for their rights, and raised awareness of Eleanor Roosevelt’s role as chair of the drafting committee and of the other women delegates who influenced the Universal Declaration.

29. For the seventieth anniversary of the Convention on the Prevention and Punishment of the Crime of Genocide (9 December), the Department worked closely with the Office of the Special Adviser on the Prevention of Genocide on an advocacy campaign in support of the Secretary-General’s appeal for universal ratification of the Convention. As part of the targeted outreach, an op-ed by the Special Adviser of the Secretary-General on the Prevention of Genocide, Adama Dieng, was placed in news media in Cameroon, the Dominican Republic, Egypt, Japan, Mexico, Senegal, Tanzania and Zambia in October 2018.

30. The Department also organized a briefing with the Special Adviser on the Prevention of Genocide for United Nations information centres and United Nations offices, civil society and the media in Africa and highlighted the Convention in the context of the Department’s outreach for the annual treaty event held at Headquarters in September.

31. The Department organized a special event on 7 December, marking the International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime, which featured an interactive video presentation by the University of Southern California Shoah Foundation, allowing for real-time dialogue with Holocaust survivors.

32. Nelson Mandela International Day (18 July) marked 100 years since the birth of Nelson Mandela. An exhibit shown in the Visitors’ Lobby at Headquarters from 9 July to 2 September, organized by the Department in cooperation with the Permanent Mission of South Africa to the United Nations, celebrated Mr. Mandela’s legacy and highlighted United Nations initiatives taken in his honour. Following the General Assembly meeting held on 18 July, close to 100 United Nations staff members and delegates based in New York worked in community gardens in Harlem and at the Nelson Mandela High School in Brooklyn, in volunteer activities organized by the Department in collaboration with the office of the Mayor of New York City. More than 20 United Nations information centres organized events and activities in commemoration of Mr. Mandela’s centennial birthday.

33. The Department provided support for the Nelson Mandela Peace Summit, held on 24 September, including through branding and social media outreach in eight languages. A Facebook Live interview with the Secretary-General of Amnesty International, Kumi Naidoo, organized by the Department on the margins of the Summit, received close to 10,000 views. A conversation held at the Sustainable Development Goal media zone between Mr. Naidoo and Graça Machel of the Elders, also organized by the Department, was the third most watched among the videos published during the high-level segment of the General Assembly.

34. To raise the social media profile of the International Day of the World’s Indigenous Peoples (9 August), the Department worked with Twitter to promote an emoji for hashtags in English, French, Spanish and Portuguese, in close collaboration with the United Nations information centres in Canberra, Mexico City and Rio de Janeiro. More than 146,000 tweets with the emoji were recorded between 9 August and 13 September, the anniversary of the adoption of the United Nations Declaration on the Rights of Indigenous Peoples, compared with 129,000 tweets with the same emoji during the same period the previous year.

35. The Department developed branding in nine languages for the International Year of Indigenous Languages, 2019, led by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Launch events held in Paris and New York at the end of January 2019 were promoted by the Department at Headquarters and in the field.
36. The Department also promoted the International Decade for People of African Descent, including through a screening of the film *Black Panther* at Headquarters on 4 October, in collaboration with the civil society network, the Most Influential People of African Descent. The screening was attended by approximately 500 people.
37. Together with local partners, United Nations information centres helped to raise awareness and mobilize people to stand up for human rights, organizing more than 700 human rights-related activities.
38. The United Nations information service in Geneva organized the “Kids for human rights” art competition for children 10 to 14 years of age, receiving more than 17,000 artworks from children from 71 countries of the Universal Declaration of Human Rights.
39. In Argentina, in November and December 2018, 70 large-format posters were displayed at 37 metro stations in Buenos Aires as part of a campaign to raise awareness on human rights, a partnership between the United Nations information centre in Buenos Aires, the Government, the private sector, the media and the United Nations country team.
40. The United Nations information centre in Panama City, together with OHCHR, organized an exhibition for the “Stand up for human rights” campaign (#standup4humanrights) at the city’s main airport. On display in December 2018 and January 2019, it was visible to the more than 2.6 million passengers transiting through the airport during that period.
41. The United Nations information centre in Rio de Janeiro organized an exhibition with woodcuts by Otávio Roth, depicting the 30 articles of the Universal Declaration of Human Rights at a cultural centre in the city. On display for one month, the exhibit had more than 30,000 visitors.
42. The United Nations information centre in Yangon worked with United Nations partners, the European Union, civil society organizations and human rights defenders to organize a day of discussions and exhibits, presenting the Universal Declaration to the public, including families.

D. Special information programme on the question of Palestine

43. As part of the special information programme on the question of Palestine mandated by the General Assembly in its resolution [72/12](#), the Department held its annual International Media Seminar on Peace in the Middle East, on 5 and 6 September 2018 in Moscow at the Press Center of the Ministry of Foreign Affairs of the Russian Federation. The event was organized in cooperation with the Ministry and with the support of the United Nations Association of Russia, the Russian Peace Foundation, and the United Nations information centre in Moscow. The seminar brought together participants from Israel, Palestine, the Russian Federation, the United Kingdom of Great Britain and Northern Ireland and the United States of America, among others, to discuss issues relating to the conflict.
44. The Department also organized its annual training programme for Palestinian journalists, from 29 October to 30 November at Headquarters and including one week in Washington D.C. Six Palestinian journalists from Jordan, Gaza, Jerusalem and the

West Bank graduated in 2018, bringing the total number of journalists who have benefitted from the training programme to 196. They attended meetings with senior United Nations officials, including the Secretary-General, diplomats and representatives of non-governmental organizations, think tanks and academia and visited major media organizations, such as the *New York Times*, CNN, Middle East Broadcasting, YouTube and Google News. The journalists also attended a hands-on training course taught by professional tutors, with a focus on multimedia and digital tools.

45. On the observance of the International Day of Solidarity with the Palestinian People in 2018, the Department worked closely with the Department of Political and Peacebuilding Affairs (formerly the Department of Political Affairs) to provide communications support for the commemorative events that took place at Headquarters on 28 November. They included a special meeting of the Committee on the Exercise of the Inalienable Rights of the Palestinian People, followed by an exhibit entitled, “70 Years of the Universal Declaration of Human Rights and of the Palestinian people’s Nakba,” which focused on the theme “Unrealized rights, unfulfilled promises”. United Nations information centres worldwide organized activities in commemoration of the International Day, including in Canberra, Dakar, Geneva, Mexico City, Nairobi and Vienna.

46. As mandated, the Department updated and redesigned the permanent exhibit on the question of Palestine located on the guided tour route at Headquarters. The new exhibit was installed in August 2018.

E. Decolonization

47. As part of the dissemination of information on decolonization mandated in General Assembly resolution [72/110](#), the Department continued its efforts to promote the issue of decolonization through its various platforms, in close collaboration and cooperation with the Decolonization Unit of the Department of Political and Peacebuilding Affairs. Efforts included updating and maintaining the website entitled “The United Nations and decolonization” in the six official languages of the Organization.

F. New Partnership for Africa’s Development

48. Through its magazine, *Africa Renewal*, and its website, available in Chinese, English and French, the Department promoted the work of the Office of the Special Adviser on Africa, the Economic Commission for Africa and the African Union on the implementation of Agenda 2063 of the African Union and the 2030 Agenda for Sustainable Development. To raise awareness of and support for economic development and peace and security in Africa, the Department promoted the aims, priorities and achievements of the New Partnership for Africa’s Development Planning and Coordination Agency and its African Peer Review Mechanism.

49. In the August issue of the magazine, the Department published articles under the theme “A new dawn for Africa” and looked in detail at the African Continental Free Trade Agreement, launched in Kigali in 2018, in particular the opportunities and challenges with regard to the trade agreement. The magazine also published an interview with the Chief Executive Officer of the African Peer Review Mechanism, Eddy Maloka, on how good governance could help to solve most of the problems in Africa and on the role of youth in helping to inculcate a culture of good governance.

50. The theme for the December issue of *Africa Renewal* was migration, with an additional focus on human rights, to coincide with the adoption of the Global Compact on Migration in Marrakesh, Morocco, and the commemoration of the seventieth anniversary of the Universal Declaration of Human Rights. Articles explored how to manage migration in Africa to make it safe and orderly; the economic benefits that migrants bring to host countries; and the various challenges faced by those on the move during their journeys to other countries. Additional articles focused on gender-based violence, coinciding with the annual "16 Days of activism on gender-based violence" campaign, and on hidden hunger across the continent.

51. The syndicated news features service of *Africa Renewal* expanded further in 2018. The August issue's 27 articles were republished, in both English and French, 338 times in more than 150 media outlets worldwide, including in Algeria, Angola, Barbados, Equatorial Guinea, France, Ghana, India, Italy, Madagascar, Morocco, Nigeria, the Philippines, Sierra Leone, Togo, the United Kingdom and the United States. As at the end of the reporting period, articles published in the December issue had been republished 42 times by 37 media outlets worldwide, including in France, Nigeria, Rwanda and the United States.

52. The reach of the magazine's social media accounts, with the handles @africarenewal and @ONUAFrique, enjoyed continuous growth. Between August and December, the number of followers of the magazine's Twitter accounts rose by 14 per cent for French, to 75,000, and 3.5 per cent for English, to more than 100,000.

53. At the end of 2018, the *Africa Renewal* e-newsletter reached 3,500 subscribers, an increase of more than 10 per cent from 2017.

54. Engaging journalists directly to inform on the United Nations work on the Sustainable Development Goals, in September, the Department organized a media round table for journalists from Africa covering the General Assembly and those based in the United States who cover Africa. Eighteen journalists attended the round table from media outlets, including SABC (South Africa), Nation Media Group (Kenya), The Tribute (Nigeria), Channels TV (Nigeria), Inter Press Service (South Africa), BBC Afrique (francophone Africa), CCTV (China), Center for Media and Peace Initiatives (United States), Sierra Leone Times (Sierra Leone), Outlook Magazine (India) and The African Exponent (United States).

55. In October, during the newly launched Africa Dialogue Series, held on the margins of the special debate of the General Assembly on Africa, the Department organized media activities to publicize the work of the Office of the Special Adviser on Africa, the New Partnership for Africa's Development, the Economic Commission for Africa and the African Union, including press conferences, one-on-one interviews and briefings with senior United Nations officials.

56. As part of its outreach efforts, the Department developed a new segment of its website entitled "Africa at the General Assembly" featuring the speeches and activities of African leaders during the general debate at the seventy-third session. The voices of young people, women, civil society and academia were also highlighted.

G. United Nations peace operations

57. The Department continued its close cooperation with the Department of Peace Operations (formerly Department of Peacekeeping Operations), the Department of Operational Support (formerly Department of Field Support) and the Department of Political and Peacebuilding Affairs to promote and backstop United Nations peace operations, including through participation in the work of various thematic and

country-specific integrated task forces and working groups led by the Department of Peace Operations and the Department of Political and Peacebuilding Affairs on Colombia, Iraq, Libya, the Syrian Arab Republic and Yemen.

58. The multilingual multimedia campaign entitled “Service and sacrifice” was launched jointly with the Department of Peace Operations in January 2018 to build greater public recognition of the individual contributions of peacekeepers from troop- and police-contributing countries. Running through August 2018, the first phase of the campaign highlighted 27 troop- and police-contributing countries and ran across multiple digital channels, including Twitter, Facebook, Instagram and Medium, generating 1.1 million instances of engagement. The campaign’s hashtag (#servingforpeace) was mentioned 42,000 times, with targeted countries representing 34 per cent of overall mentions across 36 languages. As an example, the United Nations communications team in India, led by the United Nations information centre in New Delhi, published a multimedia blog on the contributions of India to peacekeeping. The team produced, localized and disseminated social media content in English and in Hindi that helped to generate more than 130,000 instances of engagement in one day on Twitter. The Department also placed a priority on the role of women peacekeepers. Through the campaign and outreach to troop- and police-contributing countries, the Department ensured the creation of information products on women peacekeepers and promoted them on social media, websites and through outreach to national media outlets. The multimedia exhibit “United Nations peacekeeping: 70 years of service and sacrifice” also showcased the role of women in peacekeeping. Plans are under way to launch the second phase, to thank additional countries for their contributions, in early 2019.

59. The Department, working in cooperation with United Nations peace operations in the Central African Republic, Cyprus, the Democratic Republic of the Congo, Haiti, Lebanon, Mali, the Sudan, South Sudan and Abyei, as well as relevant United Nations information centres, conducted outreach to media outlets in troop- and police-contributing countries to promote the work of their uniformed personnel serving in those peacekeeping missions. The Department also updated and maintained the multilingual peacekeeping website.

60. Following the interest expressed by communications officers in peace operations for more regular networking and information-sharing throughout the year, the Department initiated a quarterly series of online conferences in October 2018. The first workshop on archiving information materials and products was joined by more than 40 communications officers from various peace operations.

61. The United Nations information centre in Dhaka organized a press conference via Skype between the Bangladeshi police contingent at the United Nations Mission for Justice Support in Haiti and local media outlets in Bangladesh, which was covered widely in print, online and broadcast media.

62. The United Nations information centre in Jakarta was invited, for the first time, to the naval base in Surabaya, Indonesia, to give a presentation on the role of strategic communications to Indonesian uniformed personnel deploying to the United Nations Interim Force in Lebanon.

63. The United Nations information centre in Islamabad, to mark the International Day of Peace, partnered with the Centre for International Peace and Stability to organize an exhibition of historic photos of Pakistani peacekeepers at the National University of Science and Technology in Islamabad.

H. Policy of zero tolerance of sexual exploitation and abuse

64. The Department implemented the Organization's communications strategy for combating sexual exploitation and abuse by United Nations personnel in cooperation with the Office of the Special Coordinator on Improving the United Nations Response to Sexual Exploitation and Abuse, the Victims' Rights Advocate, the Departments of Peace Operations and Operational Support and other United Nations entities.

65. In September, to mark the first anniversary of the high-level meeting on combating sexual exploitation and abuse and the establishment of the Secretary-General's Circle of Leadership, the Department worked with United Nations partners to develop a series of 15 short videos showcasing the Secretary-General and other senior officials speaking about the Organization's system-wide approach to preventing sexual exploitation and abuse and assisting victims. The videos were shown on screens at Headquarters during of the seventy-third session of the General Assembly and posted across multiple digital channels, including Twitter and Facebook.

66. To mark the one-year anniversary of the Secretary-General's appointment of the Victims' Rights Advocate, the Department published a print story and three video interviews with the Field Victims' Rights Advocates from the Central African Republic, Haiti and South Sudan, which were further distributed across various United Nations digital platforms.

I. Counter-terrorism

67. The Department provided communications support to the Office of Counter-Terrorism to increase the visibility of its activities and raise awareness of the United Nations Global Counter-Terrorism Strategy and advocacy efforts for the rights of victims of terrorism. As an example, the Department designed and implemented a joint communications strategy for the first High-Level Conference of Heads of Counter-Terrorism Agencies, convened by the Secretary-General on 28 and 29 June 2018 at Headquarters.

68. To mark the first International Day of Remembrance of and Tribute to the Victims of Terrorism (21 August), the Department worked with the Office of Counter-Terrorism in designing a multimedia exhibit that was displayed in the Visitors' Centre at Headquarters in August. It also promoted the International Day on United Nations flagship social media platforms, reaching 1.2 million users and generating 13,000 instances of engagement. Fourteen United Nations information centres conducted 89 activities to observe the International Day.

J. Migrants and refugees

69. During the period under review, the Department, following the conclusion of negotiations on the Global Compact for Migration, provided communications support to the Office of the Special Representative of the Secretary-General for International Migration. The Department also provided support and helped generate media coverage for a high-level side event, entitled "Road to Marrakech", during the seventy-third session of the General Assembly.

70. During the General Assembly, in the Sustainable Development Goal media zone, the Department coordinated a high-level panel with the Special Representative of the Secretary-General for International Migration and migrants' advocate Monica Ramirez. For the Intergovernmental Conference to Adopt the Global Compact for

Safe, Orderly and Regular Migration, in December, the Department created a new website devoted to the Conference, to ensure the provision of up-to-date and accurate content. The Department also dispatched a multilingual multimedia team to the Conference to provide coverage across the Department's platforms and support media outreach and logistics.

71. The Department further worked with the International Organization for Migration to promote the Global Migration Film Festival, which ran from 28 November to 18 December, in more than 100 countries.

72. United Nations information centres promoted United Nations efforts on the rights of migrants and refugees, including providing support to the Special Representative and the Intergovernmental Conference. The United Nations information centre in Rabat played a leading role in promoting the conference through media briefings, report launches, interviews, social media and Model United Nations programmes.

73. The partnership between the United Nations information centre in Mexico City, Central de Abasto, the largest wholesale market in Latin America, and the cultural organization Central de Muros entered its third phase, in October, to promote the Sustainable Development Goals through 24 large-format murals on migration and climate change by 50 artists. More than 15 million people visit the market each month, and the murals are becoming a major cultural attraction.

74. The United Nations information centre in Beirut supported the Changemaker Festival, which convened for the first time in Lebanon and attracted 3,000 young people, 200 decision-makers and more than 50 corporations. The winning team was a start-up company that creates heating blankets for use by refugees in camps.

75. The United Nations information centre in Colombo organized two Model United Nations workshops for 200 students on safe migration and human trafficking, in coordination with the International Organization for Migration.

K. Humanitarian issues

76. The Department collaborated with the Office for the Coordination of Humanitarian Affairs to promote World Humanitarian Day through the "Not a target" digital campaign (#notatarget) on the protection of civilians. It secured support from Messengers of Peace Princess Haya, Daniel Barenboim, Paulo Coelho, Yo-Yo Ma and Midori who amplified the campaign through their social media channels. In coordination with United Nations information centres, the Department also promoted the high-level Lake Chad Basin conference, held on 3 and 4 September in Berlin, the launch of the 2019 global humanitarian appeal on 4 December in Geneva, and the Central Emergency Response Fund high-level pledging conference, held on 7 December in New York.

III. Information centres and information services

A. United Nations development system and Department of Global Communications reforms

77. The Department has fully supported the United Nations development system reform, by which the integration of United Nations information centres and the resident coordinator offices was called for, with a view to strengthening the communications capacity at the country level.

78. In the lead-up to the launch of the independent resident coordinator system in 2019, the Department undertook a detailed review of the programmatic and operational capacities of each of the United Nations information centres that work in a United Nations country team setting, namely, 49 of the 59 currently active field offices. Based on that review, the Department has been engaging with resident coordinators on a case-by-case basis to address all practical aspects of the integration.

79. A dual reporting structure is in place, with United Nations information centres having a direct reporting line to the resident coordinator and maintaining a strong reporting line to the Department. The structure formalizes an existing working relationship pursued by the Department, for the United Nations information centres to align their communications work with United Nations country teams. It underscores the duality of the mandates of the United Nations information centres: to communicate the global agenda and priorities of the Organization to a local audience and bring the work and achievements of the United Nations country team, in particular advancing the 2030 Agenda, to a worldwide audience through the Department's platforms and networks.

80. As part of the review of its field operations, the Department is examining how to align its current global United Nations information centre network and structures to meet the Organization's strategic communications needs, including how to provide support to resident coordinators and United Nations country teams that are outside of the United Nations information centre network.

81. As the reform of the development system is being implemented, the Department continues its review of the work of its field offices within the context of its own reform initiatives, exploring ways to further strengthen support to United Nations information centres, including from Headquarters and through closer collaboration among the centres, with a view to strengthening the contributions of the United Nations information centres to all Department-wide functions and fully integrating them into strategic planning, digital multilingual content development and audience analysis.

B. Strengthening the capacity of United Nations information centres

82. To strengthen its ability to tell the United Nations story to local audiences, the Department prioritized training of the staff of the United Nations information centres staff in multimedia storytelling, digital publishing techniques and social media engagement, focusing on online, instructor-led courses, for efficiency and geographical balance.

83. The training sessions included an online workshop on digital storytelling for the mobile generation for 26 field staff, a series of seven WebEx briefings on digital publishing tools and techniques and webinars on social media and measuring impact.

84. To optimize training resources, the Department relied on digital collaboration tools such as WebEx and Skype for Business to conduct briefings for United Nations information centre staff worldwide. In 2018, it held 58 briefings (44 programmatic, 9 administrative and 5 sessions hosted by United Nations information centres). They reached more than 1,400 participants, including journalists and members of United Nations country teams and United Nations communications groups. Recent sessions focused on the reforms of the United Nations development system and the Department, climate change, prevention of genocide and the priorities of the President of the seventy-third session of the General Assembly.

85. In November, the directors of the United Nations information centres participated in a workshop in New York to prepare for the upcoming reforms of the

United Nations development system and the Department. The meeting included briefings by the Secretary-General, the Under-Secretary-General for Global Communications and the head of the transition team for United Nations development reform. Discussions focused on the impact of the reforms on United Nations information centre operations and how to strengthen strategic communications support to the re-invigorated United Nations resident coordinator system to effectively implement the 2030 Agenda at the country level. As the reform initiatives are anticipated to provide the Department with opportunities to ensure that United Nations communications at the local level are coherent, coordinated and integrated, the workshop helped to provide the directors with a more detailed understanding of the changing nature of their roles. It also re-affirmed the inclusion of United Nations information centres in all programmatic and operational aspects of the ongoing reform tracks.

C. Multilingualism

86. United Nations information centres engage with audiences around the world in their local languages, producing, translating and disseminating materials across multiple platforms to expand the impact and reach of the Department in communicating the work of the United Nations.

87. The United Nations information centres published information in 97 languages, as well as in Braille, including:

(a) Translations of the icons of the Sustainable Development Goals into 66 languages;¹

(b) Digital content shared across websites and social media platforms;

<i>Platforms</i>	<i>Total No. of posts</i>	<i>No. of platforms sharing content in local languages</i>
Website	58	34
Facebook	67	17
Twitter	67	24
YouTube	39	11

(c) Radio and television programmes produced and/or broadcast in a variety of local and official languages of the United Nations.

88. On social media, the United Nations information centres used platforms such as Aparat, Flickr, Google+, Instagram, LinkedIn, Periscope, Pinterest, Slideshare, Snapchat, Telegram, Tumblr, Vimeo, Vine and VKontakte.

89. The United Nations information centre in Lagos partnered with the Office of the President of Nigeria and the United Nations Association of Nigeria to translate the 17 Sustainable Development Goals and the 169 targets into Hausa, Igbo and Yoruba, potentially reaching more than 120 million people in their native languages.

¹ Afrikaans, Armenian, Azerbaijani, Bafut, Bangla/Bengali, Bangwa, Basaa, Bemba, Chechen, Czech, Dioula, Dutch, Ewondo, Filipino, Frisian (Frysk), Fulfulde, Georgian, German, Greek, Gulmacema, Hausa, Hindi, Hungarian, Igbo, Indonesian, Italian, Japanese, Kaonde, Kiswahili, Lozi, Lunda, Luvale, Malagasy, Mari, Moore, Ndebele, Nyanja, Persian, Pidgin English, Polish, Portuguese, Quechua, Sepedi, Sesotho, Setswana, Shona, Shupamum, Sinhala, Siswati, Slovak, Slovene, Tamazigh, Tamil, Tatar, Telugu, Tonga, Tsonga, Turkish, Twi, Ukrainian, Venda, Wolof, Xhosa, Yakut, Yoruba and Zulu.

90. The United Nations information centre in Moscow organized its annual workshop for Russian-language interpreters and translators with four universities in Moscow, Saint Petersburg and Minsk, together with the Department of Linguistics at the Russian Ministry of Foreign Affairs and the Department for General Assembly and Conference Management in New York, the Division of Conference Management in Geneva and the Conference Management Service in Vienna. The workshop, held in December, focused on the staffing needs of the United Nations translation services, the standards of interpreter and translator training at Russian institutes of higher learning and teaching methodologies.

D. Working with United Nations country teams and United Nations system entities

91. The United Nations information centres work in close collaboration with resident coordinators and United Nations country teams in order to ensure coherent and strategic messaging of United Nations issues and priorities at the local level, including with regard to the United Nations Development Assistance Framework. They act as brokers for the communications needs of the agencies, often leading local United Nations communications groups to develop communications strategies and campaigns tailored to the local context.

92. United Nations Day in October continued to be an opportunity for United Nations information centres to organize joint activities with Governments, United Nations country teams and other partners, including United Nations associations. Activities included panel discussions, photo exhibitions, educational outreach and cultural events.

93. The United Nations information centres in Accra, Colombo and Lagos, in collaboration with their respective United Nations country teams and the ministries of foreign affairs of the countries concerned, engaged with more than 5,000 students on key United Nations issues, organizing educational outreach activities that included briefings, distribution of information materials in local languages and interactive discussions.

94. The United Nations information centre in Cairo organized two photo exhibitions with a selection of content from the wider “People on the move” exhibit, highlighting the work of the 17 United Nations agencies operating in Egypt.

95. The United Nations information centre in Washington, D.C., together with the Embassy of Italy to the United States and the local United Nations Association, organized a discussion featuring the Executive Director of the United Nations Children’s Fund on the theme “Children in a digital world”, with 200 people attending and many more joining via webcast.

96. In October, to mark United Nations Day and the seventieth anniversary of the United Nations in Russia, the United Nations information centre in Moscow partnered with the Russian State Library on an exhibition and discussion series on the relevance of the Organization.

97. United Nations information centres worked with United Nations system entities in many other ways. The United Nations information centre in Cairo, the United Nations country team in Egypt and the Ministry of Youth and Sports engaged more than 300 young people at a youth camp to create campaigns promoting the Sustainable Development Goals, galvanizing support for the Goals and trending for two days across social media in Egypt. The United Nations information centre in Beirut, jointly with seven United Nations entities in Lebanon, prepared an inter-agency media package for United Nations Day, distributing multiplatform materials that received

significant pick-up and interest across social media, with more than 210,000 impressions registered in one day. In November 2018, the United Nations information centre in Port of Spain, together with the UNESCO office for the Caribbean, the UNESCO national commission in Curacao and the University of Curacao, organized a workshop on reporting on sustainable development for members of the media, university students and faculty members in the region. The United Nations information centre provided Dutch language materials on the Sustainable Development Goals and promoted the event across the Caribbean region on its social media platforms.

98. While discharging similar functions, the United Nations information centres in Brussels, Geneva, Nairobi and Vienna also work closely with United Nations and external entities in their respective areas on a wide range of other activities.

99. The United Nations regional information centre in Brussels supports the communications activities of the United Nations in 22 European countries in 13 languages, partners with multiple European Union entities and engages with other multilateral organizations. The centre plays a key role in strengthening the United Nations-European Union partnership and in ensuring coordination, coherence and collaboration among United Nations entities in Europe. It convenes United Nations communications group meetings in Bonn, Brussels, Helsinki, Lisbon, London, Paris and Stockholm, leads common, multilingual digital outreach for United Nations entities in Bonn and Brussels and organizes a wide range of activities across Western Europe. The United Nations regional information centre in Brussels also organized multilingual film screenings with panel discussions on United Nations issues in its “Ciné ONU” initiative in Bonn, Brussels, Helsinki, Liège, Paris, Reykjavik and Stockholm.

100. The United Nations information service in Geneva provided multimedia, radio, press, television, visitor services and webcast support to the United Nations Office at Geneva and actively used social media to strengthen its engagement with the public. The Facebook, Twitter and Instagram accounts of the United Nations Office at Geneva have grown, at the time of reporting reaching more than 680,000 followers, and feature content in English, French and Spanish.

101. The service also provided support to the Office of the Special Envoy of the Secretary-General for Syria and during high-level events on peace and security, human rights and humanitarian actions, including the consultations on Yemen held in Geneva. In August, it launched a partnership with local Radio Lac Matin, engaging with the radio station’s 40,000 audience members on activities and events at the Palais des Nations.

102. The United Nations information centre in Nairobi supports the strategic communications of the United Nations Office at Nairobi, organizes special events and conducts educational outreach activities. Its staff, together with 15,000 other United Nations staff members and government representatives, led by the President of Kenya, participated in a local clean-up exercise, collecting 1,000 tons of waste in October. Commemorating United Nations Day, the United Nations information centre in Nairobi worked with 23 United Nations agencies in Kenya to organize the “United Nations Person of the Year Award” event. The Ministry of Foreign Affairs of Kenya participated in the event, which trended on Twitter on the day with more than 345,000 impressions registered.

103. The United Nations information service in Vienna worked with United Nations entities through the United Nations communications group in Vienna and promoted United Nations issues and activities in Austria, Hungary, Slovakia and Slovenia. It partnered with the Global Compact Network Austria to organize a CEO round table in November 2018 with business representatives and United Nations representative

on the theme “Leading the Sustainable Development Goals through partnerships”. In cooperation with the host country and city, the United Nations communications group in Vienna launched a year-long campaign in January 2019 to mark the fortieth anniversary of the United Nations building in Vienna.

104. United Nations information centres provided strategic communications advice and media support during visits of more than 200 high-level officials of the United Nations system and delegations in 2018. United Nations information centres worked in close coordination with other United Nations communications staff, including the Office of the Spokesperson of the Secretary-General, as well as with Member States and local media, to maximize the impact of the visits. The United Nations information centre in Pretoria, the United Nations information centre in Kathmandu and the United Nations regional information centre in Brussels provided communications support for the Deputy Secretary-General’s official travel to South Africa, Nepal, the Netherlands, Denmark, Ireland, Norway and Sweden in 2018.

E. Partnerships

105. Strategic partnerships play a critical role in the work of the United Nations information centres in building support and understanding for the United Nations at the local level. In addition to Governments, civil society organizations, the media and educational institutions, the centres are increasingly engaging with the creative community, cultural institutions, sports associations, faith-based groups and the private sector to raise awareness of United Nations issues, with a view to having a greater impact.

106. The United Nations information centre in Dakar partnered with the National University of Dakar to create a database that maps foreign language terminology into local West and Central African languages, including Fulani, Hausa, Igbo, Kikongo, Manding, Ngala, Songhai, Wolof and Yoruba, which can then be used to translate and localize communication products.

107. The United Nations information centre in Washington, D.C., collaborated with the African Methodist Episcopal Church Women’s Missionary Society on its thirtieth annual conference, in October 2018. More than 100 society members, United Nations and United States Government officials participated in workshops and seminars held during the conference, which focused on the seventieth anniversary of the Universal Declaration of Human Rights and the marking of fifty years since the assassination of Martin Luther King, Jr.

108. The United Nations information centre in Dar es Salaam, local and international organizations, including Jane Goodall’s Roots and Shoots, partnered with municipal authorities from Dodoma, Tanzania, to provide a briefing to secondary school students on the Sustainable Development Goals, peace and human rights.

109. The United Nations information centre in Tokyo has been instrumental in initiating and managing partnerships at the national level with the potential to expand them to the global level, such as the collaboration between the United Nations and the Tokyo 2020 Olympic Organizing Committee to promote the Sustainable Development Goals at the Olympic Games and partnering with Sanrio Co., the Japanese company that owns the Hello Kitty brand, to promote the Sustainable Development Goals, including launching a YouTube video series featuring Hello Kitty and the Sustainable Development Goals in September.

110. The United Nations information centre in Tehran, in partnership with the Cultural Institute of the Economic Cooperation Organization, commemorated the International Day of Peace by organizing a seminar and a United Nations-Iran

partnership photo exhibition. Speakers included a senior representative of the Ministry of Foreign Affairs.

111. United Nations information centres also established new partnerships with media outlets. The United Nations regional information centre in Brussels and an Athens-based radio station, Athina 98.4, jointly launched a weekly morning radio programme on the priorities and activities of the United Nations relating to Greece. The United Nations information service in Geneva, together with the United Nations Office at Geneva and the European Broadcasting Union established new areas of cooperation, including the participation of the Union in the Department's media compact initiative relating to the Sustainable Development Goals.

F. Outreach to young people

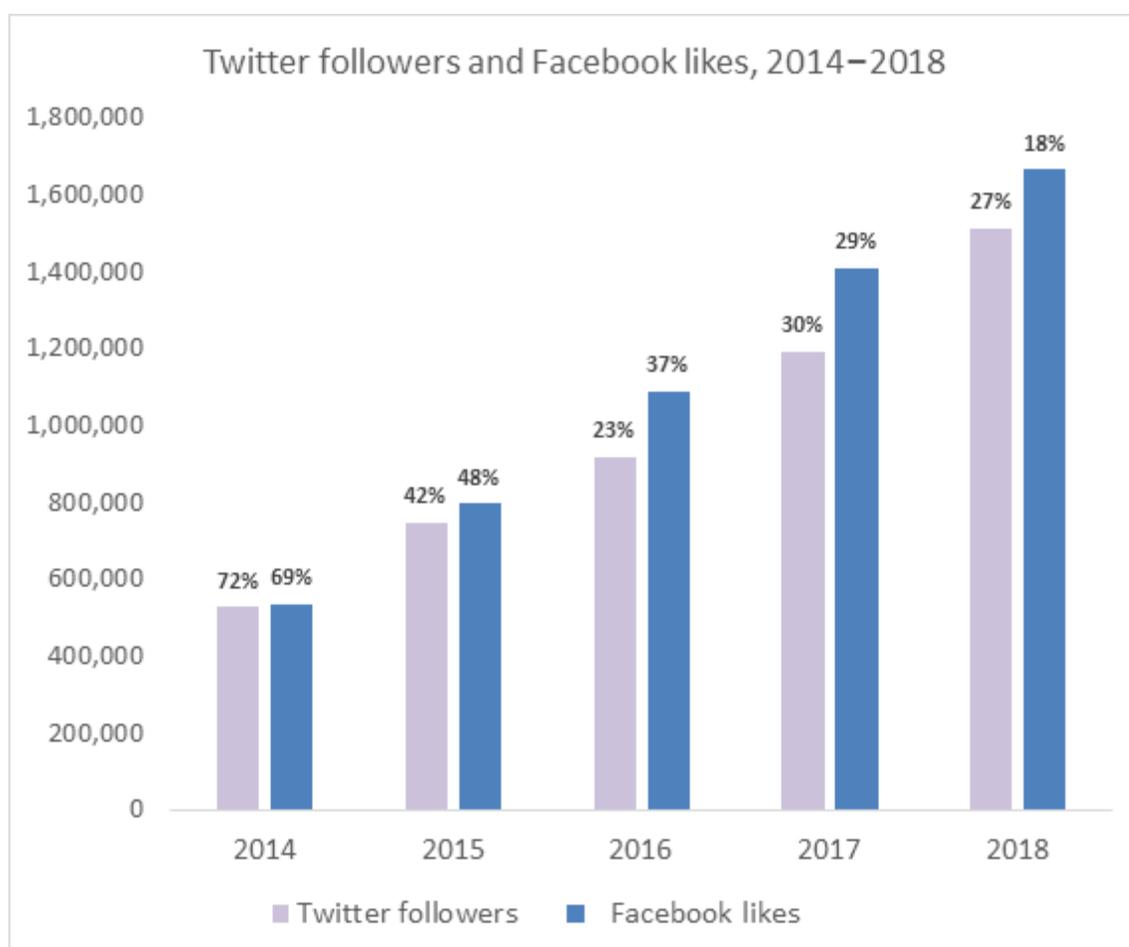
112. Model United Nations programmes remain effective ways of engaging with young people on issues of global concern. In 2018, United Nations information centres supported Model United Nations conferences that engaged more than 16,000 students, an increase of more than 30 per cent compared with the previous year.

113. The United Nations information centres in Jakarta, Lagos, La Paz and New Delhi supported numerous Model United Nations conferences for high school and university students, attracting several thousands of delegates and volunteers. The United Nations information centre in New Delhi provides support to almost half of the 450 Model United Nations programmes organized each year in India. Together with local civil society groups and the Ministry of Education, the United Nations information centre in Windhoek organized the Model United Nations Namibia Conference with 15 schools across the country.

114. With support from the United Nations information centre in Bogotá and SimONU Bogotá, the Model United Nations in Colombia involved 5,000 students, an increase of more than 140 per cent compared with 2017.

115. The United Nations information centre in Buenos Aires worked with the city to design and produce a stand and mural dedicated to the Sustainable Development Goals during the Youth Olympic Games, held in Buenos Aires in October 2018. One million people visited the stands. The United Nations information centre, together with UNDP, the United Nations Office for Project Services and a local university also coordinated the development of a sustainability guide for megaevents.

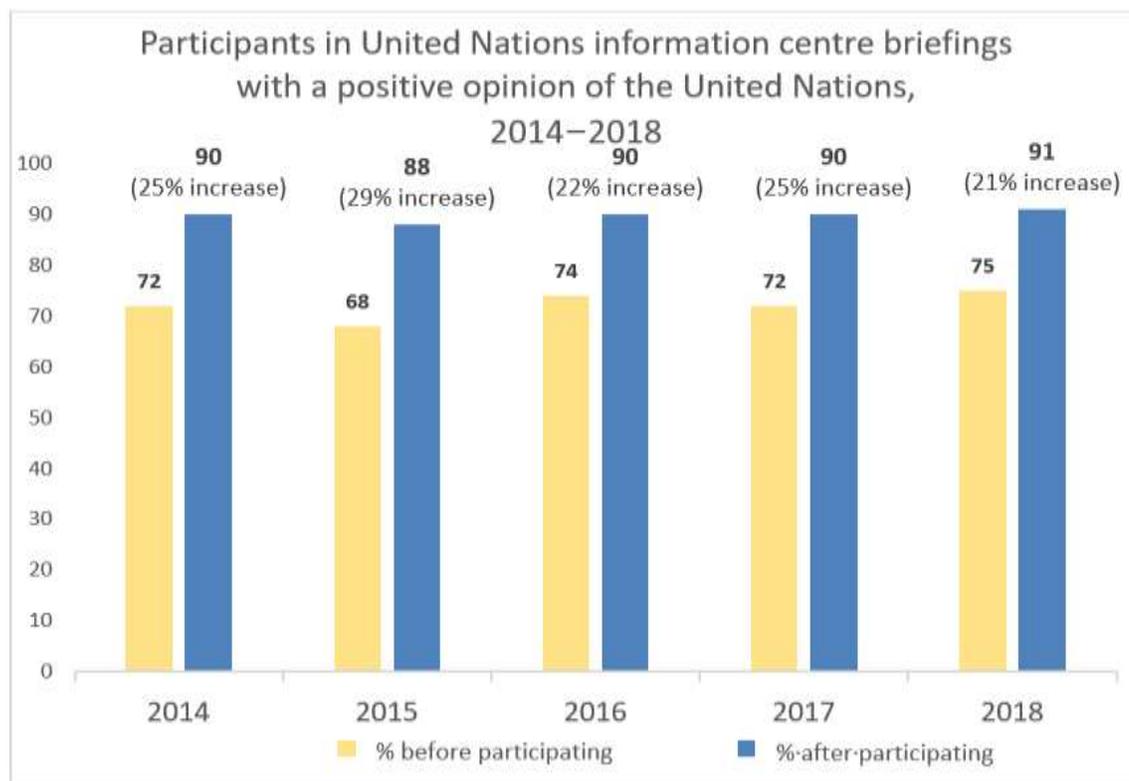
116. The United Nations information centre in Windhoek launched a social media campaign on the Sustainable Development Goals, entitled "Make it yours, Namibia" (#makeityoursNamibia), to inspire young people in the country to play their part in implementing the Sustainable Development Goals within their homes, communities and workplaces.



G. Measuring impact

117. The Department relies on United Nations information centres to provide feedback on local responses to United Nations communication campaigns and initiatives and to monitor media coverage, including in local languages, to assess their impact and effectiveness.

118. Collecting feedback directly from end users allows the Department to measure the usefulness, relevance and reach of the Department's products and activities and how its stakeholders are making use of its services. In 2018, United Nations information centres collected feedback from more than 6,800 participants who attended their briefings. More than 94 per cent said the briefings effectively improved their understanding of the work and issues of the United Nations. Equally important, the programmes significantly improved support for the United Nations. Comparing their opinions of the United Nations before and after participation in a the United Nations information centre programme, almost twice as many participants rated their opinion of the United Nations as "very positive" and the number of participants with a negative view of the Organization dropped by 52 per cent.



IV. Conclusions

119. The Department planned and supported the promotion and advancement of priority issues at key moments during the reporting period, including the launch of the media compact initiative relating to the Sustainable Development Goals, during the seventy-third session of the General Assembly by the Secretary-General, aimed at engaging news and entertainment media in raising awareness of the 2030 Agenda for Sustainable Development; a campaign to promote the seventieth anniversary of the Universal Declaration of Human Rights, which drew the participation of people from 125 countries in 80 languages; a new climate action campaign launched at the third part of the first session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, serving as the Meeting of the Parties to the Paris Agreement, which harnessed advances in artificial intelligence technology to engage with individuals on changing everyday behaviour, in the lead-up to the climate summit to be held in 2019; and the first phase of a campaign to draw attention to the service and sacrifice of peacekeeping troops, which will continue in 2019.

120. Key communications objectives on the 2030 Agenda and climate change, in particular, are being rolled out in line with new communications strategies that emphasize supporting the implementation of the Sustainable Development Goals and engaging audiences, in particular young people, on taking action.

121. The communications campaigns are aimed at improving coherence across the United Nations system through the coordination platform of the United Nations communications groups, both at Headquarters and at the country level, as led by the Department.

122. United Nations information centres, through their worldwide reach, continue to be at the heart of the United Nations global communications work. They play a vital role in creating understanding and support for the Organization, reaching local audiences in their own languages and using locally relevant communications channels and platforms. Strengthening their capacity and integrating them more closely into the work of the United Nations remains a top priority. As a result of the ongoing reform initiatives, the communications and advocacy work of United Nations information centres will become more relevant and impactful through full alignment with the resident coordinators and the United Nations country teams. The expanded communications capacity at the country level envisaged as part of the United Nations development system reform will allow the Department to better amplify global messaging. United Nations information centres will play a key role in communicating the global strategy of the United Nations at the country, regional and global levels.
