

UNCG-The Journey



United Nations
P a k i s t a n



Improving lives and helping people



Who Are We?



- 23 members from 19 entities
- Public Information communication focal persons two UNICEF's programme communications officers are also members
- Some full communication units
- Comms experience (ranges from 4 years to 21 years)
- UNHCR, UNAIDs, UNICEF, WFP, UNDP have communications focal persons present in all regions and UNFPA, UNHABITAT, FAO, ILO, in select



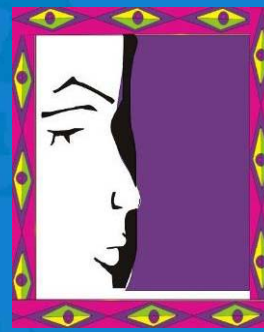
THE JOURNEY – 2007 - 2009



Re-invigorating the UNCG

- UNESCO as Co-Chair & Comms Specialist hired
- UNCT mandates us with Change Management Communications

- In mid 2008 UNCG moved from communicating on delivering as one to communicating as one
 - MDG and Youth Campaign





Challenges

- Capacity
- Ownership
- Communication dissemination
- Changing leadership & continued vacant position of DPI Head
- Shift from event-based comms to strategic comms
- Comms budget
- Struggle with programme comms

UNDAY 2007 & 2008





Lessons learnt

- Appropriate vision at the leadership
- Comms as part of UNCT's regular agenda
- Line & senior managers vision also important
- Programme comms people should be members for an integrated approach
- Clarity from agency HQs



What worked

- Change management comms was a success
- Closer camaraderie & coordination especially crisis comms between agency comms people and increased capacity
- Use of One UN branding
- Joint comms activities esp Youth engagement



Crisis Communications

- Crisis communication plan developed clearly identifying SoPs & spokespersons
- Immediate and coordinated crisis response
 - Marriott Bombing
 - Kidnapping of UNHCR colleague
 - IDPs



- Coming back full circle
 - Security and humanitarian response have limited the capacity of UNCG members to contribute time towards One UN activities
 - Most of the work for One UN falls in UNRSCO or UNIC
 - Reverted back to commemorating UN/International days and implementing DPI global campaigns (Stand up Against Poverty, violence against women, climate change)