

STATEMENT BY THE UNDER-

Trygve Lie added that this need is “particularly true at times of crisis” – a point that resonates especially strongly at a time when the world faces such complex challenges and threats as the conflict in Syria and the spread of the Zika virus.

Mr. Chairman,

The Department of Public Information’s focus in 2016 is in three main areas: ensuring that, through communications, the Sustainable Development Goals – including the Paris Agreement on climate change – are known and starting to be implemented worldwide; building greater awareness about the need for a humane and coordinated global approach to dealing with the large movements of refugees and migrants; and explaining and making visible the broader work and impact of the United Nations as we moved towards a moment of transition in the Organization’s leadership.

In our focus, we strive to reflect the priorities of Member States and the wider Organization – this year should be a year of action and implementation, starting with sustainable development. The need for action on the 2030 Agenda that you adopted last September also extends to the Paris Agreement on climate change that so many of you signed last Friday, and the crisis faced by refugees and migrants worldwide.

All of these themes are, of course, closely inter-connected. The Department works throughout its activities to not only raise awareness of these issues, but to demonstrate how they mutually reinforce each other. This year’s agenda can be viewed as a single integrated narrative, with key upcoming markers presenting communications opportunities. These include the World Humanitarian Summit in Istanbul next month, the Fourteenth Session of UNCTAD in ssd6i1 188

major external partners. This allows the Organization to project the work it is doing on sustainable development and other issues in a coherent and streamlined manner.

Further, the Department regularly creates and shares multilingual press kits, visual identities, social media packages and other digital material with colleagues across the UN System, using an online content-sharing platform

Through a series of cost-effective WebEx video-conferencing sessions, DPI colleagues at Headquarters and in the field discuss the promotion of the Sustainable Development Goals at the country level. They have also connected UN subject experts in New York to journalists worldwide so that they can better report on UN activities.

Our global network of 63 UN Information Centres has taken on a leading role with UN Country Teams to make the Goals more known and relevant to local communities. The Centres have translated the Goals and their visual icons into at least 45 local languages, from Afrikaans to Armenian, from German to Greek, from Hausa to Hindi, and from Sesotho to Shupamum.

UNICs have also embarked on a host of innovative partnerships and initiatives related to SDG promotion. These include an exhibition alongside the first Dakar International Marathon, which introduced an estimated 10,000 participants to the SDGs in French and Wolof. The Goals were also presented to audiences at a music festival in Argentina and at a “mini-Olympics” sporting event in Egypt.

UNICs from Antananarivo to Beirut and beyond struck media partnerships with radio, television, print and online outlets to promote the SDGs as widely as possible. Through the efforts of our Centre in Mexico City, SDG messages will be showcased on public transport – including buses, airports and the metro system – reaching at least five million people daily.

Distinguished delegates,

The univ

With the issue of the movements of refugees and migrants at the top of the global agenda, the Department is also working closely with UN offices and departments to promote awareness of the United Nations' efforts to identify a durable, mutually acceptable solution. While the UN Summit on Addressing Large Movements of Refugees and Migrants in September will serve as a major milestone, the Department's focus is on the year-round promotion of the issues that are driving that summit. To that end, we are bringing together a unified, multilingual web presence that will serve as a repository for key UN content on the issue.

Mr. Chairman,

For DPI, multilingualism is a thread running through everything we do. Our news platforms, including Radio, News Centre, Webcast and social media,

The recently-launched United Nations iLibrary allows publication and dissemination of more multilingual content than ever before at no additional cost to the Organization. Moreover, the newly-launched e-commerce platform shop.un.org allows people to order United Nations publications from anywhere in the world in print or digital form.

Let me mention as well another issue that is very important to us. Following a generous donation from Oman for the digitization of audio-visual materials in the UN archives, the Department has begun the process of implementation. This is a contribution that will ensure the preservation of our common heritage and make it accessible to all. I would also like to acknowledge the contribution of Japan for the digitization of materials on the work of Japan in its 60 years at the UN.

The issue of press freedom and media capacity remains a central concern of the Department. The annual Reham al-Farra Memorial Journalist Fellowship Programme will be held again this year, exposing a group of 15 junior and mid-level journalists from developing countries to the work of the Organization. Similarly, the annual DPI Training Programme for Palestinian Journalists is being planned for later this year. The focus of the programme is increasingly on multimedia journalism – a reflection of the media landscape in the Middle East and beyond.

In this spirit, we would welcome your engagement next week when we commemorate World Press Freedom Day with an event here at UN Headquarters on Thursday 5 May. The theme of the event connects access to information to the achievement of the Sustainable Development Goals.

Mr. Chairman,

Ensuring that our work is as impactful and effective as possible is of critical importance. To that end, I recently approved the Department's first formal evaluation policy. The policy was prepared in order to update the way that the Department conducts evaluations and to bring them into line with norms and standards for evaluation in the UN system. The policy has already been used as a basis for the evaluation of the "2015: Time for Global Action" campaign, a centrepiece of the Department's communications efforts last year.

The policy will also guide a gender-based evaluation of the Department's activities in 2016. This evaluation will be undertaken as part of the first-ever DPI Strategy on Gender Equality and the Empowerment of Women (2016-19), which I approved earlier this year. The strategy is itself based on the 2012 UN System-wide Action Plan (UN-SWAP) on Gender Equality and the Empowerment of Women.

For the Department, the strategy sets out the steps for how it can build on its strengths on gender equality and the empowerment of women in its information and communications activities, and as well as how it can improve gender parity in its staffing.

Distinguished delegates,

The outreach and advocacy that were done around the Sustainable Development Goals and climate change in 2015 demonstrate that when people are armed with information, they are empowered to act and will come together in global solidarity to meet the challenges that affect us all.

We at the Department of Public Information know that our job is to help solidify the gains we made last year to ensure that action leads to traction and to lasting change. We depend on the support of Member States to help us amplify these messages and reach audiences who will be critical to the success of the sustainable development agenda. We will continue to use all the resources at our disposal, and to work with ever more partners, to engage with a worldwide audience, and we look forward to ongoing close cooperation with you to that end.

Thank you.
