

# The One UN Initiative in Viet Nam



*The One UN Communications Team*

**UNDP regional communications workshop  
Bangkok, June 2009**

# Meet the team!



# Since late 2006...

- **A collocated joint team**
  - One single manager
  - 14 communication staff from five agencies  
*(UNDP, UNICEF, UNFPA, UNAIDS, UNV)*
  - Working in task team model  
*(External relations & advocacy, online & publications, internal communications & cross-cutting)*

# Since late 2006...

- **A collocated joint team, working from a common work plan, with a three-fold mandate:**
  - Agency specific communications support (for participating agencies)
  - UN-wide advocacy & communication
  - One UN external and internal communication

# Making a difference...

## For the UN in Viet Nam:

- Stronger voice on key policy advocacy issues
- Clear and targeted messages  
*(shift from agency to issue-based communication)*
- More comprehensive, multi-faceted UN perspective on key development issues to media, partners and general public
- Greater efficiency and effectiveness  
*(diversity of expertise, one point of contact, less competition)*

# Making a difference...

## **For UNDP in Viet Nam:**

- Stronger focus on communications
- Making best use of specific skills and experience
- Part of a larger communications team
- RCO tasks shared more widely
- Opportunity to comment on a wider range of issues

# Lessons learned...

- Don't wait until the conditions are right for change!
- Right people, in the right place, at the right time
- Take risks and expect resistance
- Set clear objectives and goals
- Respect agency needs
- Limit to change at the country level

**The end...**

**Thank you!**

# Our model

