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Let me expand a little on this work:

We are now in the seventh month since the

Beyond the Middle East, my Department works to ensure that other crises remain at the forefront of the world's attention.

This is a challenging feat – given that the media has very short news cycles and audiences have very short attention spans.

We are also seeing growing news avoidance, a worsening phenomenon as the number of crises around the world continue to grow.

And this is why we find ourselves having to communicate strategically, not just putting out the facts, but also using storytelling that both ce s

So our climate communications strategy is built on three pillars:

The first is to inform: we are driving a science-based narrative, focusing on the need to limit global warming, and leveraging at the same time the authority and the voice of the United Nations Secretary-General.

Our goal is not just to report the news. It is to help audiences understand the challenges that the world is facing – and to bring to light the solutions.

We are producing a stream of explanatory pieces – in text and in video – that are also tailored for social media, and we're making much more use of infographics and other striking visual elements.

But in our digital age, speed is also essential.

That is why the UN News team has piloted "live pages"—also known as "live blogs" —

Beyond the quality of our output and our innovative approaches, intensive outreach and partnerships are key in our effort to lead the narrative in an increasingly competitive information environment.

This is why the Department continues to expand initiatives such as Football for the Goals, which engages 280 entities in the football industry to inspire action on the Sustainable Development Goals as well as human rights.

Similarly, we continue to invest in the United Nations Academic Impact – which now comprises over 1,600 Universities in some 150 countries – as well as the Model United Nations programme.

Both of these programmes are seminal in the effort to teach people about multilateralism.

As a result, we have been able to reach a wider audience of students and faculty members across the globe.

Dear friends,

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Getting the UN's messages heard is more challenging and more complex than ever before.

Since the rise of social media, we have witnessed the unprecedented scale at which

With a focus on public policy, media literacy, capacity-building and demonetizing disinformation, they will put forward measures that reduce risks and mitigate harm, while upholding freedom of expression and supporting a more inclusive digital space.

And we will be looking to see whether we can benefit from the strides in AI in this context.

Distinguished Delegates,

Finally, our efforts are building momentum in the run up to the Summit of the Future.

We have rolled out the initial phase of a digital campaign for the Summit, with a suite of new and dynamic assets in multiple languages.

Part of this effort is a initiative called "ActNow: Summit of the Future", it's a challenge actually.

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