



General Assembly

Distr.: General
12 February 2019

Original: English

Committee on Information

Forty-first session

29 April–10 May 2019

Item 8 of the provisional agenda*

Consideration of reports submitted by the Secretary-General

Activities of the Department of Global Communications: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution [73/102 B](#), provides a summary of 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 outreach and knowledge services.

The outreach and knowledge services subprogramme, one of three subprogrammes of the Department, is implemented by its Outreach Division. It works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas and information in support of the goals of the Organization. The Division does this by engaging with multi-sector stakeholders to amplify the work of the United Nations, empowering youth, and generating support for the 2030 Agenda for Sustainable Development through advocacy and outreach initiatives that promote concrete action at the local, regional, national and global levels.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General ([A/AC.198/2019/2](#) and [A/AC.198/2019/3](#), respectively).

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



I. Introduction

1. In its resolution [73/102 B](#), the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information, renamed the Department of Global Communications as from 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 outreach and knowledge services.

3. The present report provides an overview of the strategic direction of the Outreach Division and highlights activities undertaken in the process of reaching out to a wide range of constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Through strategic and sustained partnerships, innovation and the embrace of technological possibilities, the Department has expanded its ability to reach people everywhere through creative, compelling and innovative collaborations. Unless otherwise indicated, the report covers the activities of the Department for the period from 1 July 2018 to 31 January 2019.

II. Developing increased understanding and support for the work of the United Nations

4. Outreach to a vast array of constituencies within civil society, comprising young people, academic institutions, educators, students, artists and the entertainment industry, the private sector and local communities is central to developing a deeper understanding of, and support for, the ideals and activities of the United Nations, in particular within the context offered by the celebration of the seventieth anniversary of the Universal Declaration of Human Rights; the Sustainable Development Goals and the 2030 Agenda for Sustainable Development; climate change and the environment; the empowerment of women and young people; the promotion of peace and tolerance; and the prevention of conflict.

5. The Department strives to maximize outreach in a variety of ways and in a multiplicity of languages that aim to reach audiences around the world in an effective and verifiable way. Those audiences are diverse and increasingly involved in the work of the United Nations, including through its publications, websites, conferences, special and commemorative events, briefings, visitor services and teaching materials and the Organization's engagement with well-known personalities.

III. Engaging with the public and students: guided tours and briefings

6. The Department's Visitors' Services at all four headquarters duty stations reached vast and diverse audiences by offering tours in a wide range of languages. Together, the four duty stations welcome some 500,000 visitors per year (close to 240,000 during the reporting period) and offer tours in 20 languages.

7. During this period, 25 multilingual tour guides in New York offered guided tours in the six official languages of the United Nations, as well as in German, Italian,

Japanese, Korean and Portuguese. The total number of visitors who toured New York Headquarters during this period was 141,700. Geneva offered guided tours in the six official languages as well as in Bulgarian, Dutch, Italian, German, Portuguese, Romanian and Slovak. The total number of visitors who toured the Palais des Nations was 61,500. In Nairobi, guided tours are offered in Chinese, English, French, German and Kiswahili, and the number of visitors during this period was 4,800, representing a 49 per cent increase between July and November 2018 compared to the same period in 2017. Visitors' Services in Vienna offered guided tours and lectures in the six official languages as well as in Czech, Dutch, German, Hungarian, Italian, Korean, Portuguese, Slovak, Slovenian and Turkish, reaching 27,500 visitors; two thirds of all visitors in Vienna are schoolchildren and students.

8. Visitors' Services at all four headquarters duty stations explored innovative ways to engage the public and reach wider audiences.

9. In October 2018, Visitors' Services New York started a six-month, full-page, colour advertising campaign in the Gray Line "City sightseeing New York" brochure, the New York City visitor publication with the largest circulation in Manhattan, which is distributed to all hop-on hop-off tour bus customers (over 6 million visitors annually) who can be dropped off and picked up in front of the Visitors' Entrance to the United Nations complex.

10. From 21 January to 10 February 2019, Visitors' Services New York participated in the New York City Must-See Week 2019 – held in conjunction with New York City Restaurant Week and New York City Broadway Week – which offered 2-for-1 admission to top attractions, tours, culture and performing arts in the five boroughs of New York City.

11. In September 2018, Visitors' Services Geneva supported the celebration of the International Day of Sign Languages by conducting a special tour for the hearing impaired in a joint effort with the Division of Conference Management of the United Nations Office at Geneva.

12. Visitors' Services Nairobi promoted guided tours using their own social media and through external groups, such as Kenyan bloggers writing on current, social or humanitarian affairs and international travel bloggers who highlight things to do in Kenya. Offline, the Services reached out to national teachers' associations, hotels, travel publishers, travel agencies and international media based in Nairobi.

13. In Vienna, Visitors' Services held human rights holiday games with the participation of 1,300 children and their families to mark the seventieth anniversary of the Universal Declaration of Human Rights. Responding to increased interest in guided tours from Chinese-language visitors following an episode of the popular Chinese television show *Keep running*, filmed at the United Nations Office at Vienna, Visitors' Services Vienna produced a Chinese version of its tour booklet "The United Nations in Vienna".

14. Through its Speakers Bureau, the Department continued its outreach to students and other interested groups, facilitating programmes and arranging for United Nations officials to provide briefings on a range of topics both at Headquarters and externally. During the reporting period, the Department organized briefings in New York for 263 groups, reaching 11,831 persons. Briefings were given in Arabic, Chinese, English, French, German, Italian, Japanese, Korean and Spanish. It responded to queries from the public via email, letter, telephone, Facebook, and in person, and information material was provided to visitors in all official languages. Visitors' Services' social media outreach, via visit.un.org, was expanded to include a Twitter account (@VisitUN).

15. In December 2018, six tour guides from New York, Geneva and Vienna participated in a briefing programme in Japan organized by the Hiroshima Peace Memorial Museum and the city of Hiroshima. The programme, held annually, aims at educating tour guides on the impact of the atomic bombing, so that this knowledge can be compellingly shared with visitors to the United Nations.

IV. Enhancing, empowering and strengthening the voice of young people

A. Office of the Envoy of the Secretary-General on Youth

16. In the period under review, the Envoy of the Secretary-General on Youth spearheaded United Nations advocacy on youth development and engagement by highlighting issues affecting young people at high-level events, summits and conferences, and by undertaking regular missions to countries in all regions of the world.

17. The Office of the Envoy on Youth led the development of Youth 2030: the United Nations Strategy on Youth, which was launched by the Secretary-General at the high-level event on Youth 2030 during the seventy-third session of the General Assembly. The Strategy represents a historic milestone for the United Nations system as it seeks to guide the entire system in its work to empower young people to realize their full potential and stand up for their rights. It aims to significantly strengthen the capacity of the United Nations system to engage young people, providing them avenues to meaningfully participate in the work of the United Nations and ensuring that the Organization can benefit from their insights and ideas.

18. The Strategy, available in all six official languages, benefited from the inputs and contributions of Secretariat departments and United Nations agencies, funds and programmes, as well as youth organizations and networks. The launch, which also saw the participation of numerous Heads of State and Government, the President of the General Assembly, leaders from civil society, the private sector, as well as media influencers, celebrities and youth representatives, was supported by broader communication and outreach efforts to reach online audiences; its hashtag, #Youth2030, was the second top-trending hashtag after #UNGA during the high-level segment of the session. Among all hashtags used during the session of the General Assembly, #Youth2030 achieved 42 per cent of the mentions, with more than 3 million social media posts and 11 million engagements, a testament to the potential of the United Nations for reaching and engaging younger audiences on issues of relevance to them.

19. Going forward, the Strategy's roll-out and implementation will be overseen by a High-level Steering Committee that will be chaired by the Secretary-General's Envoy on Youth and include members of the United Nations system at the Assistant Secretary-General level and selected and rotational representatives of youth organizations and networks. One of the top priorities will be a continuous emphasis on amplifying young people's voices for the promotion of a peaceful, just and sustainable world.

B. United Nations Academic Impact

20. The United Nations Academic Impact initiative engaged university students, educators and researchers through several outreach initiatives. In October, it launched United Nations Academic Impact Sustainable Development Goal Hubs, universities

that have shown exemplary leadership on their respective Sustainable Development Goals; the initiative will bring together universities around the world to advance scholarship and research to help to realize the 2030 Agenda. On 7 January 2019, the initiative facilitated its first Hub conference on Sustainable Development Goal 16, held at United Nations Headquarters, on building strong institutions to promote peace and justice. There were more than 700 attendees and the event, which was webcast and shared by way of Facebook Live, included concrete examples of how students could promote peace and security in their communities. The initiative is also partnering with universities and United Nations Volunteers to provide pro bono translations of content on its website in all official United Nations languages to reach more people in more places.

C. Model United Nations programmes and youth and educational outreach

21. The Department focused its strategy for educational outreach to youth on the seventieth anniversary of the Universal Declaration of Human Rights and the Sustainable Development Goals. This resulted in an increase in their knowledge of justice and equality, women's empowerment, and ways in which youth can contribute to peaceful and inclusive societies.

22. A representative of the Department participated in and delivered an address on the Sustainable Development Goals at the Indian International Model United Nations Championship Conference, which brought together more than 2,500 students from 22 countries from 10 to 13 August 2018 in Mumbai.

23. Continuing its efforts to ensure that Model United Nations simulations are in line with the way that the United Nations conducts business, the Department ran a Model United Nations (UN4MUN) workshop at United Nations Headquarters on 15 and 16 August 2018, with United Ambassadors, a non-governmental organization, which trained more than 150 students from around the world.

24. A Department official addressed the Qatar Leadership Conference on 18 and 19 October 2018 in Doha, speaking on the theme "The right to peace" and highlighting the seventieth anniversary of the Universal Declaration of Human Rights and Sustainable Development Goal 16, as well as the work of the United Nations to support refugees and migrants. This youth conference was designed to help 700 high school students to build communications and leadership skills, and knowledge about issues on the agenda of the United Nations and the Model United Nations process.

25. On 16 November, the Department observed the International Day for Tolerance with a screening of international short films from the YouTube 2018 Creators for Change programme and a discussion with students about the seventieth anniversary of the Universal Declaration of Human Rights. Students' presentations highlighted Sustainable Development Goals 4, 5, 10 and 16. The Department organized extensive media coverage of the event, including interviews with China Global Television Network; ARD German Radio; Al Arabiya; Indo-Asian News Service; and the Press Trust of India, whose article was picked up by five Indian news portals. United Nations News (English) produced a web story, video and radio programme; United Nations News (Arabic) produced a feature video; United Nations Video produced a video of the YouTube creators reading articles from the Universal Declaration of Human Rights; and United Nations social media posted and continue to roll out video clips and photographs in multiple languages, including Arabic, English and Hindi.

26. A post-event survey demonstrated the success of the programme in achieving its aims. Ninety-nine per cent of respondents said they had learned that all people,

despite their differences, should be treated equally and with respect, in line with Sustainable Development Goal 10 (see fig. I); 98 per cent thought that the event had highlighted the importance of gender equality and the empowerment of women and girls, in line with Goal 5 (see fig. II); and 98 per cent said they had learned how they could contribute to building peaceful and inclusive societies, in line with Goal 16 (see fig. III).

Figure I
Percentage of respondents who thought that the event had taught them that all should be treated equally and with respect

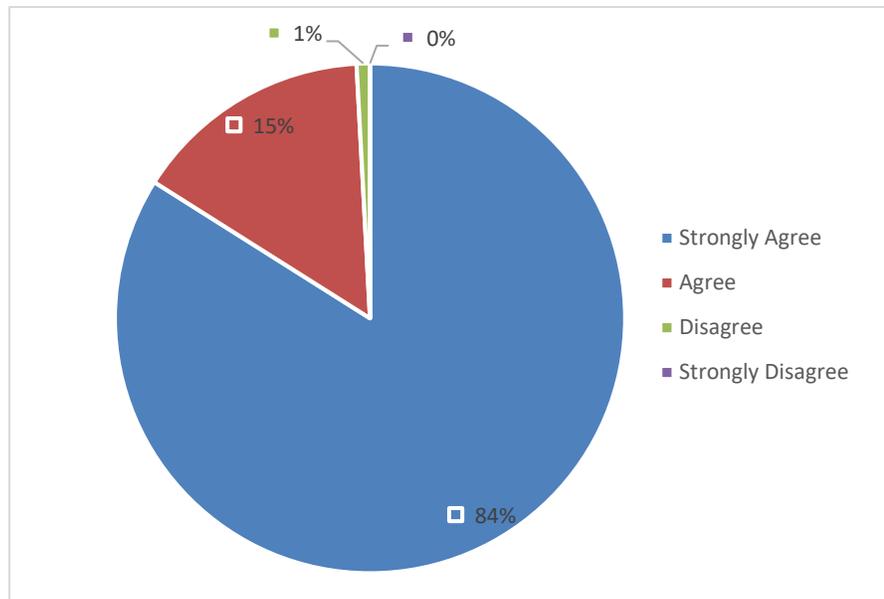


Figure II
Percentage of respondents who thought that the event had highlighted the importance of gender equality and the empowerment of women and girls

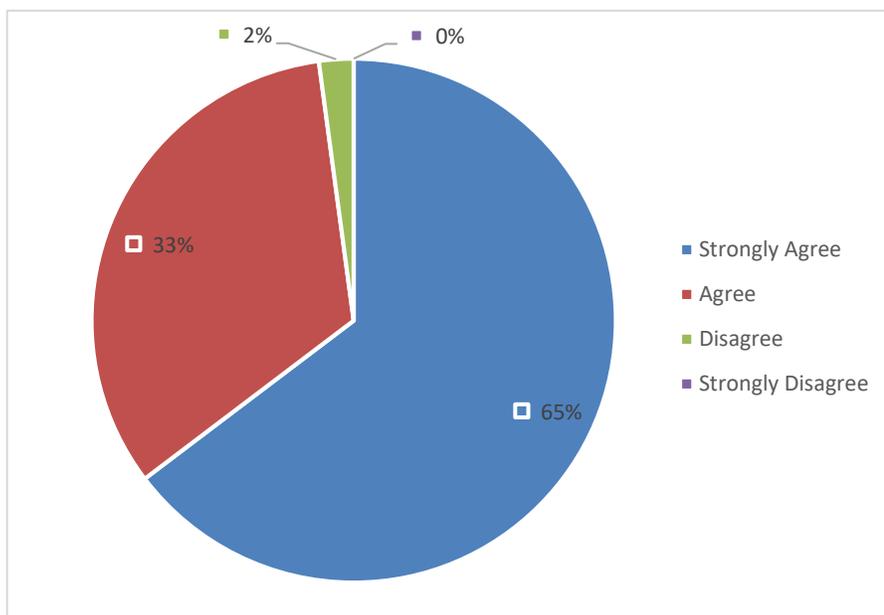
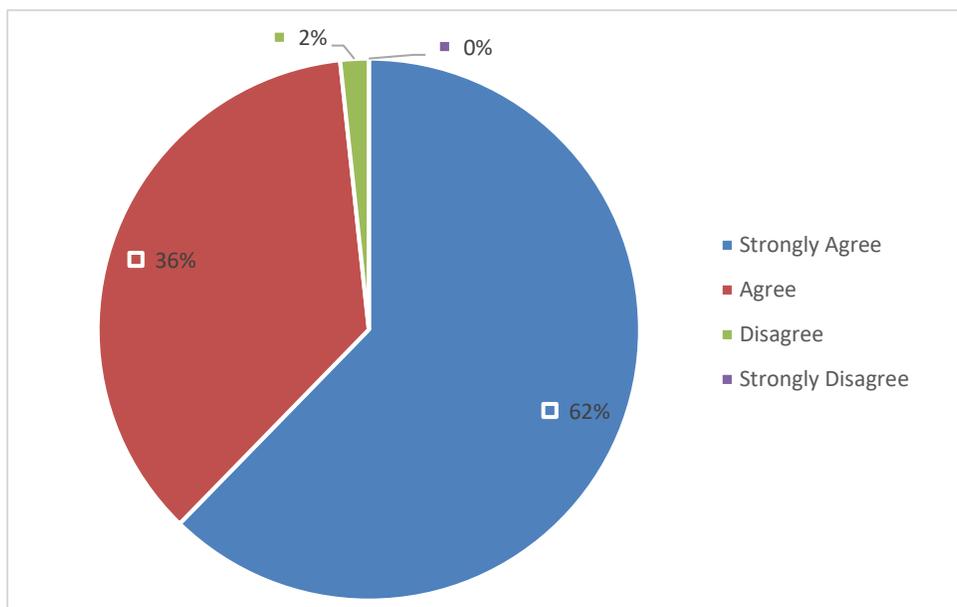


Figure III
Percentage of respondents who thought that the event had taught them how to contribute to building peaceful and inclusive societies



27. On 5 December 2018, the Department collaborated with the Permanent Mission of Brazil to screen the Academy Award nominated animated film *Ferdinand* in observance of the seventieth anniversary of the Universal Declaration of Human Rights and Sustainable Development Goal 16. The film's main character promotes friendship and peace, which supports the Department's efforts to highlight the Universal Declaration of Human Rights, in particular article 26, in which it is stated that education should promote understanding, tolerance and friendship. Carlos Saldanha, producer and director of the film, took part in a discussion with the audience following the screening.

D. Reham Al-Farra Memorial Journalists' Fellowship Programme

28. In 2018, 15 journalists, eight men and seven women, participated in the Reham Al-Farra Memorial Journalists' Fellowship Programme, which was held in New York from 16 September to 5 October. The journalists came from Afghanistan, Bangladesh, Burundi, Cambodia, Kenya, Kuwait, India, Nicaragua, Nigeria, Serbia, Sri Lanka, Turkey, Uganda, the United Republic of Tanzania and Venezuela (Bolivarian Republic of).

29. Over the course of the Programme, the journalists attended more than a dozen briefings organized by the Department on topics on the agenda of the United Nations, regularly attended United Nations press conferences, met press freedom advocates and received training in digital security. Cumulatively, they produced 95 news pieces in six different languages throughout their stay at United Nations Headquarters. Since its inception in 1981, 596 journalists from 168 countries have taken part in the Programme.

V. Library services

A. Steering Committee for Libraries of the United Nations

30. The Steering Committee for Libraries of the United Nations met at United Nations Headquarters on 25 October 2018 where it discussed the proposal for the New York pledge put forward by the Dag Hammarskjöld Library. The pledge mobilizes United Nations libraries to support the 2030 Agenda for Sustainable Development and realign their knowledge creation and facilitation functions. The pledge re-envisioned Secretariat libraries as a knowledge network, a global community of practice connected with existing or upcoming Member State knowledge networks – a network of networks dedicated to preserving and disseminating knowledge about the United Nations – designed to accelerate capacity-building and the engagement of libraries with relevant national 2030 Agenda frameworks and programmes, and to contribute to the United Nations own work around the Sustainable Development Goals. The New York pledge was adopted by all Secretariat libraries (Addis Ababa, Beirut, Bangkok, Geneva, Nairobi, New York, Santiago and Vienna) and was put into force on 15 January 2019.

B. Library and research services

31. The Dag Hammarskjöld Library maintains more than 70 research guides, many of which are available in French and Spanish, including 10 guides on United Nations parliamentary documentation offered in the six official languages. In the reporting period, three additional documentation guides, on decolonization, the Trusteeship Council and the Secretariat, were translated into Spanish, while a new guide on United Nations membership was published in English, French and Spanish. The research guides received more than 190,000 views per month – more than 225,000 views in October. From July 2018 to February 2019, the Frequently Asked Questions knowledge base Ask DAG showed sharp growth, consistently reaching 100,000 views per month, including substantial increases in the Spanish language views. Ask.un.org was accessed more than 600,000 times, of which some 420,000 were for services in English, 90,000 in Spanish and 22,000 in French.

32. During the reporting period, more than 7,000 requests from clients were received by telephone, in person or through the online reference platform, Ask DAG. Around 1,500 of the requests were from permanent missions, more than 2,500 were from United Nations staff and about 3,000 were received from academics, students, librarians and researchers worldwide. During the same period, the Library training programme offered 57 training sessions in English, French and Spanish, with a total attendance of 531 participants, of whom 99 were permanent mission staff and delegates.

33. United Nations Member States on the Record, a collection of resources for Member States that includes links to important United Nations documentation, links to Member States' websites and other information of interest to delegations, was updated and moved to the Library's website, library.un.org. More content was added as well as links to the United Nations Digital Library. It is available in English and is in the process of being translated into all six official languages.

C. Digitization programme

34. During the past 20 years, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva digitized a combined total of 473,000 United

Nations parliamentary documents and publications (some 6.4 million pages), including all core documents of the General Assembly and the Security Council and some documents of the Economic and Social Council and the Trusteeship Council; additional series of documents requested on an ad hoc basis were also digitized. During the period from July 2018 to January 2019, more than 13,000 documents and publications were digitized. Since in-house map digitization was launched early in 2017, more than 2,000 United Nations peacekeeping maps have been digitized and uploaded to the United Nations Digital Library. During the period under review some 600 maps were digitized.

35. To celebrate the seventieth anniversary of the Universal Declaration of Human Rights, 40 volumes of past issues of the United Nations *Yearbook of Human Rights* covering the period from 1946 to 1988 were also digitized and made available through the Official Document System and the United Nations Digital Library.

36. The Dag Hammarskjöld Library concluded its joint digitization project in October 2018. During the four-and-a-half-year-long partnership between the Department and the Department of General Assembly and Conference Management, over 80,000 United Nations documents, close to 1.3 million pages, were digitized and made publicly available. The result of the in-house digitization process has been excellent in terms of quality. There remain, however, 17 million documents in paper format, of which about 2.5 million documents and 5,000 maps have been identified as important and in need of urgent digitization. The Dag Hammarskjöld Library, also in response to paragraph 86 of General Assembly resolution 70/9, will seek the support of Member States and charitable institutions for the additional funding necessary to perform this task through outsourcing to achieve full digitization of the collective heritage of the United Nations.

D. Digital and print curation

37. The Dag Hammarskjöld Library actively supports the work of the Organization by expanding access to books, articles, news and strategic information resources. In 2018, delegates and United Nations staff researching substantive issues consulted more than 40,000 books and research articles from the Library collections. News and strategic information resources and databases were accessed more than 120,000 times. The United Nations System Electronic Information Acquisition Consortium, an electronic information purchasing and management mechanism for the United Nations system organizations, managed by the Library, achieved \$4.8 million in total cost avoidance for its members in the 2018 subscription cycle.

E. Library community engagement

38. In partnership with the Scholarly Publishing and Academic Resources Coalition, the Library organized its first ever conference, OpenCon 2018, in October 2018, focusing on equity of access to information, social inclusion, and the 2030 Agenda. More than 100 participants attended the Conference at United Nations Headquarters, which was also webcast to online audiences worldwide. Panellists and keynote speakers included representatives of the European Commission, the Director of the Library of Congress, Secretariat departments (Department of Economic and Social Affairs, Department of Peace Operations), organizations of the United Nations system (United Nations Educational, Scientific and Cultural Organization, Food and Agriculture Organization of the United Nations, World Health Organization, International Labour Organization, World Intellectual Property Organization), and members of the academic and library communities.

39. The Dag Hammarskjöld Library organized and hosted the meeting of the United Nations Library and Information Network for Knowledge Sharing (UN-Links). More than 30 librarians and information professionals from organizations of the United Nations system and Bretton Woods institutions met at United Nations Headquarters to share best practices. The Dag Hammarskjöld Library prepared and introduced the discussion concerning the New York pledge.

40. During the reporting period, the Dag Hammarskjöld Library conducted briefings for more than 600 permanent missions, the Secretariat, and United Nations system staff. Activities included customized training sessions for permanent missions, briefings for new delegates as part of an annual programme, and information booths during the high-level political forum on sustainable development in July 2018, as well as support for the General Assembly meeting on the occasion of the seventieth anniversary of the Universal Declaration of Human Rights.

41. The Library organized several events in partnership with the International Law Commission, the Permanent Missions of Greece, Ireland, Japan and Kyrgyzstan and the City College of New York, including a lecture series on current issues in international law; Insight Series events on global migration and a new online resource for the declassified papers of the former Secretary-General, Kofi Annan; the opening of a photographic exhibit in honour of the notable Kyrgyz writer and diplomat, Chyngyz Aitmatov, and a book launch on the role of women in shaping the Universal Declaration of Human Rights.

42. The Library delivered presentations and provided briefings and tours on its research and service portfolio to more than 200 external clients, participants in United Nations conferences and visitors.

43. The reporting period was one of the most successful on record for the Library's branded English, French and Spanish social media channels, which aim to extend outreach, and have more than 2 million views of Twitter content alone. The Library account @UNLibrary had close to 60,000 Twitter followers as of December 2018, while followers have also significantly increased on Facebook (10,050 likes).

44. In addition to promoting the Library's knowledge services, social media posts focused on United Nations priorities, specifically, the Sustainable Development Goals and the seventy-third session of the General Assembly. Library campaigns included the promotion of the sixty-fifth anniversary of one of the flagship research tools produced by the Library, the *Index to Proceedings*, as well as a new online exhibit, "30 articles – 30 documents: exploring the Universal Declaration of Human Rights at 70" (<https://research.un.org/udhr70>).

F. Institutional repository service

45. The United Nations Digital Library is steadily growing to become a central repository for the United Nations. During the reporting period, the Digital Library launched several upgrades to the system (elastic search, facets, fixes of previous bugs), and enhanced statistical analytics. There was an average increase of 3 per cent in the number of unique downloads in the five official languages other than English.

46. The libraries of the United Nations Office at Geneva, the United Nations Office at Vienna and the Economic and Social Commission for Western Asia have joined the United Nations Digital Library to offer born-digital and turned-digital United Nations documents and publications to citizens worldwide, free of charge.

G. Information analysis service

47. During the reporting period, some 7,500 official United Nations documents and other programme-related documents were analysed, indexed and added to the Library's online systems, enabling users worldwide to easily find, access and share United Nations official information and publications in a timely manner, as well as enabling websites such as that of the Sixth Committee of the General Assembly to offer real-time automatic document updates to their specialized audiences. The Library continued the development and maintenance of the United Nations Bibliographic Information System thesaurus – a structured multilingual database of authorized indexing vocabulary in the six official languages – and brought to completion a pilot project to offer the United Nations thesaurus in linked data (available at metadata.un.org). The *Index to Proceedings of the Economic and Social Council* for the 2017 session was produced and disseminated to depository libraries worldwide; new analytical records of 230 rounds of voting and 13,000 speeches made at the meetings of the main deliberative organs of the United Nations were also created and made accessible online.

VI. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

48. The Department's Holocaust and the United Nations Outreach Programme continued to work with Member States and civil society to further Holocaust education and remembrance in 2018 under the theme "Holocaust remembrance and education: our shared responsibility".

49. To mark the eightieth anniversary of the Kristallnacht pogrom of 9 November 1938, and in observance of the seventieth anniversary of the Universal Declaration of Human Rights, the Holocaust Programme, together with the educational entities Stories that Move: A Toolbox against Discrimination and Facing History and Ourselves, organized a teachers' workshop on human rights education: practical tools for celebrating diversity and anti-discrimination, on 2 November 2018. A diverse group of 60 high school teachers from Connecticut, New Jersey and New York were provided with practical skills and educational resources designed to foster social cohesion, tackle discrimination and encourage students to think critically. The workshop also aimed to support Sustainable Development Goals 4 and 16.

50. A survey conducted after the workshop supported the assessment that the programme was successful. More than 98 per cent of the teachers thought that the programme had increased their awareness of fundamental freedoms in the context of Sustainable Development Goal 16 (see fig. IV), and that through the programme they had acquired knowledge and skills about education for human rights, the promotion of a culture of peace and non-violence, global citizenship and an appreciation of cultural diversity in line with Sustainable Development Goal 4 (see fig. V). More than 98 per cent thought that the resources received at the workshop would support their teaching (see fig. VI).

Figure IV
Survey respondents indicating that they increased their awareness of Sustainable Development Goal 16 at the workshop

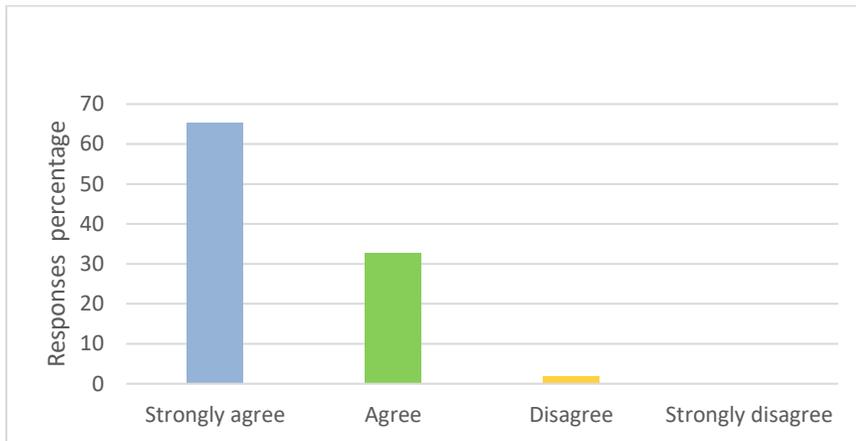


Figure V
Survey respondents indicating that they acquired knowledge and skills in support of Sustainable Development Goal 4 at the workshop

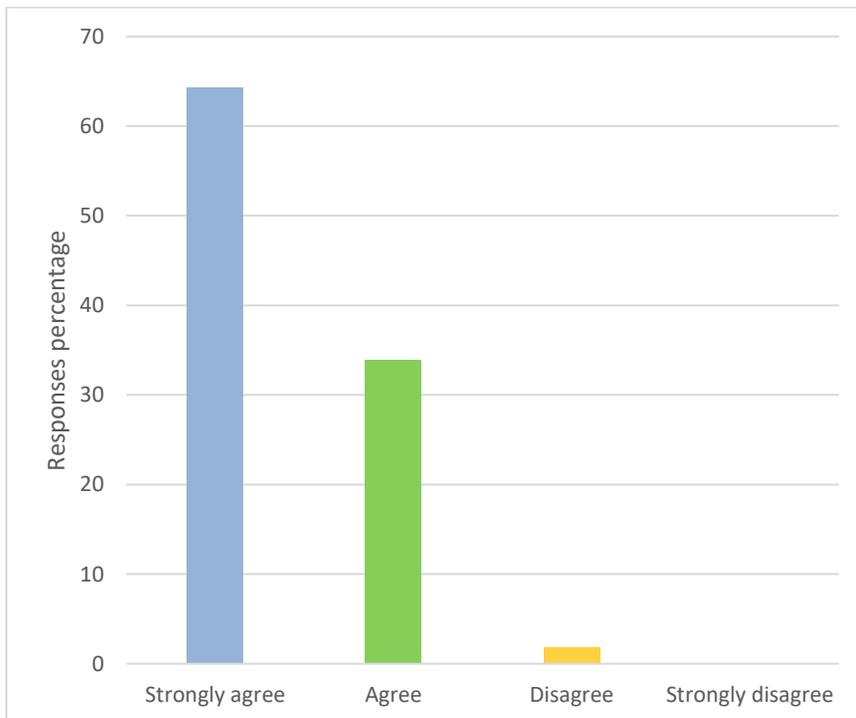
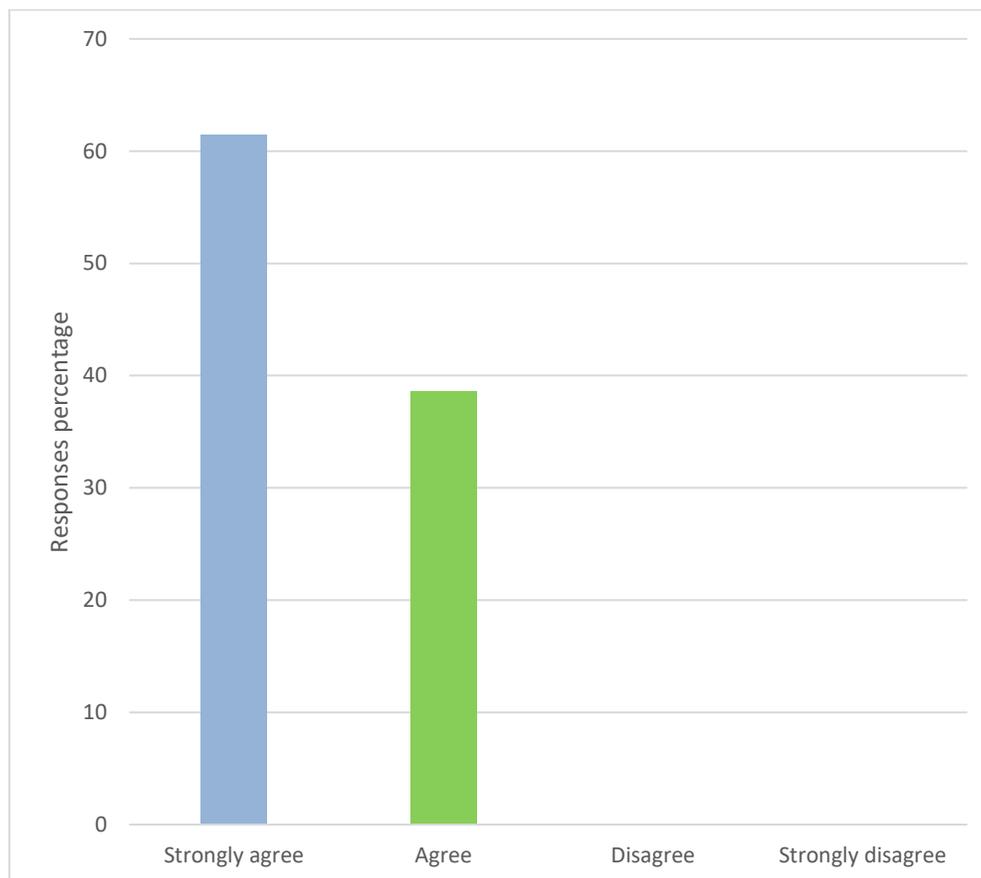


Figure VI
Survey respondents indicating that the resources they received at the workshop will support their teaching



51. The Department also held a programme of educational and commemorative events from 28 to 31 January 2019. On 28 January, the Holocaust Programme organized the annual Holocaust memorial ceremony in observance of the International Day of Commemoration in memory of the victims of the Holocaust, under the theme “Holocaust remembrance: demand and defend your human rights”. The high-level event, held in the General Assembly, was hosted by the Department, and statements were delivered by the Secretary-General, the President of the General Assembly, representatives of the Permanent Missions of Israel and the United States of America, and the Chair of the International Holocaust Remembrance Alliance. The director of the United States Holocaust Memorial Museum gave the keynote speech, and two Holocaust survivors shared their personal testimonies of survival.

52. On 28 January, the exhibition “Beyond duty: diplomats recognized as righteous among the nations”, sponsored by the Permanent Missions of Israel, Peru and Portugal, opened at United Nations Headquarters in New York. The exhibit portrays the history of diplomats who rescued Jewish men, women and children from the Nazi regime by issuing visas and other official documents to facilitate their escape.

53. On 28 January, the exhibition “Photos of besieged Leningrad”, sponsored by the Permanent Mission of the Russian Federation, opened at United Nations Headquarters. The exhibition commemorated the seventy-fifth anniversary of the lifting of the siege of the city of Leningrad by the Soviet Army on 27 January 1944.

54. On 28 January, a discussion on the theme “India: a distant haven during the Holocaust”, sponsored by the Permanent Mission of India and B’nai B’rith International, was held at United Nations Headquarters. The event highlighted the lesser-known history of the experience of the Jews who were able to flee to India to escape Nazism.

55. On 28 January, the exhibition “Bracha. A Blessing. Back to Polish Shtetls”, sponsored by the Permanent Mission of Poland and the Consulate General of Poland in New York, opened at United Nations Headquarters. This exhibition documented the journeys of descendants of Jews who once lived in the Polish territories to the remains of Jewish heritage in Poland following the Holocaust.

56. On 29 January, the exhibition “Lives cut short: seeking refuge during the Holocaust”, endorsed by the Permanent Missions of Austria and Norway, opened at United Nations Headquarters. Through a combination of diary and letter extracts and photographs, the story is told of Ruth Maier, a young woman who, like so many, sought refuge yet perished in the Holocaust.

57. On 30 January, the Holocaust Programme screened the film *Who Will Write Our History*. Integrating primary source material and dramatizations, the documentary film tells the history of the Oyneg Shabes, a hidden archive of the Jewish men, women and children trapped within the Nazi ghetto in Warsaw. A discussion with the filmmakers, historians and the American Jewish Committee followed the film.

58. On 31 January, the Department, together with the Permanent Mission of Albania and the World Jewish Congress, held a briefing for non-governmental organizations on the theme “A matter of humanity: the rescue of the Jews of Albania”. The multimedia programme created awareness of the history of the rescue of Jews living in Albania by civilians during the Holocaust. The event also explored how young people could be encouraged to become engaged and active defenders of human rights and justice through learning about the Holocaust.

59. The Holocaust Programme continued to provide support, guidance and educational resources to the global network of United Nations Information Centres for their Holocaust remembrance and education activities. These included memorial ceremonies, student briefings, exhibition openings, film screenings and discussions, round tables and social media campaigns (see figs. VII and VIII).

Figure VII
United Nations Information Centres organized 112 Holocaust remembrance activities in 32 countries in 2019

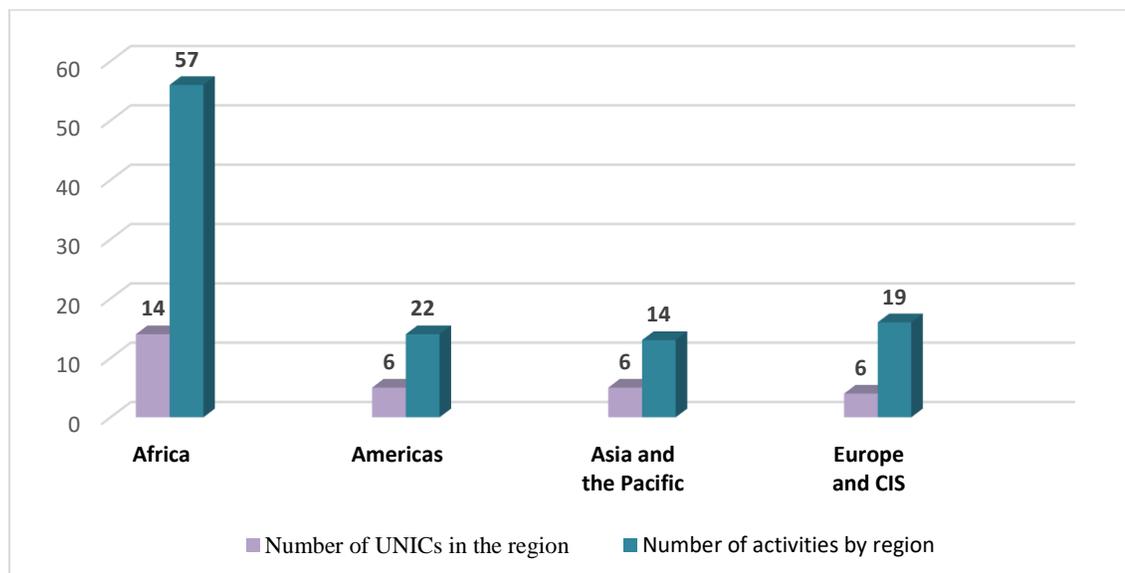
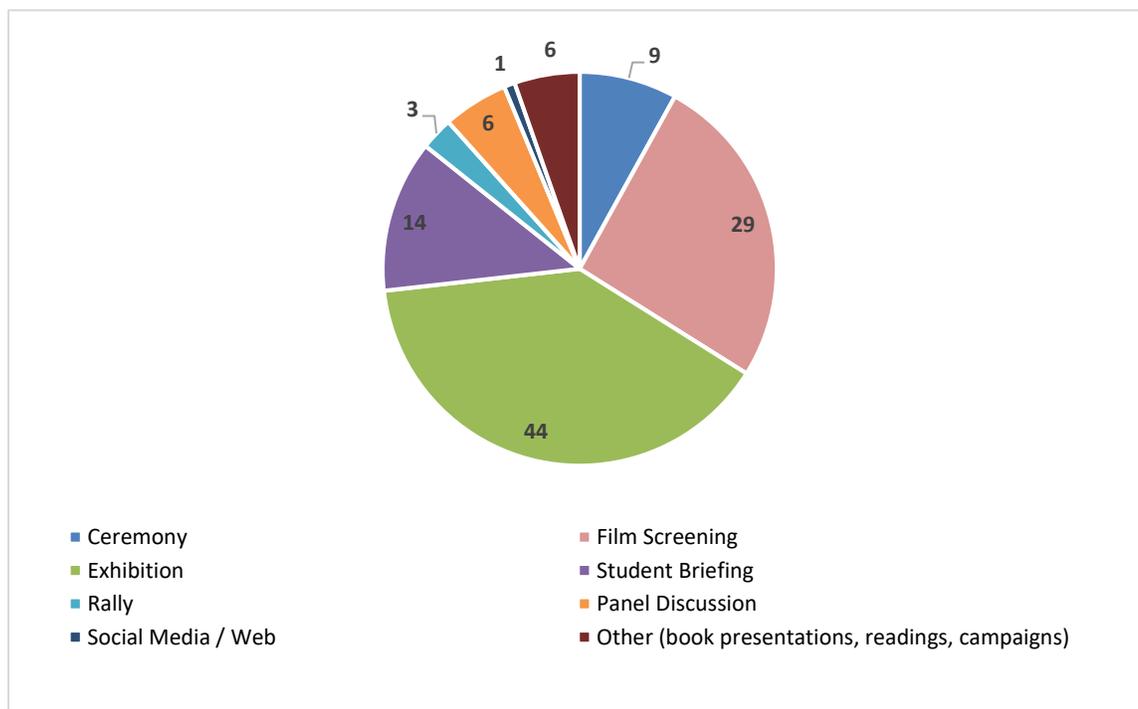


Figure VIII
Type of Holocaust remembrance activities organized by United Nations Information Centres in 2019



60. The Programme produced educational materials in the six official languages. Educational resources were also subtitled in Azeri, French, Kiswahili, Russian and Spanish. These materials are available to United Nations Information Centres, Member States and the public through the Programme's webpage.

B. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery Programme

61. The Department's Remember Slavery Programme will hold its activities in 2019 under the theme "Remember slavery: power of the arts for justice". In preparation for the annual observance on 25 March, the Department prepared educational posters in all six official languages, as well as in Kiswahili and Portuguese, entitled "Say it loud", highlighting the work of architects of African descent. The posters will be displayed by the global network of United Nations Information Centres. The Department continued to conduct its weekly tours of the Ark of Return, the permanent memorial to honour the victims of slavery and the transatlantic slave trade.

VII. Internal communication, knowledge solutions and design

A. iSeek and delegate

62. Designed to help keep United Nations global staff informed, equipped with tools, and connected, more than 540 stories in English and French and about 700 global and local announcements on key management issues and United Nations events and initiatives were posted on the United Nations intranet, iSeek, as well as on the deleGATE website for Member States during the reporting period. To keep staff abreast of the multiple streams of the Secretary-General's "United to reform" initiative, new iSeek pages were created on management, peace and security, and on development, in English and French.

63. The iSeek team moved forward with the goal of integrating local intranets, harmonizing content and processes, and enabling staff to find information in a centralized platform. This effort had shown tangible benefits for duty stations and departments, including on design, technical updates and training on the platform.

64. The intranet of the Department of Political and Peacebuilding Affairs (formerly Department of Political Affairs) and its 15 special political missions, for example, has been fully integrated and launched on iSeek. Significant progress is being made on integrating the Office for the Coordination of Humanitarian Affairs, the Department of Peace Operations, the United Nations Office at Vienna and the United Nations Office at Nairobi; work on migrating deleGATE to the iSeek platform is ongoing.

B. Graphic Design Unit

65. The Department's Graphic Design Unit supported Secretariat departments and United Nations information services with visual communication and graphic design solutions for communications campaigns, conferences and publications. The Unit designed social media and web graphics, brand identities, animations, special emblems, posters, signage and a variety of promotional items and completed more than 400 design products for high-level events during the reporting period, including the children and armed conflict campaign using the hashtag #NotTheirWar; the high-level meeting on financing the 2030 Agenda for Sustainable Development; the Secretary-General's strategy on new technologies; Nelson Mandela International Day; the High-level Panel on Digital Cooperation; the high-level political forum on sustainable development; the Youth Dialogue campaign (using the hashtag #YOUTH72) hosted by the President of the General Assembly to bring the United Nations closer to young people; the seventy-third session of the General Assembly; Youth 2030: the United Nations Strategy on Youth; United to reform; United Nations

social media; and the Secretary-General's Action for Peacekeeping campaign to renew mutual and political commitment to peacekeeping operations.

66. The Unit supported multilingualism by creating products in the six official languages as well as in Portuguese and Kiswahili for many of those projects.

VIII. Relations with civil society organizations, special events and exhibits

A. Civil society

67. The reporting period saw the integration of the functions of the former United Nations Non-Governmental Liaison Service into the Department. Efforts in the Department continued to focus on multi-directional partnerships with civil society aimed at building support for United Nations priorities, by engaging and educating diverse communities of non-governmental organizations, civil society and academia, through various outreach and advocacy efforts. Formal association of civil society organizations with the Department continued to be a priority as well as the yearly reporting and data collection on the advocacy and communications activities of those organizations. Youth outreach remained a cornerstone of engagement, and youth representatives in civil society engaged in capacity development activities and took the lead in educating other youth groups on the Youth 2030 Strategy and United Nations initiatives in support of the Sustainable Development Goals.

68. In August 2018, the Department announced that the sixty-eighth United Nations Civil Society Conference, formerly known as the "United Nations Department of Public Information/Non-Governmental Organizations Conference", will be held in Salt Lake City, United States, from 26 to 28 August 2019, on the theme "Building inclusive and sustainable communities". This is the first time that this conference will be held in the United States outside of United Nations Headquarters. Some 5,000 representatives of civil society organizations, youth groups, media outlets, United Nations entities and Member States are expected to attend. The conference is unique in that it is co-organized and planned through a partnership between the United Nations and civil society, in close coordination with the host city. Different sub-committees, chaired by civil society representatives, lead the efforts to work on all the areas involved in the planning of the event. The conference aims to mobilize civil society and the public to discuss the importance of building inclusive and sustainable communities and the opportunities for closer partnerships in advocacy and support for the 2030 Agenda and the Sustainable Development Goals. It will also be positioned as a key drum-beat moment to highlight opportunities for climate action, especially among young people, in cities and communities, before the Secretary-General's climate summit to be held in September 2019.

B. Special events

69. The Department's Special Events Unit developed partnerships with entities of the United Nations system, external organizations and individuals to raise global awareness of the work of the United Nations and issues on its agenda.

70. Playing a coordination and facilitation role, the Department supported the Deputy Secretary-General at her on-stage participation at the Global Citizen Festivals held in Central Park, New York, on 29 September 2018, and at First National Bank Stadium in Johannesburg, South Africa, on 2 December 2018. Both occasions were used to advocate for action on the Sustainable Development Goals to live audiences

of more than 60,000 people and global television and YouTube audiences. The New York Festival had over 29 million livestream impressions on Global Citizen’s Twitter and YouTube platforms, and the MSNBC livestream video was viewed some 9 million times. The Johannesburg Festival received some 31.7 million livestream impressions, more than 65 per cent of the viewing audience being under the age of 35.

71. On 24 October 2018, the Department organized the annual United Nations Day concert sponsored by the Permanent Mission of India, featuring a performance by the renowned sarod virtuoso and composer, Ustad Amjad Ali Khan, accompanied by his sons Amaan Ali Bangash and Ayaan Ali Bangash, and the Refugee Orchestra Project. The theme was “Traditions of peace and non-violence” and featured remarks by the Secretary-General and the Permanent Representative of India and a video message from the President of the seventy-third session of the General Assembly. The concert received 60,813 live views and 695 on-demand views on the United Nations Web TV website, as well as over 4,000 views on the United Nations YouTube channel.

72. Working closely with the Department of Economic and Social Affairs, the United Nations Office for Partnerships and the Executive Office of the Secretary-General, the Department led the collaboration with the Tokyo 2020 Olympic Organizing Committee to promote the Sustainable Development Goals at the Olympic Games. In November 2018, the Under-Secretary-General for Global Communications signed a letter of intent with the Chief Executive Officer of Tokyo 2020, committing to negotiate and conclude an agreement to jointly promote the role of sport to achieve the Sustainable Development Goals as integral to the spirit of the Olympic and Paralympic Movement. The United Nations and the organizers of Tokyo 2020 will continue to work together in the lead-up to and during the Games to increase public awareness of the mutually beneficial links between the Sustainable Development Goals and sport in Japan and other countries, and will focus on tangible efforts for specific Goals.

73. On 19 November the Special Events Unit, in collaboration with the Department’s Creative Community Outreach Initiative, organized a series of interactive Davos-style discussions with industry figures to commemorate World Television Day. The event, entitled, “Lights, camera, action on the Sustainable Development Goals,” centred on video and television productions reaching a wide range of audiences worldwide with Sustainable Development Goal-branded content and demonstrative storytelling.

C. Exhibits

74. During the reporting period, the Exhibits Unit facilitated the display of nine exhibitions in the Visitors’ Lobby of the General Assembly Building that brought key topics tackled by the Organization to the attention of the general public. These included “Space for sustainability”, in connection with the high-level political forum; “Just one inch of water”, about the inherent dangers of lives connected to the water; “Building on the legacy of Nelson Mandela”, marking Nelson Mandela International Day; “Surviving terrorism: victims’ voices”, marking the first International Day of Remembrance of and Tribute to the Victims of Terrorism; “People on the move”, a historical look at where and why people have migrated; “Free and equal in dignity and rights”, marking the seventieth anniversary of the Universal Declaration of Human Rights and the instrumental role women played in its drafting; “Unrealized rights, unfulfilled promises”, in connection with the International Day of Solidarity with the Palestinian People; and “Beyond duty” and “Lives cut short”, both marking the International Day of Commemoration in memory of the victims of the Holocaust. The Department works to enhance user experiences through videos and other multimedia applications such as a 360-degree video, which consists of short clips to allow for a virtual exploration of the exhibition space by potential exhibitors, and to

bring the exhibition experience to audiences not able to visit them in person. The Department also broadens the reach of the exhibitions through an online gallery and promotion on the Organization's multilingual social media accounts.

IX. Highlighting United Nations priorities through the arts and celebrity advocates

A. Outreach to the creative community

75. Continuing its multi-year collaboration with Mattel, Inc. to promote the Sustainable Development Goals through the popular children's television series *Thomas and Friends*, the Department launched the "All Aboard for Global Goals" collaboration at a media event with journalists, digital influencers and the actress Olivia Wilde held at United Nations Headquarters on 7 September 2018. The launch was widely promoted with the hashtag #AllAboardForGlobalGoals across digital platforms owned by the United Nations, Mattel, and influencers.

76. As of January 2019, the seven educational videos created as part of the collaboration have generated a total of more than 1.8 million views on the official *Thomas and Friends* and United Nations YouTube channels (570,000 in English, 699,000 in Spanish and 540,000 in Portuguese). According to the analytical tool TalkWalker, social media promotions with the hashtag #AllAboardForGlobalGoals achieved a potential reach of more than 239 million (Twitter, Facebook and Instagram), as well as 27,800 engagements (Twitter, Facebook and Instagram).

	<i>Reach (millions)</i>	<i>Engagement (thousands)</i>
Twitter	231.9	14.3
Facebook	5.5	2.3
Instagram	2.3	11.2

77. The global launch in September also resulted in extensive media coverage about *Thomas and Friends* and the Sustainable Development Goals, including by major global news and entertainment outlets such as the *Washington Post*, the BBC, CBS, AP, E! News, *Variety* and *People* magazines, with 600 articles in United States media, 80 articles in British media and 50 articles in Japanese media (including newswire and reprints), among others.

78. As of January 2019, during the new season of *Thomas and Friends*, nine Sustainable Development Goal-inspired episodes have been broadcast in more than 14 countries (Australia, Belgium, Brazil, Canada, Germany, Israel, Italy, Mexico, Netherlands, Poland, Russian Federation, Turkey, United Kingdom, United States) and 10 languages (Dutch, English, German, Hebrew, Italian, Polish, Portuguese, Russian, Spanish, Turkish). The roll-out will continue in additional countries and languages and the Department will coordinate with Mattel and partnering United Nations entities (International Fund for Agricultural Development, United Nations Development Programme, United Nations Environment Programme, UNICEF and UN-Women) on outreach activities linked with the collaboration's international roll-out.

B. Celebrity advocacy

79. The United Nations Messengers of Peace provided public support for the Department's events and initiatives. Princess Haya and Michael Douglas participated in the Peace Bell Ceremony on 21 September, as part of the annual International Day of Peace observance, while Daniel Barenboim, Jane Goodall, Lang Lang, Yo-Yo Ma and Stevie Wonder supported the event using social media. Leonardo DiCaprio, Jane Goodall and Lang Lang helped to amplify the Secretary-General's major speech on climate change in September by means of social media. During the twenty-fourth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, in December, Messenger of Peace Leonardo DiCaprio retweeted seven posts about climate change containing the hashtag #COP24 to his 18.9 million followers.

X. United Nations flagship publications

80. In line with the Department's emphasis on timely and cost-effective content delivery and the growing global accessibility of digital information, the resources *UN Chronicle* and the *Yearbook of the United Nations* have been recast as digital-only editions.

A. *Yearbook of the United Nations*

81. The sixty-eighth volume of the *Yearbook of the United Nations* will be published online in February 2019, covering the Organization's global activities in 2014. Meanwhile, the online Yearbook Pre-press offered detailed research outlines of the work of the United Nations system covering the years 2015 and 2016. The Yearbook Express, featuring summarized content from the *Yearbook of the United Nations* in all six official languages of the United Nations, continued to expand the scope of its availability to older volumes of this authoritative reference work from previous decades, as well as to the most recently published edition.

B. *UN Chronicle*

82. In December 2018, the Department published volume LV, issues Nos. 3 and 4 (2018) of the *UN Chronicle* magazine online in English; the other official languages are forthcoming. The issue focused on the rapid development of new technologies and their potential use in addressing global priorities, including achievement of the 2030 Agenda for Sustainable Development.

C. *Basic Facts*

83. The most recent edition of *Basic Facts about the United Nations* was translated into Arabic, Chinese, French, Russian and Spanish in 2018 and is now available electronically in all six official languages.

XI. Sales and marketing: expanding access to knowledge and information

84. The Department oversees the distribution of print and digital United Nations publications as well as the United Nations Bookshops at Headquarters and the United

Nations Office at Geneva. This allows new avenues for outreach beyond traditional institutional audiences, particularly with the public, academia and the private sector globally. The Department focused its efforts on integrating a wide range of multilingual content for its online publishing platform, the United Nations iLibrary, as well as its e-commerce website, shop.un.org. It also expanded the number of bookshop events to promote books targeting core United Nations-related themes and to encourage dialogue with the public.

A. Social media

85. Efforts have continued to expand and reinforce the social media campaign to promote United Nations publications. During the reporting period, the number of Twitter followers of United Nations publications reached 177,000, and its Facebook “likes” stood at 35,451. United Nations iOS application downloads stood at approximately 137,000 and Google Play application downloads stood at approximately 191,000. The Department garnered the interest of its audiences using social media by promoting specific publications in connection with United Nations days, events and commemorative anniversaries as well as current events.

B. United Nations iLibrary and shop.un.org

86. During the reporting period, the United Nations iLibrary, a comprehensive collection of knowledge about the United Nations launched in 2016, grew to contain more than 7,000 titles, including flagship and recurrent publications, three databases, as well as working papers, discussion papers and policy briefs aggregated from within the Secretariat and bodies of the broader United Nations system. Some 35 per cent of publications on the platform are multilingual (two or more languages in the same book) or translations.

87. The United Nations iLibrary provides fully searchable access to the aggregated publications located on a newly upgraded user-friendly and mobile responsive platform to enable access for any user with an Internet connection. The e-commerce platform shop.un.org allows for online sale of the print and digital publications and is used to promote new publications in connection with United Nations priorities such as the Sustainable Development Goals, human rights, international peace and security, climate change, gender and migration and special events such as the seventieth anniversary of the Universal Declaration of Human Rights.

C. Print on demand

88. An expanded network of print-on-demand capability that enables a more efficient time to market while ensuring environmental sustainability and decreasing carbon footprint has continued to be implemented during the reporting period.

D. United Nations Bookshop

89. To amplify current United Nations priorities, the United Nations Bookshop created public outreach opportunities through “Meet the author” events, topical publications and merchandise displays showcasing international days and special events. Five meet the author events were held in the bookshop during the reporting period, including on *The Prison Letters of Nelson Mandela* to commemorate Nelson Mandela’s centenary on 20 July 2018; *The World Economy through the Lens of the United Nations* to accompany the seventieth anniversary of the *World Economic and*

Social Survey on 17 July 2018; and *Witness: Lessons from Elie Wiesel's Classroom* to tie into the International Day of Commemoration in memory of the victims of the Holocaust on 29 January 2019.

90. The Sales and Marketing Section supported Commission on the Status of Women events with specially designed gender equality merchandise available for sale at the Headquarters bookshop.

E. In support of the Universal Declaration of Human Rights

91. United Nations Publications collaborated with the Frankfurt Book Fair 2018 on the campaign “On the same page”. This initiative was developed to help to publicize the United Nations Stand up for human rights campaign (which uses the hashtag #StandUp4HumanRights) in celebration of the seventieth anniversary of the Universal Declaration of Human Rights and to reinforce the values of human rights and dignity to all book fair attendees. The Frankfurt Book Fair is the largest book fair in the world, with 285,000 visitors, 10,000 journalists and bloggers, 7,500 exhibitors from 109 countries and 4,000 events. Campaign visuals were displayed throughout the fair and the city of Frankfurt and included branding of the Declaration’s seventieth anniversary. Some 5,000 copies of a bilingual English/German edition of the Declaration were distributed at the fair. The Department managed a dedicated United Nations stand at the opening ceremony and coordinated with the fair on the social media promotions and a special panel event. A newsletter dedicated to human rights and linking to United Nations content was sent to the publishing industry by the Frankfurt Book Fair on 10 December, amplifying the Department’s communications efforts.

92. On 3 November 2018, the Department organized the third edition of the United Nations participation in the Dash to the Finish Line 5 K race in support of the seventieth anniversary of the Universal Declaration of Human Rights. More than 400 United Nations staff, delegates and their family members wearing highly visible “StandUp4HumanRights” tee shirts participated in the run from the United Nations to the New York City Marathon’s finish line in Central Park. The run was preceded by remarks by an official of the Department on the theme of human rights.

F. United Nations Development Business

93. United Nations Development Business, a trust fund within the Outreach Division and subscription-based online publication for procurement announcements relating to development projects, celebrated its fortieth anniversary in 2018. On average, the Development Business website had more than 177,000 monthly page views. It circulates more than 10,000 procurement announcements every year to over 1,000 active subscribers representing a diverse global audience in 150 countries. United Nations Development Business continues to facilitate procurement opportunities for vendors from developing countries and countries with economies in transition in support of a United Nations priority pursuant to General Assembly resolution [57/279](#).

XII. Conclusions

94. The reporting period witnessed a wide array of partnerships, events, publications and other outreach activities that highlighted the Organization’s efforts to bring about a more peaceful world; promote the Sustainable Development Goals; celebrate the seventieth anniversary of the Universal Declaration of Human Rights;

respond to challenges posed by climate change; and advance gender equality and the empowerment of young people.

95. As part of its reform initiative, the Department will look to scale up its work with a more strategic and streamlined approach to partnerships; a focus on innovation and data visualization; and by employing new and existing technology to increase effectiveness and efficiencies in outreach and advocacy initiatives. These opportunities will strengthen the Department's ability to amplify its message to an even wider community, including young people around the world, in a variety of ways, from direct engagement with civil society, to social media, partnerships with the creative community and the advertising industry, the organization of public events and commemorations, publications, websites and other initiatives. The Department will initiate United Nations-wide campaigns and products to mark the Organization's seventy-fifth anniversary, and develop materials for a United Nations presence at the Tokyo Summer Olympics in 2020 and the United Nations Pavilion at Expo 2020 in Dubai.
