

United Nations Department of Public Information
2010 Communications Priorities

The three basic pillars of the UN's work are:

- **Development,**
- **Human rights and**
- **Peace and security.**

For 2010, the key areas of focus for the Secretary-General and the Organization, within the three pillars are listed below and form the priorities for communications work.

DEVELOPMENT

- **Millennium Development Goals:** Momentum will build beginning early in 2010 to push for the 10-year review MDG Summit (20-22 September), to agree on concrete actions for achieving the MDG targets in 2015, with commitments on adequate resources. Messaging will begin in **January** to drive needed follow-up on the Gleneagles commitments by the time of the G8/G20 meeting at the end of **June**. The Secretary-General's summit curtain-raiser open letter, the Davos World Economic Forum and the AU Summit present good communications opportunities in **January**, followed by the **March** release of the Secretary-General's report for the Summit, and the **June** release of the annual MDG Report. The World Cup in South Africa in **June-July** presents an opportunity to highlight the MDGs agenda with the world public through several existing UN system partnerships. Other opportunities include the ECOSOC Annual Ministerial Review in **June**, a possible shift in the scheduling of the Stand Up campaign to **September** before the Summit and the launch of the MDG Gap Task Force Report, also in **September**.

Key dates:

12-13 January Africa Regional Meeting on Women's Health (Dakar), for ECOSOC AMR

Late January Curtain-raiser open letter by the Secretary-General

27-31 January World Economic Forum (Davos), Focus: "Improve the State of the World: Rethink, Redesign and Rebuild"

31 January - 2 February AU Summit (Addis Ababa)

March Launch of the SG's report for the MDG Summit, setting out what has worked and what action is needed, with inputs from country level

April Launch by World Bank of World Development Indicators (new statistics) and Global Monitoring Report (policy focus on achieving the MDGs in the aftermath of the economic crisis)

May EU regional summit on MDGs may be convened by Spain (EU Presidency)

Prior to June Informal interactive hearings for the MDG Summit, with civil society and private sector

7-9 June Women Deliver Conference on maternal and reproductive health (Washington, DC)

11 June-11 July World Cup (South Africa) (several UN system promotional partnerships on development issues)

25-27 June G8 Summit and G20 meeting (Huntsville, Canada)

28 June Launch of MDG Report 2010 (System-wide statistical progress report) (date TBC)

28-30 June ECOSOC high-level meeting, New York (dates TBC) Annual Ministerial Review Focus: "Gender equality and the empowerment of women"; Development Cooperation Forum

July AU Summit (Kampala, Uganda)

Early September Annual DPI NGO Conference, on global health (Melbourne, Australia)

Early September Launch of MDG Gap Task Force report (dates TBC)

Mid-September Stand Up, Take Action against Poverty campaign (dates TBC)

20-22 September MDG Summit, UNHQ

November G20 (Inchon, South Korea)

Undated Launch of report by UN Office for Partnerships tracking implementation of commitments by foundations and the private sector at the 2008 MDG High-level Event (TBC)

During the year Launch of MDG national reports (by Governments, with Country Team support) and regional reports (led by UNDP regional bureaus)

- **Economic crisis/economic recovery and food security:** The Secretary-General has positioned the UN as the voice of the vulnerable. High unemployment remains a concern in global recovery, and social service budgets are under duress. The causes of the crisis and the growing share of developing countries in the world economy point to the necessity of a greater role for these countries, as well as an open and transparent multilateral trade regime as the way forward to recovery. A more prominent role for the Secretary-General and the UN in the G8/G20 will be highlighted.

Food issues will continue to be high on the global agenda, from ensuring food security, reducing extreme poverty, promoting sustainability and gender equality, to addressing climate change. It is likely that economic activity will have recouped enough to again place upward pressure on food prices, as will crop damage from extreme weather, while unemployment will hamper purchasing power. We can therefore anticipate complex and sometimes intractable hunger situations in 2010 and the need for ensuring effective UN System support to the L'Aquila Food Security Initiative and other Member State processes such as the Committee of Food Security.

Key dates:

24-25 April Spring Meeting of the Bretton Woods institutions (Washington, DC)

Late June Launch of GIVAS second report and on-line platform (pre G-20)

9-11 October Bretton Woods Annual Meeting (Washington, DC)

- **Climate Change:** Securing a new climate change agreement and launching UN implementation programmes will be a major priority. While the groundwork has been laid at the Copenhagen Climate Change Conference in December 2009, negotiations to finalize the details of a legally binding deal will continue in 2010. Communications efforts will need to maintain momentum. At the same time, it is important to link climate change to related issues such as biodiversity, oceans, forests, sustainable consumption and production, and sustainable development and the MDGs. The Secretary-General's High Level Panel on Climate Change and Development is expected to start work in early 2010 and will require a communications component.

The Marrakesh Process – the drafting of a 10-year framework of programmes on sustainable consumption and production – is one of the thematic issues of the 18th session of the Commission on Sustainable Development and will be negotiated by countries at the 19th session of the CSD in 2011. With the goals of assisting countries in their efforts to green their economies, help corporations to develop greener business models, and encourage consumers to adopt more sustainable life-styles, the issue is key to addressing climate change and sustainable development.

Key dates:

3-14 May Commission on Sustainable Development (New York)

5 June World Environment Day

8-19 November UNFCCC Conference of Parties 16 (Mexico)

- **International Year of Biodiversity:** The International Year is an opportunity to highlight the importance of biodiversity in the context of climate change and focus on the urgency to act to protect the thousands of species threatened with extinction.

Key dates:

January Launch of the International Year (Berlin, Germany)

February International Conference on Biodiversity (Trondheim, Norway)

22 May International Day for Biodiversity (theme: Biodiversity for Development)

October Conference of the Parties to the Convention on Biological Diversity (Nagoya, Japan)

December Closing of the IYB (and launch of the IY of Forests) (Kanazawa, Japan)

- **Global health, HIV/AIDS and Pandemic Influenza:** **Maternal, newborn and child health** will be prioritized. **HIV/AIDS** will be an important issue, as the MDG target for universal access to prevention, treatment, care and support comes due in 2010. The 2006 Political Declaration mandates a comprehensive review by the General Assembly in 2011, but UNAIDS has proposed that the General Assembly hold a high-level meeting in 2010, to capitalize on and feed into the momentum towards the MDG Summit. The already large number of **H1N1** infections indicates that even if the virus' impact remains relatively mild, health care systems will come under severe strain, even in the developed world. Vaccines donated to the 95 most vulnerable countries will cover only 10 per cent of their populations. Resources and assistance to developing countries against H1N1 will need to be mobilized. Additionally, human-transmissible mutation of the bird-flu virus **H5N1** is as real a threat today as it was in 2005, with potential to complicate the medical situation.

Key dates:

April International Ministerial Conference on Pandemic Influenza (Hanoi, Vietnam)

June GA High-level meeting on AIDS (TBC or possibly in 2011)

18-23 July XVIII International AIDS Conference (Vienna)

1 December World AIDS Day

HUMAN RIGHTS

- **Empowering women:** 2010 will be an important year for the UN's work on gender equality and the advancement of women. In March, the Commission on the Status of Women will undertake a review of the Beijing Declaration and Platform for Action at the 15-year mark. The Secretary-General's proposal for the Organization's new composite gender entity could be agreed upon by Member States in early 2010. The ECOSOC Annual Ministerial Review in June will also focus on gender equality, feeding into the MDG Summit.

Key dates:

1-12 March 54th session of the Commission on the Status of Women, during which there will be a commemorative meeting of the General Assembly to mark the 15th anniversary of the Beijing Declaration (New York)

8 March International Women's Day

28-30 June ECOSOC high-level meeting, Annual Ministerial Review

Focus: "Gender equality and the empowerment of women" (New York, dates TBC)

- **Violence against women:** The Secretary-General's *UNiTE to End Violence against Women* campaign gained momentum in 2009, with an intensification of inter-agency cooperation, and efforts to engage men and boys in campaign initiatives, including the launch of the Secretary-General's Network of Men Leaders. Progress on the achievement of the campaign's expected outcomes, the launch of the campaign's regional components, and an increased focus on national activities, will be important in 2010. The Africa-wide UNiTE campaign will be launched in Addis Ababa late January-early February. In March, UNODC will launch a nationwide "Blue Heart" campaign in Mexico against human trafficking. The appointment by the Secretary-General of a Special Representative on ending sexual violence in conflict-related situations will be an opportunity to highlight the link with the Secretary-General's campaign.

Key dates:

25 January – 2 February (date TBC) Launch of the Africa-wide *UNiTE to End Violence against Women* campaign (to take place during African Union Summit in Addis Ababa)

Late March UNODC launch of national campaign against human trafficking (Mexico)

25 November International Day for the Elimination of Violence Against Women

- **Women and Peace and Security:** 2010 will mark the 10th anniversary and review of implementation of Security Council Resolution 1325 on Women and Peace and Security, the first resolution adopted by the Security Council that specifically addresses the impact of war on women, and the contributions of women to conflict resolution and sustainable peace.

Key dates:

19 June Second anniversary of Resolution 1820, establishing sexual violence when used as a tactic of warfare as a threat to international peace and security

30 September First anniversary of Security Council Resolution 1888, mandating peacekeeping missions to protect women and girls from sexual violence in armed conflict

31 October 10th anniversary of adoption of Security Council Resolution 1325 on Women and Peace and Security

- **Non-Discrimination:** OHCHR will be focusing on non-discrimination under the theme *Embrace Diversity, End Discrimination* and requests advocacy and public information efforts on the issue throughout 2010.

Key dates:

27 January International Day of Commemoration to Honour the Victims of the Holocaust

21 March International Day for the Elimination of Racial Discrimination

7 April Commemoration of the 16th Anniversary of the Rwanda Genocide (New York and worldwide)

26 June International Day in Support of Victims of Torture

10 December Human Rights Day

- **Combating impunity, promoting accountability and achieving justice and peace:** UN support for the work of the human rights treaty bodies, the Human Rights Council – which will be reviewed by the General Assembly before June 2011 – and the International Criminal Court will continue, with the aim of increasing pressure to respect human rights, promoting accountability for their violation, and tackling impunity. The first Review Conference on the Rome Statute of the International Criminal Court will take place in 2010 to review and consider amendments to the statute. Ratification and implementation of key human rights instruments, including the recently adopted Optional Protocol to the International Covenant on Economic, Social and Cultural Rights and long-standing treaties such as the Convention on the Elimination of All Forms of Discrimination Against Women should be promoted.

Key dates:

31 May - 11 June Review Conference on the Rome Statute of the ICC (Kampala, Uganda)

PEACE AND SECURITY

- **Peace Operations:** Increasing the UN's effectiveness in promoting peace and addressing complex situations in several theatres through conflict prevention, mediation, peacekeeping and peacebuilding will be stressed in 2010. Key dates will include: the national executive and legislative elections in **Iraq** (March), national elections in **Sudan** (April), in **Côte d'Ivoire** (early 2010) and in **Haiti** (November). The UN will continue to solidify peace in Eastern

Congo, and there will be possible peacekeeping missions in **Somalia** and **Guinea**. 2010 should see a growing role for the UN in Iraq and Afghanistan.

- **Peacebuilding:** More attention will be placed on the UN's peacebuilding work in general and results in Sierra Leone and Burundi, in particular. Peacekeeping and peacebuilding should be more effectively linked in public information outputs.

Key dates:

29 May International Day of UN Peacekeepers

- **Sudan/Darfur:** 2010 will be a critical year for Sudan and the Comprehensive Peace Agreement between North and South. The series of elections planned for April 2010 will require a particular communications effort.

Key dates:

5-12 April National executive and legislative elections

- **Afghanistan:** Following the elections and attacks on UN staff in 2009, focus in 2010 could help renew attention on the UN's vital humanitarian and development role in Afghanistan and on the security challenges for humanitarian work.

- **Key dates:**

May-June Further elections are anticipated

21 September The UN in Afghanistan has regularly used the International Day of Peace to urge reconciliation and an end to conflict in Afghanistan.

- **Pakistan:** Communications activities will support the role of the Special Envoy for Assistance to Pakistan, Mr. Jean Ripert, as well as the UN Country Team. In addition, the Bhutto Commission is to conclude its work with a report by the Secretary-General to the Council in early 2010.
- **Middle East:** The UN will renew its engagement and exert leadership on both the humanitarian and peace process levels, including an enhanced UN role in the Quartet.
- **Disarmament:** Following the Security Council summit and the successful conclusion of the CTBT conference in September 2009, disarmament and non-proliferation issues have re-emerged on the global agenda. Communications strategies in 2010 will focus on further energizing the momentum on nuclear disarmament and non-proliferation, in the lead-up to the May 2010 NPT Review Conference, and on other disarmament issues, including small arms and light weapons.

Key dates:

3-28 May Review Conference of the Parties to the NPT (New York)

14-18 June Fourth Biennial Meeting of States on small arms and light weapons (New York)

AFRICA

- The Secretary-General has identified Africa as a priority for 2010, with a focus on development, climate change, the Millennium Development Goals and peace and security. In addition, Africa is the only region to have been singled out for priority treatment by the General Assembly. All of DPI's 2010 communications priorities have Africa-interest angles that should be part of all campaigns. Some important areas will include:

- **Agriculture:** The focus of the international community should remain on supporting the implementation of the priorities of the New Partnership for Africa's Development (NEPAD) and energizing support for Africa's agricultural sector, achieving food security and expanding investment in agriculture.
- **Health:** Greater efforts are being made by African governments, with the support of the United Nations and the international community, in the fight against HIV/AIDS. World AIDS Day in 2010 could be marked in an African capital hit hard by AIDS, honoring the unsung caregivers in the townships and villages, and World Malaria Day in a community that has greatly reduced infections with bed nets.
- **Education:** World Primary Education Day, September 8, presents an opportunity to highlight African countries that have made the most progress towards achieving MDGs, for example, with emphasis on girls' education and gender parity.

Key dates:

25 January - 2 February African Union Summit (Addis Ababa)

7 April Commemoration of the 16th Anniversary of the Rwanda Genocide (New York and worldwide)

25 May Africa Day

18 July Nelson Mandela Day

July African Union Summit (Kampala, Uganda) (possible focus on UN-AU cooperation)

Mid-October General Assembly debate on progress in implementing NEPAD (New York)

STRENGTHENING THE UN SYSTEM

The Secretary-General will continue to articulate and advocate UN principles and values and the essential relevance of multilateralism in addressing global challenges. Staff security, system-wide coherence, modern and efficient administrative reforms and expanding partnerships will also be in focus.