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Proposed programme budget for 2024

Programme planning

Proposed programme budget for 2024

Part VII
Global communications

Section 28
Global communications

Programme 24
Global communications

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* A/78/50.

** In keeping with paragraph 10 of General Assembly resolution 77/267, the part consisting of the programme plan and programme performance information (part II) is submitted through the Committee for Programme and Coordination for the consideration of the Assembly.

*** In keeping with paragraph 10 of General Assembly resolution 77/267, the part consisting of the post and non-post resource requirements (part III) is submitted through the Advisory Committee on Administrative and Budgetary Questions for the consideration of the Assembly.

Please recycle

Foreword

During 2024, the Department of Global Communications will continue to apply the United Nations global communications strategy to inform audiences everywhere, in languages that they understand and on platforms that they use, about what the United Nations is doing to build a better world. The strategy draws on that foundation of awareness to try to inspire people to care and to act in support of the goals and work of the United Nations.

With the strategy serving as a guide, the Department aims to take an audience-focused and data-driven approach that is also systematic and coordinated. By doing so, its communications should be more impactful and enduring, especially when the United Nations is responding to one of the many crises on its agenda.

In a crowded communications landscape that is often polluted by misinformation and disinformation and hate speech, the Department strives to ensure that the United Nations is a source of authoritative, factual, engaging and accessible content. It does so through storytelling that is human-centred and solutions-focused. This is true whether the Organization is addressing climate change or the recovery from the coronavirus disease (COVID-19) pandemic or partnering with Member States and others to achieve the Sustainable Development Goals. Across the pillars of the United Nations agenda, the Department's communications will demonstrate the Organization as being at the centre of multilateralism in action – pursuing a world where everyone can thrive in peace, dignity and equality, on a healthy planet.

(*Signed*) Melissa **Fleming**
Under-Secretary-General for Global Communications

A. Proposed programme plan for 2024 and programme performance in 2022

Overall orientation

Mandates and background

28.1   The Department of Global Communications is responsible for communicating to the world the ideals and work of the United Nations; interacting and partnering with diverse audiences; and building support for the purposes and principles enshrined in the Charter of the United Nations. The mandate derives from the priorities established in relevant General Assembly resolutions and decisions, including resolutions 13 (I), 76/268 on multilingualism, 77/128 A and B on questions relating to information and 77/262 on questions relating to the proposed programme budget for 2023. The world faces grave, complex and evolving challenges. The Department will leverage the power of communications to tell the United Nations story to global audiences in many languages and across multiple platforms in order to mobilize concerted action in support of the United Nations agenda.

Strategy and external factors for 2024

28.2   The overall programme plan for 2024 reflects the Department's strategy to strengthen support for the work and purposes of the United Nations by engaging with audiences and encouraging them to act, through impactful storytelling and a focus on solutions. To fulfil its responsibilities, the Department takes the following core approaches in its work: strategic planning by identifying communications goals and target audiences; maintaining close working relationships with stakeholders, the substantive departments and offices of the Secretariat and entities of the United Nations system and other key partners; enhancing audience reach through multilingualism and the parity of all six official languages in the preparation of news and communications products, including content on United Nations websites and social media accounts, where appropriate; targeted use of the most recent information and communications technologies in traditional, social and digital media to deliver information directly and instantaneously worldwide to key audiences; and using rigorous evaluation tools and processes to measure the impact of campaigns in order to learn and to adjust the Department's work.

28.3   The Department, through its subprogrammes, delivers strategic communications campaigns to engage and inspire target audiences. It works through a global network of United Nations information centres, integrated with United Nations resident coordinator offices, to reach local audiences and provide content for global platforms. It produces accurate, objective and balanced multilingual news and communications products that convey authoritative information and solutions-based stories. It advocates on priority issues with the help of a wide array of partners, including Member States, civil society, academia, the media and, in particular, young people, to expand programmatic impact. The Department contributes to the observance of international days and celebrations established by the General Assembly by raising awareness and promoting those events and in cooperation with the specialized agencies in charge of their implementation, where appropriate.

28.4   The Department also provides information and services to delegates and staff, including through the Dag Hammarskjöld Library, and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.

28.5   The Department continues to put accuracy, timeliness and trustworthiness at the centre of its work. In an age when misinformation and hatred are disseminated to sow bigotry, promote discrimination and undermine civil discourse, United Nations communications, including crisis communications, strive to serve as a source of reliable, fact-based information that advances the work, principles and purposes of the United Nations.

28.6   With regard to cooperation with other entities at the global, regional, national and local levels, the Department will work collaboratively with an array of partners, including civil society, Member States, non-governmental organizations, academia, the media and the private sector. The Department will

apply its strategic and streamlined approach to partnerships to enhance its ability to target and deliver its message to an even wider community, including young people around the world, in a variety of ways.

28.7   The Department will lead and coordinate crisis communications, by working closely with communications colleagues from across the United Nations system to identify crises and emerging reputational risks, strengthen the United Nations response through shared strategies and aligned messaging, and mitigate risk by developing policy, guidance and training on crisis communications.

28.8   With regard to inter-agency coordination and liaison, as the secretariat for the United Nations Communications Group and its various task forces on subject matters the Department will continue to strengthen the coordination of communications, across the United Nations system, including through United Nations communications groups at the country and regional levels, in order to harmonize communications on specific issues for greater impact. Coordination will also be strengthened through the integration of United Nations information centres with resident coordinator offices, in line with the implementation of the United Nations development system reform. The Department's field staff serve as communications officers and advisers to resident coordinators and work under their direct supervision. As part of the integration process, the Information Centres Service will continue its work with the Development Coordination Office to provide strategic communications support to resident coordinators in countries without an information centre presence, to ensure the Department's reach.

28.9   With regard to the external factors, the overall plan for 2024 is based on the following planning assumptions:

(a)   All stakeholders and partners fulfil their responsibilities and obligations under service agreements and partnerships;

(b)   Access by target audiences to programmes, products and services is not limited by communications technology, security or infrastructure conditions.

28.10   The Department integrates a gender perspective in its operational activities, deliverables and results, as appropriate. The strategic communications guidance of the Department mainstreams a gender perspective into the work of the Department as a matter of practice. For example, the Department will promote the balanced presence of women and men, as well as a multidimensional representation and portrayal of women and men, in all its products, campaigns, events and activities. It will offer alternative perspectives, including the representation and participation of women as a key communication focus area, helping to ensure that all media products, campaigns and outreach efforts promote gender equality and women's empowerment.

28.11   In line with the United Nations Disability Inclusion Strategy, the Department will use its network of focal points to help to develop a common and coordinated approach to the implementation of relevant General Assembly mandates and to making United Nations services and activities accessible for persons with disabilities. The focal points will continue to provide communications support to the Strategy, including by setting accessibility standards for United Nations websites.

Impact of the pandemic and lessons learned

28.12   The continuation of the coronavirus disease (COVID-19) pandemic into 2022 had an impact on the implementation of mandates, in particular pandemic-related travel restrictions, which limited the ability to produce video content in some locations. The Department also held some events virtually, including the Reham Al-Farra Memorial Journalists' Fellowship, the Sustainable Development Goals media zone and the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda. Capacity-building activities were also conducted virtually, including the Department's biennial training for United Nations officials system-wide on communicating on sexual exploitation and abuse. While pandemic-related restrictions limited some activities, a number of events that had been postponed during the first period of the pandemic were rescheduled for 2022. The resumption of in-person events and the scheduling of previously postponed events, combined with hybrid and remote events, increased the Department's delivery of services and activities above those that would normally take place.

28.13   In addition, in order to support Member States on issues related to the COVID-19 pandemic, within the overall scope of the objectives, the Department provided the most recent update s on the pandemic and its continuing impact, highlighting the recovery of communities and countries from the crisis that gripped the world for the past few years. The Department continued to promote the "Verified" campaign in combating misinformation related to the pandemic. Fact-based reporting and engaging multimedia content provided audiences with a trusted alternative to the misinformation and disinformation that continued in 2022. The news and multimedia coverage highlighted stories about the world emerging from the pandemic. Coverage ranged from first-person testimonies of people confronting health challenges to struggles in various countries over inequity in vaccine availability and distribution to steps taken to rebuild economies and overcome supply chain bottlenecks.

28.14   The Department continues to mainstream lessons learned and best practices related to the adjustments to and adaptation of the programme owing to the pandemic, including a renewed focus on virtual events and online media. Although the Department has consistently produced hybrid events, social media and other online multimedia before the pandemic, it continues to identify new partnerships and promotional methods to engage global audiences in numbers far larger than its on-site facilities could accommodate for any activity (including guided tours).

Legislative mandates

28.15   The list below provides all mandates entrusted to the programme.

General Assembly resolutions

13 (I)	Organization of the Secretariat
168 (II)	United Nations Day
423 (V)	Human Rights Day
32/40 B	Question of Palestine
35/201	Annual Reham Al-Farra Memorial Journalists' Fellowship Programme
36/67	International Year of Peace and International Day of Peace
54/134	International Day for the Elimination of Violence against Women
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development
57/129	International Day of United Nations Peacekeepers
60/7	Holocaust remembrance
60/225	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence
62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade
64/13	Nelson Mandela International Day
76/68	Follow-up to the Declaration and Programme of Action on a Culture of Peace

76/142	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
76/268	Multilingualism
77/24	Special information programme on the question of Palestine of the Department of Global Communications of the Secretariat
77/87	United Nations Disarmament Information Programme
77/128 A	Questions relating to information: information in the service of humanity
77/128 B	Questions relating to information: United Nations global communications policies and activities
77/148	Dissemination of information on decolonization
77/177	Follow-up to the Fifth United Nations Conference on the Least Developed Countries
77/205	A global call for concrete action for the elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
77/246	Follow-up to the second United Nations Conference on Landlocked Developing Countries
77/262	Questions relating to the proposed programme budget for 2023

Deliverables

28.16   Table 28.1 lists all cross-cutting deliverables of the programme.

Table 28.1
Cross-cutting deliverables for the period 2022–2024, by category and subcategory

Category and subcategory	2022 planned	2022 actual	2023 planned	2024 planned
A. Facilitation of the intergovernmental process and expert bodies				
Substantive services for meetings (number of three-hour meetings)	**3**	**3**	**3**	**3**
Meetings of:				
1. The Advisory Committee on Administrative and Budgetary Questions	1	1	1	1
2. The Committee for Programme and Coordination	1	1	1	1
3. The Fifth Committee	1	1	1	1

Evaluation activities

28.17   The following evaluations completed in 2022 have guided the proposed programme plan for 2024:

(a)   Office of Internal Oversight Services evaluation on the triennial review of the Department (E/AC.51/2022/10);

(b)   The preliminary findings of the Department's evaluations of the global communications strategy and on multilingualism that are expected to be completed in the second quarter of 2023.

28.18   The Office of Internal Oversight Services, in its triennial review, recommended, among others, that the Department invest in high-level, sustained and forward-looking strategic thinking and prioritization. The 2024 plan and priorities reflect a dynamic and responsive approach to managing a fast-changing media and communications landscape to ensure that content is highly relevant and engaging, with greater reach. The Department will utilize existing partnerships and networks and new opportunities to generate new ideas, find new audiences and amplify its messages through these channels. For example, in response to insights on the audience impact of influencers, including their ability to engage a wide range of audiences and encourage them to become agents of change, the Department has included an expansion of its outreach to high-profile influencers in its planned result 3, under subprogramme 3.

28.19   An evaluation of the United Nations Academic Impact initiative is planned for 2024.

Programme of work

Subprogramme 1
Campaigns and country operations services

Objective

28.20   The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

28.21 To contribute to the objective, the subprogramme will:

(a) Deliver communications campaigns related to United Nations priorities, including sustainable development, climate change, peace and security and human rights, directed by the global communications strategy for the United Nations and facilitated through a variety of communications tools, including audience-targeted messaging, issue-focused content and inspiring stories;

(b) Promote strategic communications priorities of the United Nations through its information centres by developing multimedia content that supports targeted and localized messages and communications campaigns;

(c) Provide strategic and crisis communications guidance to resident coordinator offices and United Nations country teams in their relevant regions;

(d) Devise strategic guidance on countering misinformation and disinformation and develop and promote content to counter false narratives and build confidence among global audiences.

28.22 The above-mentioned work is expected to result in:

(a) Increased knowledge and engagement of target audiences around the globe, and further action in support of United Nations priorities;

(b) Global reach of communications campaigns available in the languages and on the platforms used by audiences, thus ensuring greater impact.
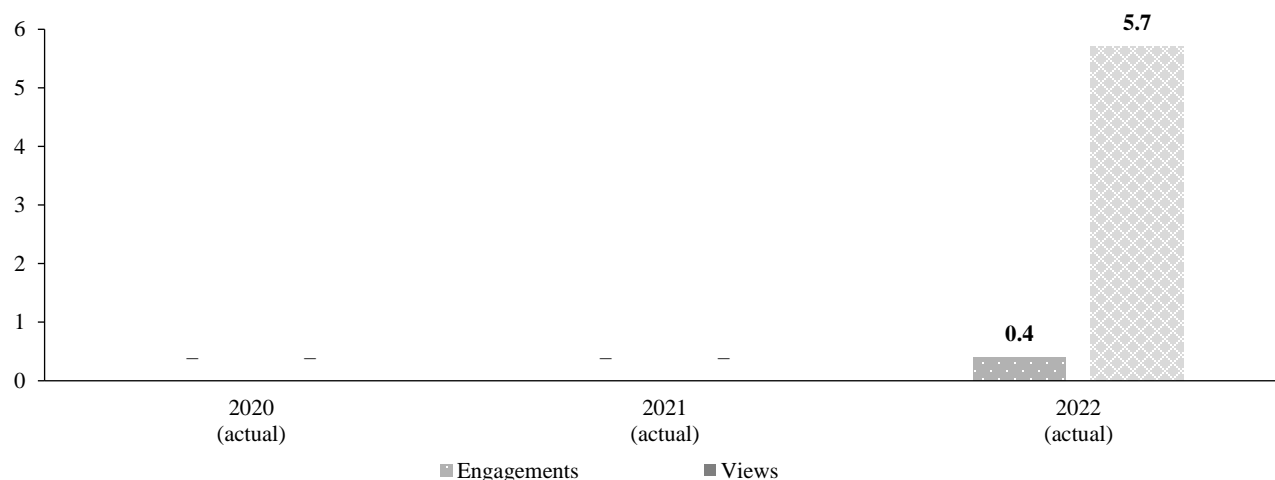
Programme performance in 2022

Timely updates available on United Nations response to armed conflict and crises

28.23 The prevalence of crises and armed conflict situations in 2022 heightened global audience interest in the work of the Organization in this context. In response, the subprogramme used its powerful social media presence, including the United Nations corporate accounts with 64.5 million followers in nine languages, to provide social media users with timely updates on the United Nations response to armed conflict, including on events at Headquarters and the United Nations response on the ground. Social media posts related to the role of multilateralism in the maintenance of international peace and security were among the top-performing posts on social media of any topic in 2022, with users responding to calls for peace and protection of civilians. Examples include the adoption of the General Assembly resolution ES-11/6 at its eleventh emergency special session, which increased engagements and visual assets that stressed that civilians were not a target, and it was among top-performing content and was picked up by mainstream media in their coverage.

28.24 Progress towards the objective is presented in the performance measure below (see figure 28.I).

Figure 28.I
Performance measure: number of engagements with and video views of the General Assembly session on "Uniting for peace"

(Millions)

Planned results for 2024

Result 1: strengthened action on climate change

Programme performance in 2022 and target for 2024

28.25   The subprogramme's work contributed to informed understanding and strengthened engagement of audiences on climate action, including through its ActNow campaign, resulting in 5.5 million individual climate actions logged in 2022 for a cumulative total of 10 million actions logged, which exceeded the planned target of 2 million actions logged.

28.26   Progress towards the objective and the target for 2024 are presented in the performance measure below (see figure 28.II).

Figure 28.II
Performance measure: number of climate actions logged on the website or in the ActNow application (cumulative)

(Millions)
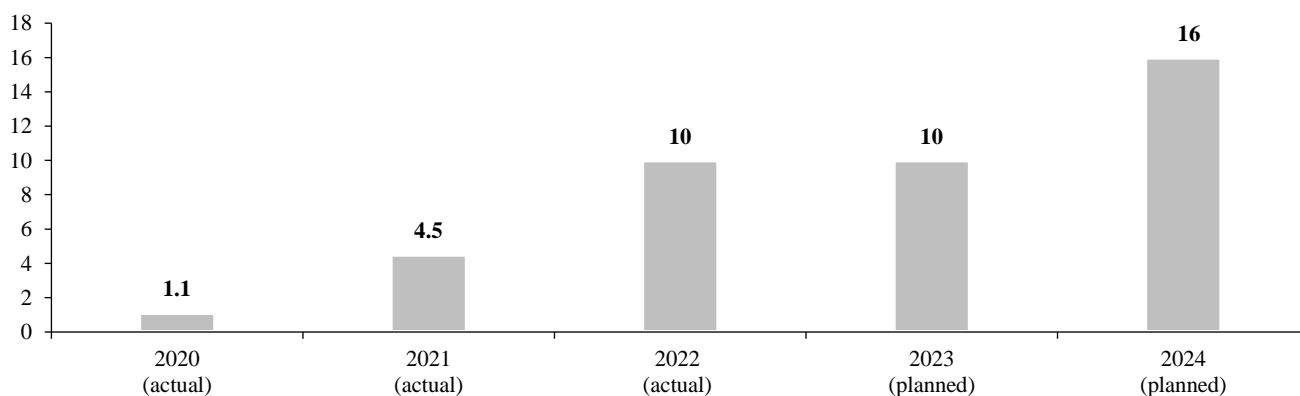
Result 2: increased engagement with global audience on United Nations priority themes

Programme performance in 2022 and target for 2024

28.27   The subprogramme's work contributed to the increased impact and reach of United Nations campaigns on priority themes, with 64.5 million social media followers across platforms, which exceeded the planned target of 61 million social media followers.

28.28   Progress towards the objective and the target for 2024 are presented in the performance measure below (see figure 28.III).

Figure 28.III
Performance measure: number of social media followers across platforms

(Millions)
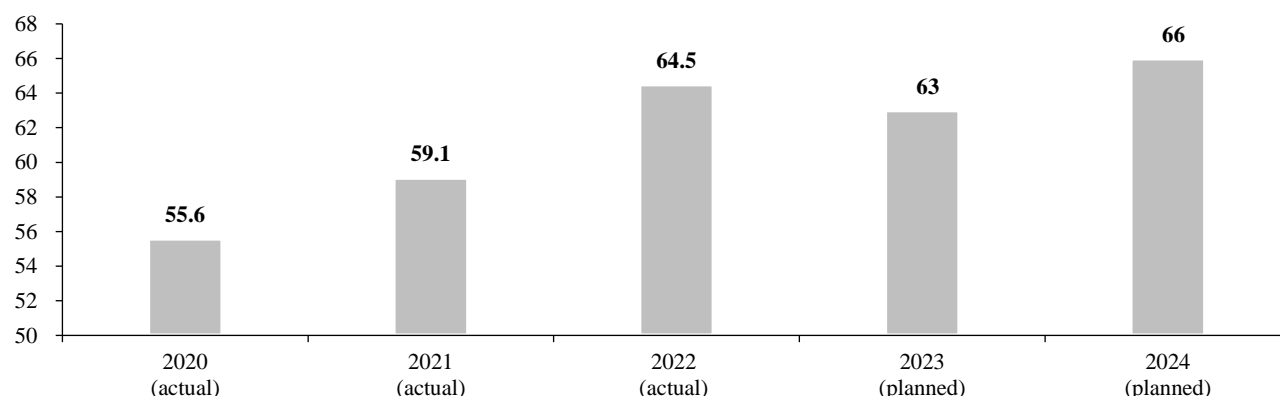
Result 3: increased public engagement with the global peace and security agenda

Proposed programme plan for 2024

28.29   Given that peace and security issues feature prominently on the agenda of the international community, there is heightened audience interest for accurate and timely information on action taken by the United Nations. In response, the subprogramme provides information across several platforms on the work of the United Nations on such issues. In addition, other Secretariat departments also share information on peace and security on their websites, in line with their relevant mandates.

Lessons learned and planned change

28.30   The lesson for the subprogramme was that it needed to develop a website that captured consolidated information on peace and security issues that would be easy to gain access to. Having a central website would increase awareness of and create an understanding of the role of multilateralism in this core area of the Organization's work, including prevention and peacebuilding, peacekeeping, disarmament, counter-terrorism and other related areas.

28.31   In applying the lesson, the subprogramme will, in coordination with the Department of Political and Peacebuilding Affairs and the Department of Peace Operations, establish a new website that consolidates all information on the Organization's work on peace and security, and will strengthen outreach to its global audience on various issues on peace and security. Consultation with partners working on peace and security within the United Nations will help to enlarge an understanding of system-wide work on peace and security. The website will feature communications campaigns aimed at informing and soliciting support for the work of the Organization on peace and security issues and work with partners to promote their issues of interest.

28.32   Expected progress towards the objective is presented in the performance measure below (see figure 28.IV)

Figure 28.IV
Performance measure: views of United Nations website on peace and security issues
(Thousands)
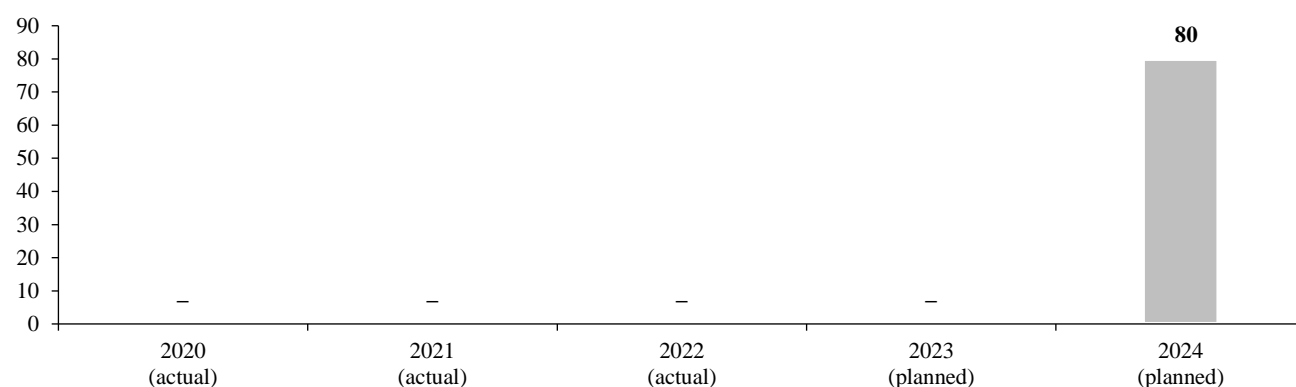
Deliverables

28.33   Table 28.2 lists all deliverables of the subprogramme.

Table 28.2
Subprogramme 1: deliverables for the period 2022–2024, by category and subcategory

Category and subcategory	2022 planned	2022 actual	2023 planned	2024 planned
A. Facilitation of the intergovernmental process and expert bodies				
Parliamentary documentation (number of documents)	**1**	**1**	**1**	**1**
1. Report for the General Assembly on the dissemination of information on decolonization	1	1	1	1
B. Generation and transfer of knowledge				
Seminars, workshops and training events (number of days)	**26**	**25**	**26**	**26**
2. Training programme for Palestinian broadcasters and journalists	24	23	24	24
3. International Media Seminar on Peace in the Middle East	2	2	2	2
D. Communication deliverables				

Outreach programmes, special events and information materials: communications campaigns and strategic outreach events and programmes through the Department's field offices reaching local audiences, including lectures, exhibits and the organiza tion of more than 100 Model United Nations conferences on priority issues or special observances of the United Nations, with specific target audiences (e.g. civil society, young people, academia, Governments and the private sector) and working in some 124 languages.

External and media relations: press conferences, briefings and panel discussions on United Nations priorities, activities, events, publications, reports and outcomes of negotiations or other United Nations activities; media outreach, including medi a interviews and/or placement of opinion articles; strategic partnerships with education institutions, the media, civil society, the private sector, the creative community and other partners; and radio and television programmes.

Digital platforms and multimedia content: flagship and other social media accounts, campaigns and multilingual websites managed by United Nations information centres.

Subprogramme 2
News services

Objective

28.34   The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

28.35   To contribute to the objective, the subprogramme will:

(a)   Provide the timely delivery of accurate, impartial, comprehensive, balanced, coherent and objective news and information;

(b)   Produce customized news and information materials (textual, audiovisual and photographic);

(c)   Provide services to the media and other consumers, including through the use of the newest web-based and mobile distribution platforms, with an overall emphasis on multilingualism from the planning stage.

28.36   The above-mentioned work is expected to result in increased public awareness of and engagement with the United Nations through access to more user-friendly and diversified content and a broader range of options available to audiences, from traditional to social media.

Programme performance in 2022

Increased engagement through podcasts and audio programmes on content related to barriers facing young women and challenges related to hate speech, intolerance and xenophobia

28.37   The evolution of digital communications, changes in media consumption patterns and emerging audience habits have meant a need for new packaging and distribution methods, with audio content in particular growing in popularity.

28.38   In response to this dynamic of rapid change, the subprogramme developed and launched two new podcast series and expanded audio programming. The new podcast series built on the success of other podcast series, namely, "Awake at Night" and "No Denying It", a podcast series on climate change. The first new podcast series, entitled "AmplifyHER", produced in partnership with SoundCloud, included conversations with a number of exciting young emerging stars in the music industry on the challenges that women musicians face in their careers and on how they have overcome such barriers. The second, "UNiting against Hate", explores the challenges involved in addressing hate speech, intolerance and xenophobia.

28.39   Progress towards the objective is presented in the performance measure below (see figure 28.V).

Figure 28.V
Performance measure: number of audio interactions on podcasts and audio programmes[a]
(Millions)
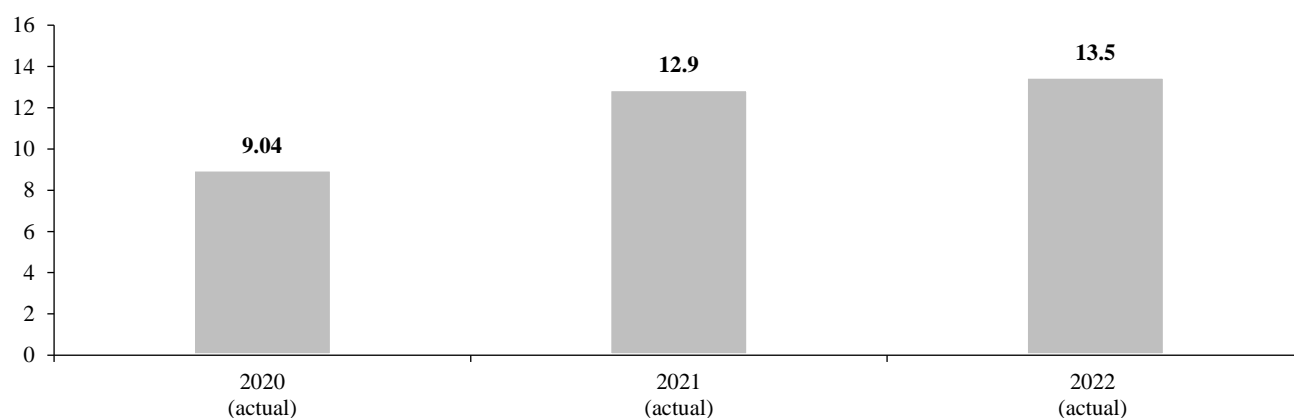
[a] Measured by downloads, plays, shares and listens, as well as feeds to external platforms.

Planned results for 2024

Result 1: increased focus on climate change

Programme performance in 2022 and target for 2024

28.40   The subprogramme's work contributed to growth in overall measured audience impact in relation to climate action, with the United Nations News platform achieving 5.2 million page views in 2022, which was equivalent to 8.5 per cent of the total page views of United Nations News in 2022, which did not meet the planned target of a 25 per cent increase in users of news related to climate action. The target was not met because the content-tagging technology required to measure audience by thematic content was implemented only midway through 2021, and therefore measurable targets were possible only after 2021. However, overall visitors to climate content were seen to have increased on the basis of a range of metrics, along with a growth in audience for climate content as a share of overall page views in United Nations News.

28.41   Progress towards the objective and the target for 2024 are presented in the performance measure below (see table 28.3).

Table 28.3
Performance measure

| 2020 (actual)	2021 (actual)	2022 (actual)	2023 (planned)	2024 (planned)
Access to breaking news related to climate change, including feature stories, explainers and advocacy-oriented content in response to audience interest	Dedicated multimedia content on climate change increasingly viewed, with a tagging system used to collect baseline metrics to measure engagement by thematic issue	5.2 million page views to content published on United Nations News related to climate action, equating to 8.5 per cent of total page views	30 per cent increase in traffic related to news products and platforms on climate action	10 per cent of total page views on climate action on United Nations News platforms

Result 2: increased access to United Nations News

Programme performance in 2022 and target for 2024

28.42   The subprogramme's work contributed to increased access to the redesigned United Nations News website, with 34.4 million users, which exceeded the planned target of 33 million users.

28.43   Progress towards the objective and the target for 2024 are presented in the performance measure below (see figure 28.VI).

Figure 28.VI
Performance measure: increased access to the redesigned United Nations News website (annual)
(Millions of users)

	2020 (actual)	2021 (actual)	2022 (actual)	2023 (planned)	2024 (planned)
	–	31.9	34.4	34	35
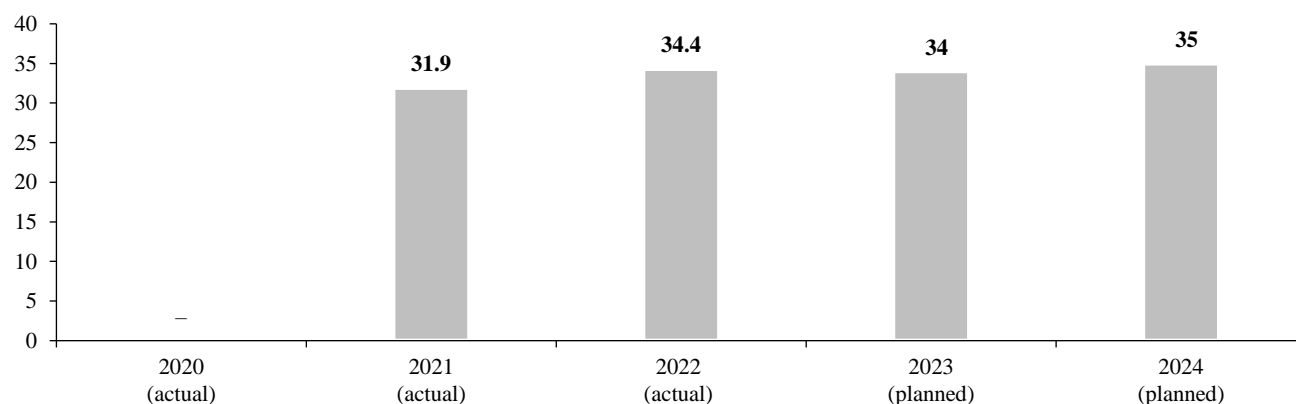
Result 3: increased global audience for the United Nations Web TV platform in the six official languages

Proposed programme plan for 2024

28.44   The subprogramme, through the United Nations Web TV platform (webtv.un.org), has been bringing United Nations meetings held in New York (since 2001), Geneva (since 2006) and The Hague (since 2012) live to audiences around the world through live and on-demand video streaming. The platform has proved to be an effective means of reaching global audiences.

Lessons learned and planned change

28.45   The lesson for the subprogramme was that, by making live and on-demand webcasting available on multiple platforms and languages, it could reach larger and broader audiences around the world. United Nations Web TV also enables content from other United Nations duty stations and entities to be easily available to global audiences, which serves as a one-stop United Nations portal.

28.46   In applying the lesson, the subprogramme will launch versions of the United Nations Web TV platform in all other official United Nations languages. The new language versions of the platform will offer live and on-demand streaming of video content, with searchable metadata in each of the official United Nations languages. The subprogramme will also expand the deliberations available on United Nations Web TV to include meetings at other United Nations Headquarters duty stations and meetings of United Nations system entities joining the United Nations Web TV platform.

28.47   Expected progress towards the objective is presented in the performance measure below (see figure 28.VII)

Figure 28.VII
Performance measure: watch time on United Nations Web TV platform
(Millions of minutes)

Year	Value
2020 (actual)	–
2021 (actual)	58
2022 (actual)	72
2023 (planned)	78
2024 (planned)	83
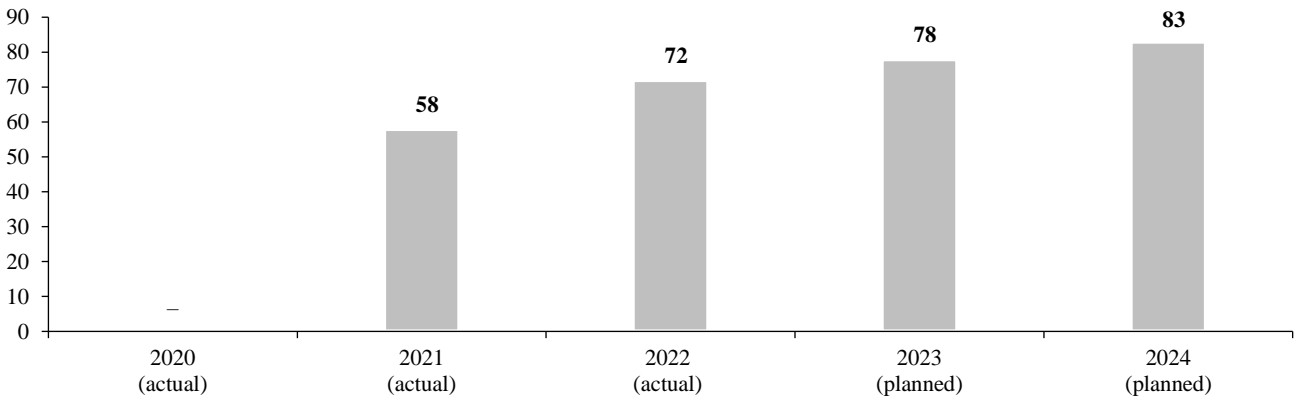
Deliverables

28.48   Table 28.4 lists all deliverables of the subprogramme.

Table 28.4
Subprogramme 2: deliverables for the period 2022–2024, by category and subcategory

Category and subcategory

D. Communication deliverables

External and media relations: accreditation of and services to 1,100 members of the media, covering United Nations meetings and issuing press releases in all six official languages; coverage of intergovernmental meetings; online publication and distribution of speeches and statements of the Secretary-General and the Deputy Secretary-General and transcripts of press encounters of the Secretary-General; and photo coverage of meetings of key intergovernmental bodies and activities of the Secretary-General, the Deputy Secretary-General and the President of the General Assembly.

Digital platforms and multimedia content: daily multimedia content – audio, video and text – in the six official languages and three non-official languages (Hindi, Kiswahili and Portuguese) disseminated through multiple platforms and channels, including online and on social media, and through partnerships with external media organizations; the core United Nations website (including the home page), 214 United Nations observances and major global campaigns in the six official languages; assistance to United Nations entities in the multilingual aspects of their websites (47 websites); live television coverage, including live streams, and the posting of on-demand webcasts of intergovernmental meetings and other newsworthy events taking place at Headquarters, including the Sustainable Development Goals Studio; and provision of audiovisual library services to delegates, media outlets and others.

Subprogramme 3
Outreach and knowledge services

Objective

28.49   The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

28.50   To contribute to the objective, the subprogramme will:

(a)   Engage in advocacy with a broad and international range of academic institutions, students and educators, the creative community and civil society;

(b)   Organize briefing programmes, special events, guided tours and interactive workshops, and engage with organizers of Model United Nations conferences;

(c)   Organize outreach and education programmes on the Holocaust and the transatlantic slave trade and create publications, research guides and exhibits on the same priorities, with a special focus on young people;

(d)   Develop communications materials, visual identities and branding in support of United Nations priorities;

(e)   Develop and maintain strategic partnerships with the entertainment, advertising and publishing industries, major sports and international events and institutions of higher education and research, targeting young people in particular;

(f)   Work with partners to develop multilingual and effective educational resources and programmes, campaigns, projects and events to inspire and encourage action for the 2030 Agenda for Sustainable Development;

(g)   Facilitate knowledge-sharing and the preservation of United Nations information resources for internal and external audiences.

28.51   The above-mentioned work is expected to result in:

(a)   A better understanding of the principles and purposes of the United Nations and the mobilization of young people and student participation in local, regional or national political, non-governmental and intergovernmental processes;

(b)   Increased mobilization of youth and student activity to advance the achievement of the Sustainable Development Goals and foster a new generation of leaders committed to the principles and values of the United Nations;

(c)   Increased access to United Nations documentation and information by Member States, United Nations staff around the world, research institutions, young people, schools and the general public for improved engagement, awareness and decision-making.

Programme performance in 2022

International Day of Peace reinforced the relevance of building peace and ending racism

28.52   The subprogramme organized an annual event to mark the International Day of Peace youth observance on 16 September for more than 500 students, under the theme of "End racism. build peace". The event offered young people an opportunity to present projects that illustrated the action that they had taken to combat racism and thereby foster peace. The subprogramme partnered with a performance art company and created a video for the specific day, which boosted the live and on-demand views for the event and the visibility for International Day of Peace across all digital platforms.

28.53   Progress towards the objective is presented in the performance measure below (see figure 28.VIII).

Figure 28.VIII
Performance measure: live and on-demand views for the International Day of Peace

(Thousands)
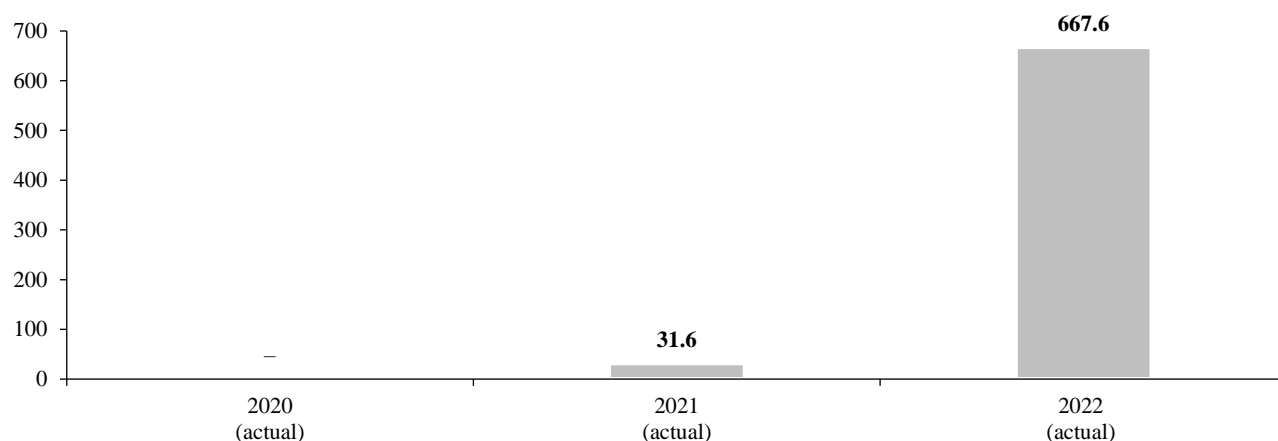
Planned results for 2024

Result 1: increased access to United Nations knowledge and parliamentary documentation

Programme performance in 2022 and target for 2024

28.54   The subprogramme's work contributed to the provision of immediate and diverse formats of United Nations parliamentary documents and publications to members of permanent missions, researchers and citizens worldwide, resulting in 4.5 million unique downloads of United Nations content on its platforms, which exceeded the planned target of 3.2 million unique downloads.

28.55   Progress towards the objective and the target for 2024 are presented in the performance measure below (see figure 28.IX).

Figure 28.IX
Performance measure: number of unique downloads of United Nations content on subprogramme platforms (cumulative)

(Millions)
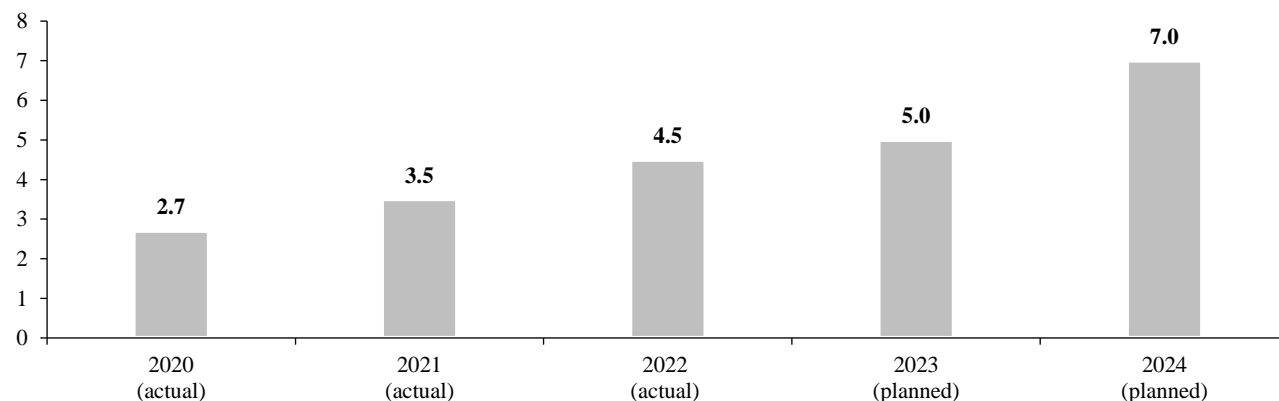
Result 2: increased engagement and action for the Sustainable Development Goals through the global football community

Proposed programme plan for 2023

28.56   The subprogramme's work contributed to engaging 100 football entities, including 13 federations, 9 football clubs and a mix of national leagues, players associations, foundations, non-governmental organizations and private sector organizations, as official members of the United Nations "Football for the Goals" initiative, which exceeded the planned target of 7 football federations and football clubs.

28.57   Progress towards the objective and the target for 2024 are presented in the performance measure below (see figure 28.X).

Figure 28.X
Performance measure: number of partner entities engaged in the United Nations "Football for the Goals" initiative (cumulative)
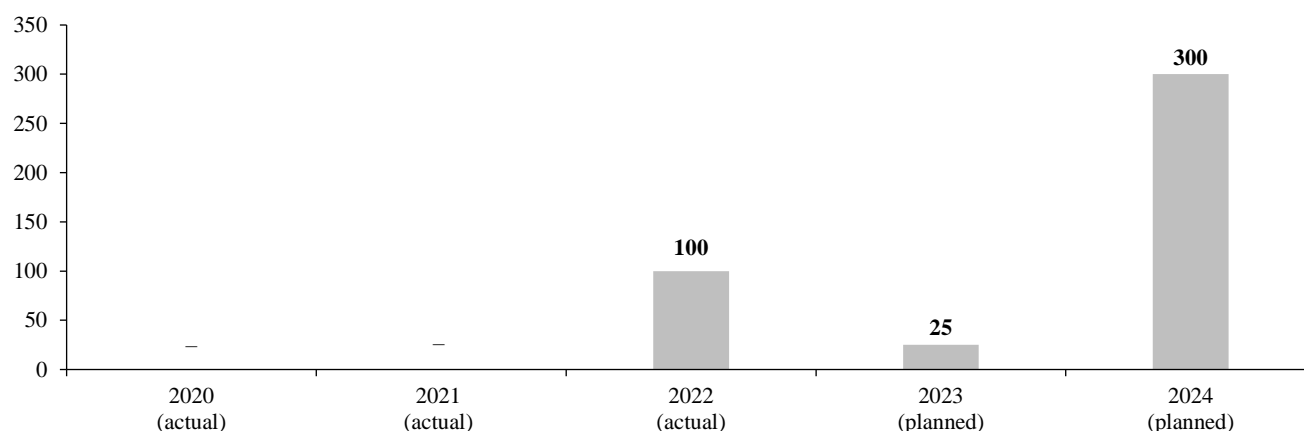
Result 3: increased engagement by macro influencers regarding the Sustainable Development Goals

Proposed programme plan for 2024

28.58   To accelerate the achievement of the Sustainable Development Goals and to better respond to humanity's pressing challenges, including climate change, armed conflict and the dangerous spread of misinformation and disinformation, the United Nations will work to ensure that diverse groups of stakeholders, including general global audiences, are aware of these issues, including emerging challenges. To that end, the subprogramme has been working at driving engagement from influencers who have been selected by the United Nations and who have a significant social media presence in order to amplify and advocate United Nations priority issues to their considerable and often untapped audiences.

Lessons learned and planned change

28.59   The lesson for the subprogramme, on the basis of previous engagements with macro influencers, was that consistent engagement with and outreach to such advocates was essential to success. In applying the lesson, the subprogramme will build on and enhance existing relationships with celebrity advocates already connected to the United Nations system, including designated United Nations Messengers of Peace and Goodwill Ambassadors, to identify milestone moments and opportunities, such as major climate conferences, and key Secretary-General speeches and international days. The influencers will amplify United Nations priorities and messages through their social media platforms and will provide support to such influencers through the drafting of suggested posts and the creation of relevant graphic social media assets. Such advocacy will reach new and geographically diverse

audiences and highlight ways in which the general public can become agents of change. Additional supporters and collaborators will also be identified to advocate by highlighting United Nations messaging and key United Nations campaigns and initiatives.

28.60   Expected progress towards the objective is presented in the performance measure below (see figure 28.XI).

Figure 28.XI
Performance measure: number of macro influencers engaged and combined number of followers

- Number of followers (millions)   Number of macro influencers
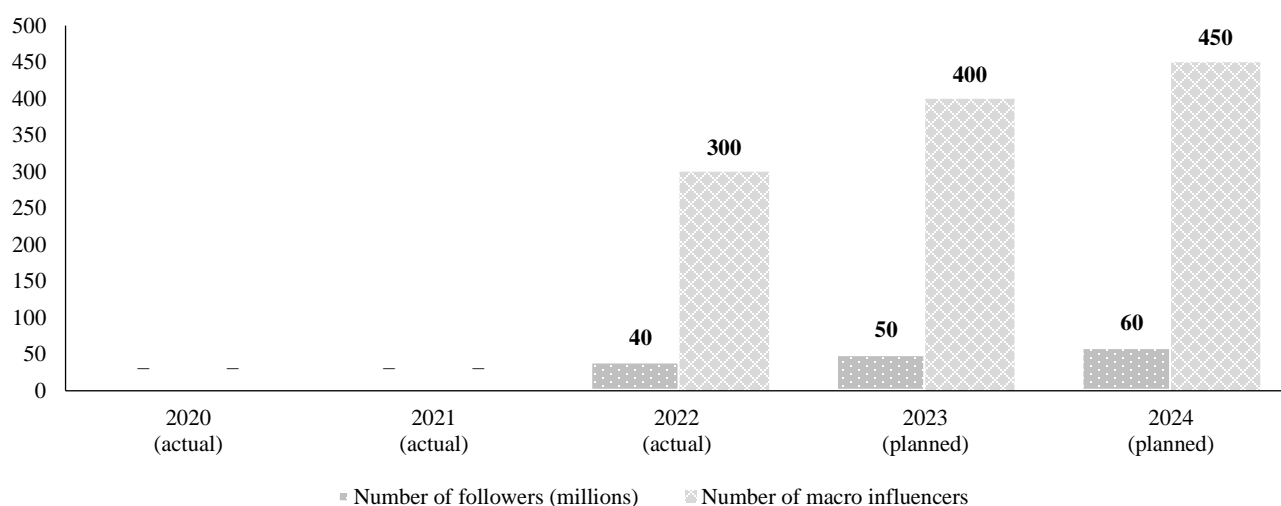
Deliverables

28.61   Table 28.5 lists all deliverables of the subprogramme.

Table 28.5
Subprogramme 3: deliverables for the period 2022–2024, by category and subcategory

Category and subcategory	2022 planned	2022 actual	2023 planned	2024 planned
A. Facilitation of the intergovernmental process and expert bodies				
Parliamentary documentation (number of documents)	**4**	**4**	**4**	**4**
1. Reports for the General Assembly on questions of information and on the activities of the Department: strategic communications services, news services and outreach and knowledge services	4	4	4	4
Substantive services for meetings (number of three-hour meetings)	**20**	**20**	**20**	**20**
2. Meetings of the Committee on Information	20	20	20	20
B. Generation and transfer of knowledge				
Seminars, workshops and training events (number of days)	**276**	**340**	**361**	**370**
3. Workshops on intergovernmental engagements for non-governmental organizations and orientation programme for newly associated non-governmental organizations	30	30	40	40
4. Training event on Dag Hammarskjöld Library services and training courses for iSeek content creators, editors and focal points	225	279	300	300
5. Training event on journalism as part of Reham Al-Farra Memorial Journalists' Fellowship Programme	21	31	21	30

Category and subcategory	2022 planned	2022 actual	2023 planned	2024 planned

C. Substantive deliverables

Consultation, advice and advocacy: guidance and expert advice to the Model United Nations; and conferences on subjects such as slavery and the transatlantic slave trade and Holocaust remembrance.

D. Communication deliverables

Outreach programmes, special events and information materials: partnerships with civil society, academic institutions and other entities; educational and promotional materials, including events and lectures on United Nations activities, such as *UN Chronicle* and *Basic Facts about the United Nations*; responses to public enquiries; exhibits at United Nations Headquarters and online; multilingual guided tours to more than half a million visitors in more than one dozen languages; outreach programme with prominent personalities, including Messengers of Peace and other celebrities, as advocates; special events and observances of selected commemorative days and years; Creative Community Outreach Initiative to feature the United Nations or a United Nations issue in a film, television or theatre product; graphic design products in support of branding, communication campaigns and information materials; and student events.

External and media relations: press conferences and press releases to announce new outreach partnerships and special events; and exhibit openings.

Digital platforms and multimedia content: iSeek (including articles), the primary internal communications platform of the Secretariat for all users across the world in English and French; DeleGATE; United Nations Development Business; web and social media presence United Nations System Electronic Information Acquisition Consortium and the United Nations Depository Library Programme.

Library services: a secure digital United Nations central repository (United Nations Digital Library) in the six official languages; online library products for the Library's global public, loan and related services and the provision of direct and targeted research to representatives of Member States; management of the United Nations System Electronic Information Acquisition Consortium and the United Nations Depository Library Programme; and curation of diverse library content.

B. Proposed post and non-post resource requirements for 2024

Overview

28.62 The proposed regular budget resources for 2024, including the breakdown of resource changes, as applicable, are reflected in tables 28.6 to 28.8.

Table 28.6
Overall: evolution of financial resources by object of expenditure
(Thousands of United States dollars)

| Object of expenditure | 2022 expenditure | 2023 appropriation | Changes | | | | | 2024 estimate (before recosting) |
			Technical adjustments	New/ expanded mandates	Other	Total	Percentage	
Posts	80 867.2	81 624.8	250.2	4 801.1	(8.7)	5 042.6	6.2	86 667.4
Other staff costs	4 033.6	4 323.6	(18.1)	1 784.6	181.2	1 947.7	45.0	6 271.3
Hospitality	6.0	27.3	–	–	–	–	–	27.3
Consultants	80.1	–	–	–	–	–	–	–
Travel of representatives	10.5	–	–	–	–	–	–	–
Travel of staff	873.8	280.9	–	–	–	–	–	280.9
Contractual services	5 691.8	7 827.3	(32.4)	277.3	34.6	279.5	3.6	8 106.8
General operating expenses	5 155.9	5 607.4	–	–	(4.4)	(4.4)	(0.1)	5 603.0
Supplies and materials	182.0	548.1	–	10.8	–	10.8	2.0	558.9
Furniture and equipment	1 117.5	682.7	–	64.8	4.4	69.2	10.1	751.9
Improvement of premises	8.4	–	–	–	–	–	–	–
Grants and contributions	149.4	884.9	–	–	(181.2)	(181.2)	(20.5)	703.7
Total	**98 176.2**	**101 807.0**	**199.7**	**6 938.6**	**25.9**	**7 164.2**	**7.0**	**108 971.2**

Table 28.7
Overall: proposed posts and post changes for 2024
(Number of posts)

	Number	Details
Approved for 2023	686	1 USG, 3 D-2, 18 D-1, 34 P-5, 71 P-4, 105 P-3, 57 P-2/1, 7 GS (PL), 197 GS (OL), 143 LL, 50 NPO
Redeployment (geographical)	–	1 P-3 under subprogramme 1
Reassignment	–	2 GS (OL) under subprogramme 1
Establishment	54	1 P-5, 8 P-4, 28 P-3 and 17 GS (OL) under subprogramme 2
Proposed for 2024	740	1 USG, 3 D-2, 18 D-1, 35 P-5, 79 P-4, 133 P-3, 57 P-2/1, 7 GS (PL), 214 GS (OL), 143 LL, 50 NPO

Note: The following abbreviations are used in tables and figures: GS (OL), General Service (Other level); GS (PL), General Service (Principal Level); LL, Local level; NPO, National Professional Officer; USG, Under-Secretary-General.

Table 28.8
Overall: proposed posts by category and grade
(Number of posts)

| | | Changes | | | | |
Category and grade	2023 approved	Technical adjustments	New/expanded mandates	Other	Total	2024 proposed
Professional and higher						
USG	1	–	–	–	–	1
D-2	3	–	–	–	–	3
D-1	18	–	–	–	–	18
P-5	34	–	1	–	1	35
P-4	71	–	8	–	8	79
P-3	105	–	28	–	28	133
P-2/1	57	–	–	–	–	57
Subtotal	**289**	**–**	**37**	**–**	**37**	**326**
General Service and related						
GS (PL)	7	–	–	–	–	7
GS (OL)	197	–	17	–	17	214
LL	143	–	–	–	–	143
NPO	50	–	–	–	–	50
Subtotal	**397**	**–**	**17**	**–**	**17**	**414**
Total	**686**	**–**	**54**	**–**	**54**	**740**

28.63   Additional details on the distribution of the proposed resources for 2024 are reflected in tables 28.9 to 28.11 and figure 28.XII.

28.64   As reflected in tables 28.9 (1) and 28.10 (1), the overall resources proposed for 2024 amount to $108,971,200 before recosting, reflecting a net increase of $7,164,200 (or 7.0 per cent) compared with the appropriation for 2023. Resource changes result from technical adjustments, new and expanded mandates, and other changes. The proposed level of resources provides for the full, efficient and effective implementation of mandates.

Table 28.9
Overall: evolution of financial resources by source of funding, component and subprogramme
(Thousands of United States dollars)

(1)   *Regular budget*

Component/subprogramme	*2022 expenditure*	*2023 appropriation*	*Changes*					*2024 estimate (before recosting)*
			Technical adjustments	*New/ expanded mandates*	*Other*	*Total*	*Percentage*	
A. Executive direction and management	2 219.2	2 563.3	–	–	–	–	–	2 563.3
B. Programme of work								
1. Campaigns and country operations services	40 415.1	40 030.8	46.9	104.8	(8.7)	143.0	0.4	40 173.8
2. News services	32 256.0	34 637.4	21.6	6 609.1	34.6	6 665.3	19.2	41 302.7
3. Outreach and knowledge services	19 649.1	20 722.7	131.2	–	–	131.2	0.6	20 853.9
Subtotal, B	**92 320.2**	**95 390.9**	**199.7**	**6 713.9**	**25.9**	**6 939.5**	**7.3**	**102 330.4**
C. Programme support	3 636.8	3 852.8	–	224.7	–	224.7	5.8	4 077.5
Subtotal, 1	**98 176.2**	**101 807.0**	**199.7**	**6 938.6**	**25.9**	**7 164.2**	**7.0**	**108 971.2**

(2)   *Other assessed*

Component/subprogramme	*2022 expenditure*	*2023 estimate*	*Change*	*Percentage*	*2024 estimate*
A. Executive direction and management	–	–	–	–	–
B. Programme of work					
1. Campaigns and country operations services	357.3	529.7	30.9	5.8	560.6
2. News services	208.1	327.4	10.0	3.1	337.4
3. Outreach and knowledge services	–	–	–	–	–
Subtotal, B	**565.4**	**857.1**	**40.9**	**4.8**	**898.0**
C. Programme support	–	–	–	–	–
Subtotal, 2	**565.4**	**857.1**	**40.9**	**4.8**	**898.0**

(3)   *Extrabudgetary*

Component/subprogramme	*2022 expenditure*	*2023 estimate*	*Change*	*Percentage*	*2024 estimate*
A. Executive direction and management	–	–	–	–	–
B. Programme of work					
1. Campaigns and country operations services	1 491.0	1 015.4	–	–	1 015.4

Component/subprogramme	2022 expenditure	2023 estimate		Change	Percentage	2024 estimate
2. News services	1 797.6	2 909.8		152.3	5.2	3 062.1
3. Outreach and knowledge services	7 721.6	7 547.2		(2 423.1)	(32.1)	5 124.1
Subtotal, B	**11 010.2**	**11 472.4**		**(2 270.8)**	**(19.8)**	**9 201.6**
C. Programme support	760.1	846.3		–	–	846.3
Subtotal, 3	**11 770.3**	**12 318.7**		**(2 270.8)**	**(18.4)**	**10 047.9**
Total	**110 511.9**	**114 982.8**		**4 934.3**	**4.3**	**119 917.1**

Table 28.10
Overall: proposed posts for 2024 by source of funding, component and subprogramme
(Number of posts)

(1)　*Regular budget*

			Changes				
Component/subprogramme	2023 approved	Technical adjustments	New/expanded mandates	Other	Total	2024 proposed
A. Executive direction and management	16	–	–	–	–	16
B. Programme of work						
1. Campaigns and country operations services	333	–	–	–	–	333
2. News services	181	–	54	–	54	235
3. Outreach and knowledge services	134	–	–	–	–	134
Subtotal, B	**648**	**–**	**54**	**–**	**54**	**702**
C. Programme support	22	–	–	–	–	22
Subtotal, 1	**686**	**–**	**54**	**–**	**–**	**740**

(2)　*Other assessed*

Component/subprogramme	2023 estimate			Change	2024 estimate
A. Executive direction and management	–			–	–
B. Programme of work					
1. Campaigns and country operations services	2			–	2
2. News services	2			–	2
3. Outreach and knowledge services	–			–	–
Subtotal, B	**4**			**–**	**4**
C. Programme support	–			–	–
Subtotal, 2	**4**			**–**	**4**

(3) *Extrabudgetary*

Component/subprogramme	2023 estimate	Change	2024 estimate
A. Executive direction and management	–	–	–
B. Programme of work			
1. Campaigns and country operations services	–	–	–
2. News services	–	–	–
3. Outreach and knowledge services	10	–	10
Subtotal, B	**10**	**–**	**10**
C. Programme support	–	–	–
Subtotal, 3	**10**	**–**	**10**
Total	**700**	**54**	**754**

Table 28.11
Overall: evolution of financial and post resources
(Thousands of United States dollars/number of posts)

	2022 expenditure	2023 appropriation	Technical adjustments	New/ expanded mandates	Other	Total	Percentage	2024 estimate (before recosting)
				Changes				
Financial resources by main category of expenditure								
Post	80 867.2	81 624.8	250.2	4 801.1	(8.7)	5 042.6	6.2	86 667.4
Non-post	17 309.0	20 182.2	(50.5)	2 137.5	34.6	2 121.6	10.5	22 303.8
Total	**98 176.2**	**101 807.0**	**199.7**	**6 938.6**	**25.9**	**7 164.2**	**7.0**	**108 971.2**
Post resources by category								
Professional and higher		289	–	37	–	37	12.8	326
General Service and related		397	–	17	–	17	4.3	414
Total		**686**	**–**	**54**	**–**	**54**	**7.9**	**740**

Figure 28.XII
Distribution of proposed resources for 2024 (before recosting)

(Number of posts/thousands of United States dollars)
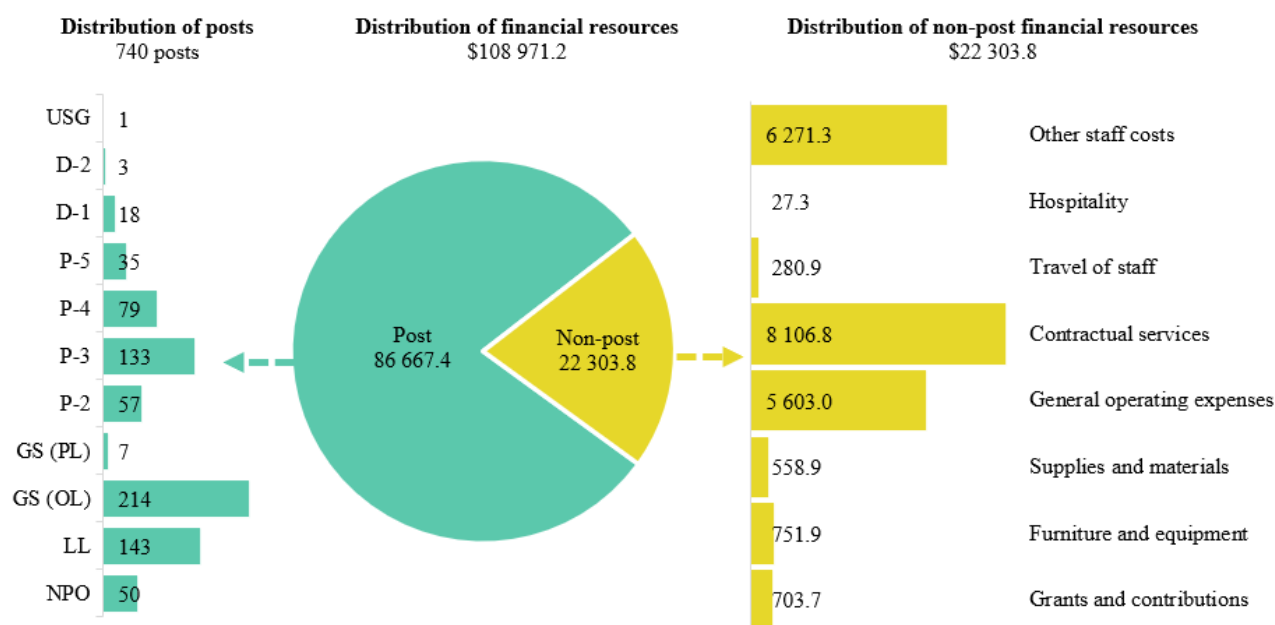
Explanation of variances by factor, component and subprogramme

Overall resource changes

Technical adjustments

28.65 As reflected in table 28.9 (1), resource changes reflect a net increase of $199,700, as follows:

(a) **Subprogramme 1, Campaigns and country operations services** (net increase of $46,900). The net increase relates to the provision at continuing vacancy rates for one post of Public Information Assistant (General Service (Other level)) established in 2023 pursuant to General Assembly resolution 77/263, which was subject to a 50 per cent vacancy rate in accordance with the established practice for newly established posts ($53,400), offset in part by the removal of non-recurrent provisions under other staff costs to support the implementation of resolutions and decisions adopted by the Human Rights Council ($6,500);

(b) **Subprogramme 2, News services** (net increase of $21,600). The net increase relates to the provision at continuing vacancy rates for the reassignment of one post of Associate Information Management Officer (P-2) ($65,600) and the establishment of one general temporary assistance position of Public Information Assistant (General Service (Other level)) ($35,800) in 2023 pursuant to General Assembly resolution 77/262, which were subject to a 50 per cent vacancy rate in accordance with the established practice for reassigned and newly established posts and positions, offset in part by the removal of non-recurrent provisions under other staff costs and contractual services to support the implementation of new and expanded mandates from the Assembly for webcasting and public information services, as well as resolutions and decisions adopted by the Human Rights Council ($79,800);

(c) **Subprogramme 3, Outreach and knowledge services** (increase of $131,200). The increase relates to the provision at continuing vacancy rates for one post of Associate Information System Officer (P-2) and one post of Associate Information Management Officer (P-2)

reassigned in 2023 pursuant to General Assembly resolution 77/262, which were subject to a 50 per cent vacancy rate in accordance with the established practice for reassigned posts.

New and expanded mandates

28.66   As reflected in table 28.9 (1) , resource changes reflect an increase of $6,938,600, as follows:

(a)   **Subprogramme 1, Campaigns and country operations services** (increase of $104,800). The increase relates to additional requirements in support of the human rights treaty bodies system in accordance with General Assembly resolution 68/268 to service an additional five weeks of meetings annually. This will entail extra technical and language capacity. The additional requirements include provisions under: (i) other staff costs for two posts of Press Officer (P-2) and two posts of Editor (P-3) (one for English and one for French) ($42,000); and (ii) contractual services for four additional webcast assistants in English, French, Spanish and Arabic engaged as individual contractors, as well as for webcasting services ($62,800);

(b)   **Subprogramme 2, News services** (increase of $6,609,100). The increase relates to:

(i)   Additional requirements of $6,540,300, which would support the mandate contained in General Assembly resolution 77/262, in which the Assembly recalled paragraph 57 of the report of the Advisory Committee on Administrative and Budgetary Questions (A/77/7) and reiterated the paramount importance of the equality of the six official languages of the United Nations, and requested the Secretary-General to take additional measures to improve multilingualism and the equal and adequate treatment of all six official languages, and to report thereon in the next programme budget submission. The Advisory Committee, in paragraph 57 of its report, noted that, despite repeated requests of the Assembly, the Department of Global Communications had not proposed measures to increase the availability of press releases in official languages other than English and French. The increase would provide for the production of press releases and coverage of meetings in the six official languages, and the proposed establishment of language teams in Arabic, Chinese, Russian and Spanish (which mirror the existing English and French teams) for the preparation and dissemination of public information products. The additional requirements include an increase under the following objects of expenditure:

a.   Posts: an increase of $4,801,100 for the proposed establishment of 54 posts (1 Chief of Section, Meetings Coverage (P-5), 8 Editor (P-4) (2 per language team), 28 Press Officer (P-3), 8 Editorial Assistant (General Service (Other level)), 8 Public Information Assistant (General Service (Other level)) and 1 Administrative Assistant (General Service (Other level)) (see annex III to the present report);

b.   Other staff costs: an increase of $1,739,200 related to the provisions for general temporary assistance for two and half months of 14 Press Officers (P-3) and 6 Proofreaders (General Service (Other level)) per language, which would provide additional coverage of meetings during peak workload periods, mainly during the main session of the General Assembly when the six Main Committees of the Assembly are in session;

(ii)   Additional requirements of $68,800 under other staff costs ($3,400) and contractual services ($65,400) relate to coverage of meetings and webcasting services to support the implementation of the General Assembly resolutions on: (a) further practical measures for the prevention of an arms race in outer space (resolution 77/250); (b) crimes against humanity (resolution 77/249); (c) follow-up to the second United Nations Conference on Landlocked Developing Countries (resolution 77/246); (d) the illicit trade in small arms and light weapons in all its aspects (resolution 76/232); (e) developments in the field of information and telecommunications in the context of international security (resolution 75/240); and (f) modalities for the Summit of the Future (resolution 76/307);

(c) **Programme support** (increase of $224,700). The additional requirements relate to non-post provisions associated with the proposed establishment of 54 posts (see para. 28.66 (b) (i) a above), including under: (i) contractual services for information technology services ($86,400); (ii) supplies and materials ($10,800); and (iii) furniture and equipment for the acquisition of office automation equipment ($64,800). Furthermore, additional requirements under contractual services would be required for the general temporary assistance positions (see para. 28.66 (b) (i) b above) for information technology services ($62,700).

Other changes

28.67 As reflected in table 28.9 (1), the net effect of the proposed changes is an increase of $25,900. The breakdown of changes is as follows:

(a) **Subprogramme 1, Campaigns and country operations services**. The decrease under posts ($8,700) reflects the proposed geographical redeployment of one Public Information Officer (P-3) from New York to Geneva (see annex III);

(b) **Subprogramme 2, News services**. The increase under contractual services ($34,600) relates to the provision for webcasting services that are anticipated to be proposed in the context of future statements of programme budget implications, on the basis of historical trends.

Other assessed and extrabudgetary resources

28.68 As reflected in tables 28.9 (2) and 28.10 (2), other assessed resources amount to $898,000. The resources would complement regular budget resources and would support public information activities in peacekeeping missions.

28.69 As reflected in tables 28.9 (3) and 28.10 (3), the Department expects to continue to receive both cash and in-kind contributions. In 2024, extrabudgetary resources amount to $10,047,900. The resources would complement regular budget resources and would be used mainly to carry out the Department's capacity development work, support specific communications campaigns at Headquarters and in the field, support multimedia and operational activities in Hindi, provide webcast and website support activities, and conduct activities in support of the United Nations Development Business, United Nations Academic Impact and United Nations System Electronic Information Acquisition Consortium programmes. Anticipated in-kind contributions would provide primarily for rent-free premises for United Nations information centre offices, with an estimated value of $1,500,000.

28.70 The extrabudgetary resources under the present section are subject to the oversight of the Department, which has delegated authority from the Secretary-General.

Executive direction and management

28.71 The executive direction and management component comprises the Office of the Under-Secretary-General.

28.72 The overall responsibilities of the executive direction and management component include the following functions:

(a) The overall direction and strategic management of United Nations communications in the implementation of the Department's mandates and its approved programme of work, both at Headquarters and in the field;

(b) The establishment of departmental strategy, policies and guidelines, while dealing with specific policy and management issues and problems;

(c) The administrative, financial and personnel management of the Department;

(d)   The direction of liaison functions performed by the Department with regard to intergovernmental bodies, such as the Committee on Information, and with the United Nations Communications Group;

(e)   Oversight of crisis communications and reputation management, convening relevant United Nations entities and partners within crisis cells to align approaches and messaging, and providing crisis communications policy, guidance and training;

(f)   The establishment of United Nations communications priorities, identifying opportunities to communicate about these within a congested media landscape, and providing coordination across the United Nations system by strengthening the United Nations Communications Group, including at the country level through United Nations information centres and the resident coordinator system;

(g)   The promotion of information integrity in public information, including the monitoring and analysis of and response to digital content hostile to the United Nations and its staff and operations.

28.73   In accordance with the 2030 Agenda for Sustainable Development, in particular target 12.6 of the Sustainable Development Goals, in which organizations are encouraged to integrate sustainability information into their reporting cycles, and in compliance with the cross-cutting mandate set out in paragraph 19 of General Assembly resolution 72/219, the Department is integrating environmental management practices into its operations. The Department will, where feasible and effective, continue to make all official documentation, publications, brochures and communications and advocacy materials available online, rather than in print, in order to reduce its carbon footprint and save energy. It will also continue to adopt a range of sustainability practices, including reducing the photocopying and printing of internal documents, and will promote videoconferencing, in order to reduce the travel undertaken, where possible. In addition, the Department will continue to support internal and external communications on United Nations system sustainability efforts at Headquarters and in duty stations and field missions, and will continue to encourage staff to join the ActNow campaign and other Secretariat initiatives focused on individual action related to climate change and sustainability.

28.74   Information on the timely submission of documentation and advance booking for air travel is reflected in table 28.12. With regard to the advance booking for air travel, the Department has implemented the requirement for the traveller to request approval from the Under-Secretary-General for Global Communications for cases that do not comply with the policy and to provide a reason for the delayed request and justification for travel. In addition, the Department reviews closely the exceptions sought and regularly sends communications to staff and managers to raise awareness of the policy requirement and the importance of minimizing the instances of exceptions.

Table 28.12
Compliance rate
(Percentage)

	Actual 2020	Actual 2021	Actual 2022	Planned 2023	Planned 2024
Timely submission of documentation	100	100	100	100	100
Air tickets purchased at least 2 weeks before the commencement of travel	48	56	55	100	100

28.75   The proposed regular budget resources for 2024 amount to $2,563,300 and reflect no change compared with the appropriation for 2023. Additional details on the distribution of the proposed resources for 2024 are reflected in table 28.13 and figure 28.XIII.

Table 28.13

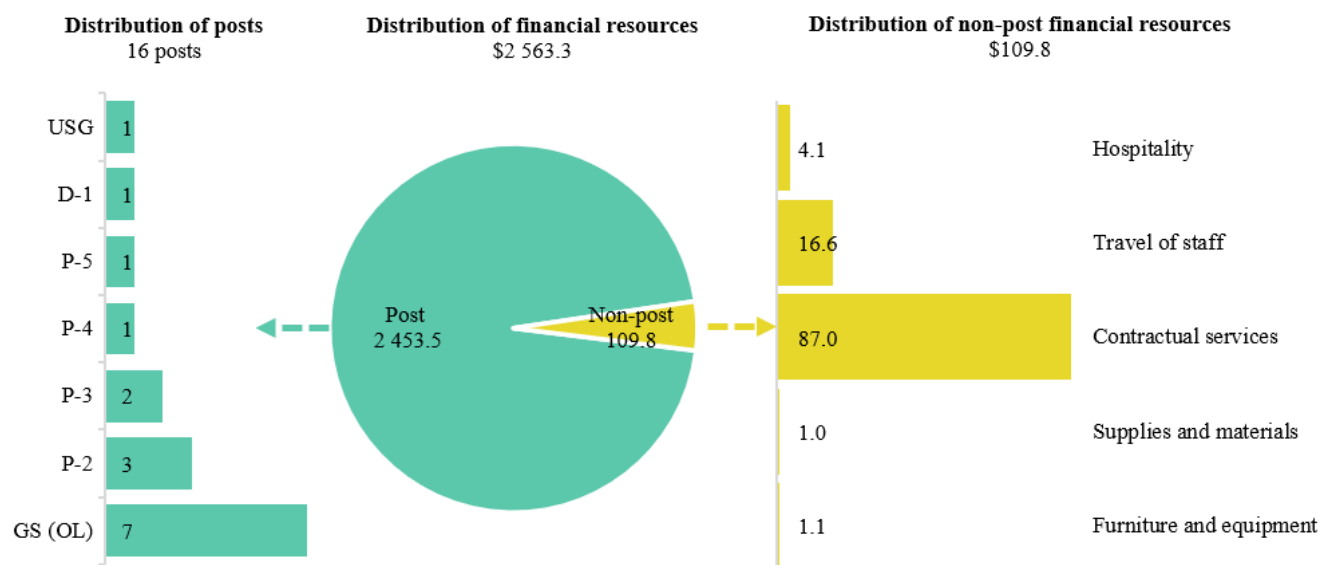**Executive direction and management: evolution of financial and post resources**

(Thousands of United States dollars/number of posts)

			Changes					2024 estimate (before recosting)
	2022 expenditure	*2023 appropriation*	*Technical adjustments*	*New/ expanded mandates*	*Other*	*Total*	*Percentage*	
Financial resources by main category of expenditure								
Post	2 122.3	2 453.5	–	–	–	–	–	2 453.5
Non-post	96.9	109.8	–	–	–	–	–	109.8
Total	**2 219.2**	**2 563.3**	**–**	**–**	**–**	**–**	**–**	**2 563.3**
Post resources by category								
Professional and higher		9	–	–	–	–	–	9
General Service and related		7	–	–	–	–	–	7
Total		**16**	**–**	**–**	**–**	**–**	**–**	**16**

Figure 28.XIII

Executive direction and management: distribution of proposed resources for 2024 (before recosting)

(Number of posts/thousands of United States dollars)

Programme of work

Subprogramme 1
Campaigns and country operations services

28.76   The proposed regular budget resources for 2024 amount to $40,173,800 and reflect an increase of $143,000 compared with the appropriation for 2023. The proposed increase is explained in paragraphs 28.65 (a), 28.66 (a) and 28.67 (a) above. Additional details on the distribution of the proposed resources for 2024 are reflected in table 28.14 and figure 28.XIV.

Table 28.14
## Subprogramme 1: evolution of financial and post resources
(Thousands of United States dollars/number of posts)

				Changes				2024 estimate (before recosting)
	2022 expenditure	2023 appropriation	Technical adjustments	New/ expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	32 808.0	31 326.9	53.4	–	(8.7)	44.7	0.1	31 371.6
Non-post	7 607.0	8 703.9	(6.5)	104.8	–	98.3	1.1	8 802.2
Total	**40 415.1**	**40 030.8**	**46.9**	**104.8**	**(8.7)**	**143.0**	**0.4**	**40 173.8**
Post resources by category								
Professional and higher		94	–	–	–	–	–	94
General Service and related		239	–	–	–	–	–	239
Total		**333**	**–**	**–**	**–**	**–**	**–**	**333**

Figure 28.XIV
Subprogramme 1: distribution of proposed resources for 2024 (before recosting)
(Number of posts/thousands of United States dollars)
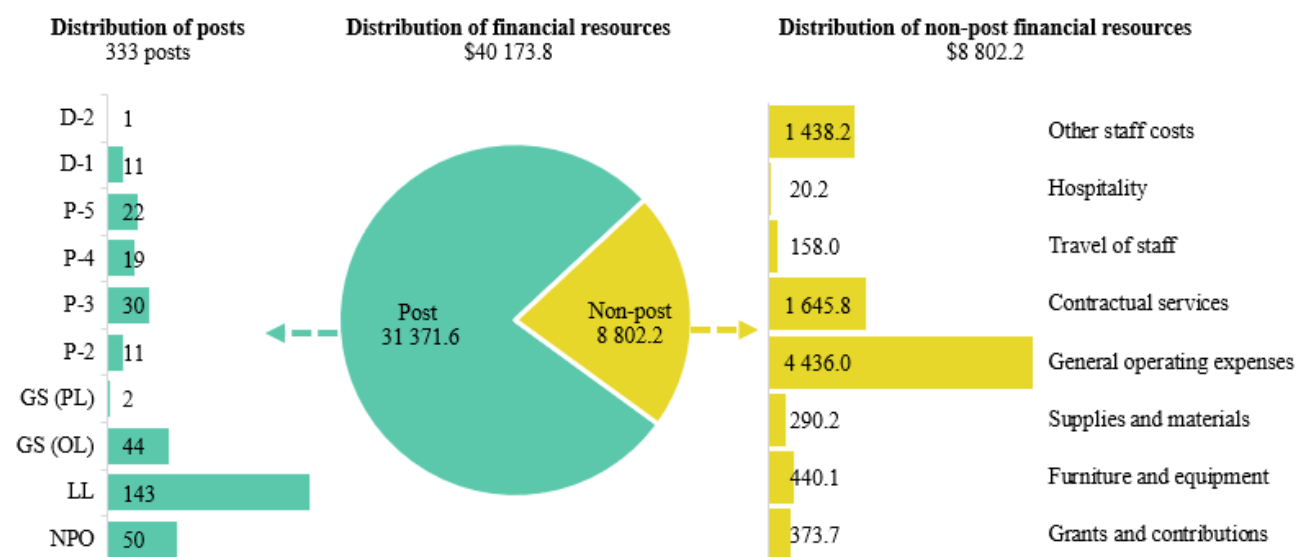
Other assessed and extrabudgetary resources

28.77   Other assessed resources for this subprogramme amount to $560,600. The resources would complement regular budget resources and would be used mainly to support peacekeeping missions through guidance, backstopping and advice on their communications strategies, workplans and communications campaigns; the organization of training; the maintenance of digital and web platforms; and the provision of assistance to missions during start-up or downsizing. The increase of $30,900 relates to the updated salary costs, as reflected in the report of the Secretary-General on the budget for the support account for peacekeeping operations for the period from 1 July 2023 to 30 June 2024 (A/77/771).

28.78   Extrabudgetary resources for the subprogramme amount to $1,015,400. The resources would complement regular budget resources and would be used mainly to support communications campaigns at Headquarters.

Subprogramme 2
News services

28.79   The proposed regular budget resources for 2024 amount to $41,302,700 and reflect an increase of $6,665,300 compared with the appropriation for 2023. The proposed increase is explained in paragraphs 28.65 (b), 28.66 (b) and 28.67.(b) above. Additional details on the distribution of the proposed resources for 2024 are reflected in table 28.15 and figure 28.XV.

Table 28.15
Subprogramme 2: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

| | | | *Changes* | | | | | *2024 estimate (before recosting)* |
	2022 expenditure	*2023 appropriation*	*Technical adjustments*	*New/ expanded mandates*	*Other*	*Total*	*Percentage*	
Financial resources by main category of expenditure								
Post	25 144.0	26 896.6	65.6	4 801.1	–	4 866.7	18.1	31 763.3
Non-post	7 112.0	7 740.8	(44.0)	1 808.0	34.6	1 798.6	23.2	9 539.4
Total	**32 256.0**	**34 637.4**	**21.6**	**6 609.1**	**34.6**	**6 665.3**	**19.2**	**41 302.7**
Post resources by category								
Professional and higher		111	–	37	–	37	33.3	148
General Service and related		70	–	17	–	17	24.3	87
Total		**181**	**–**	**54**	**–**	**54**	**29.8**	**235**

Figure 28.XV
Subprogramme 2: distribution of proposed resources for 2024 (before recosting)

(Number of posts/thousands of United States dollars)
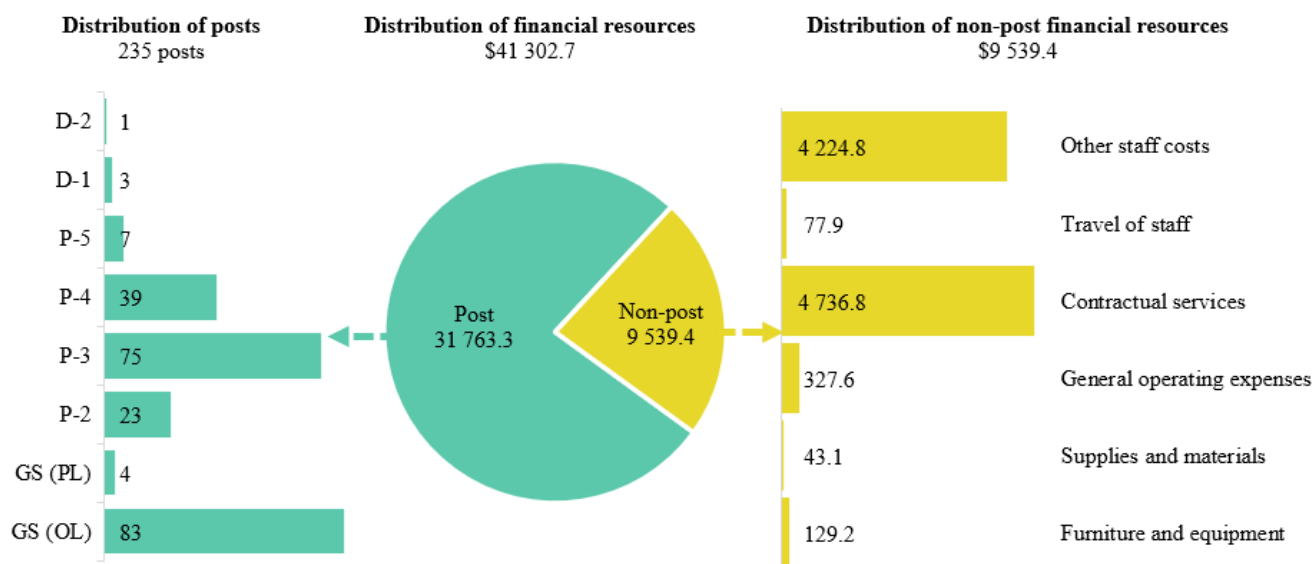
Other assessed and extrabudgetary resources

28.80   Other assessed resources for the subprogramme amount to $337,400. The resources would complement regular budget resources and would be used mainly to support activities in relation to the broadcasting of stories and the hosting of peacekeeping-related videos online. The increase of $10,000 relates to the updated salary costs, as reflected in the report of the Secretary-General on the budget for the support account for peacekeeping operations for the period from 1 July 2023 to 30 June 2024 (A/77/771).

28.81   Extrabudgetary resources for the subprogramme amount to $3,062,100. The resources would complement regular budget resources and would be used mainly to support multimedia activities in Hindi and activities related to webcast and website services. The projected increase of $152,300, compared with estimated 2023 resources, is attributable mainly to anticipated increases in the scope for multimedia activities.

Subprogramme 3
Outreach and knowledge services

28.82   The proposed regular budget resources for 2024 amount to $20,853,900 and reflect an increase of $131,200 compared with the appropriation for 2023. The proposed increase is explained in paragraph 28.65 above. Additional details on the distribution of the proposed resources for 2024 are reflected in table 28.16 and figure 28.XVI.

Table 28.16

**Subprogramme 3: evolution of financial and post resources**

(Thousands of United States dollars/number of posts)

			Changes					2024 estimate (before recosting)
	2022 expenditure	*2023 appropriation*	*Technical adjustments*	*New/ expanded mandates*	*Other*	*Total*	*Percentage*	
Financial resources by main category of expenditure								
Post	18 129.7	18 247.0	131.2	–	–	131.2	0.7	18 378.2
Non-post	1 519.4	2 475.7	–	–	–	–	–	2 475.7
Total	**19 649.1**	**20 722.7**	**131.2**	**–**	**–**	**131.2**	**0.6**	**20 853.9**
Post resources by category								
Professional and higher		68	–	–	–	–	–	68
General Service and related		66	–	–	–	–	–	66
Total		**134**	**–**	**–**	**–**	**–**	**–**	**134**

Figure 28.XVI

Subprogramme 3: distribution of proposed resources for 2024 (before recosting)

(Number of posts/thousands of United States dollars)
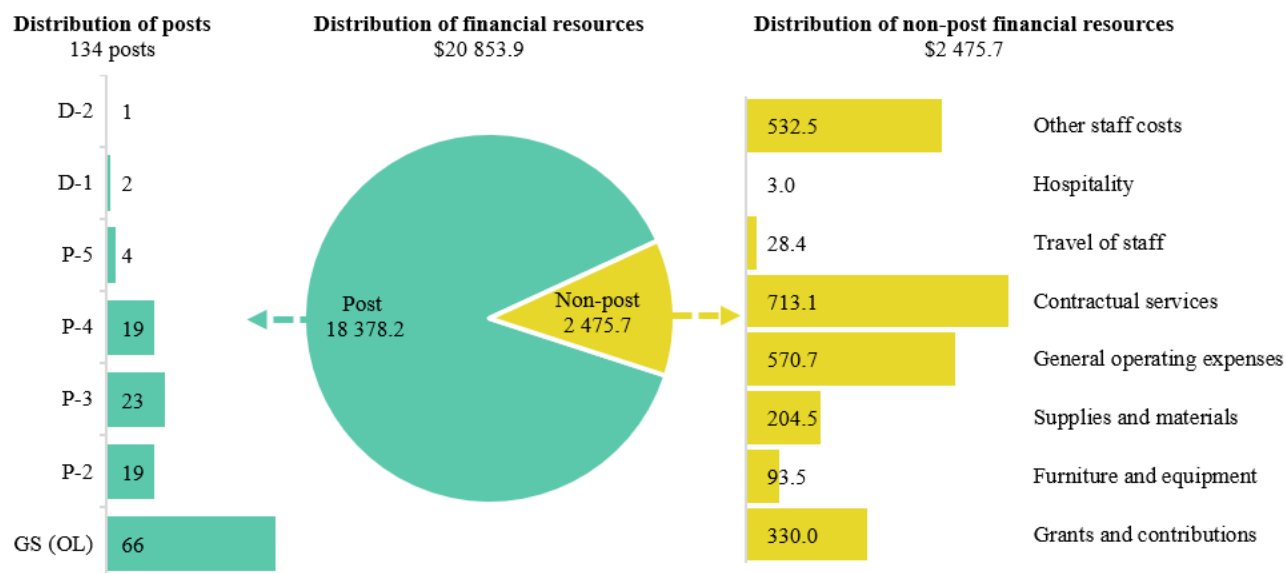
Extrabudgetary resources

28.83   Extrabudgetary resources for the subprogramme amount to $5,124,100. The resources would complement regular budget resources and would be used mainly to support the substantive and operational activities of various programmes, including the United Nations Development Business, United Nations System Electronic Information Acquisition Consortium and United Nations Academic Impact initiatives. The decrease of $2,423,100 is attributable mainly to the planned discontinuation and transfer, where applicable, of the activities and resources of the Office of the Envoy of the Secretary-General on Youth following the newly established United Nations Youth Office as an independent office pursuant to General Assembly resolution 76/306.

Programme support

28.84   The proposed regular budget resources for 2024 amount to $4,077,500 and reflect an increase of $224,700 compared with the appropriation for 2023. The proposed increase is explained in paragraph 28.66 (c) above. Additional details on the distribution of the proposed resources for 2024 are reflected in table 28.17 and figure 28.XVII.

Table 28.17
**Programme support: evolution of financial and post resources**
(Thousands of United States dollars/number of posts)

			Changes					*2024 estimate (before recosting)*
	2022 expenditure	*2023 appropriation*	*Technical adjustments*	*New/ expanded mandates*	*Other*	*Total*	*Percentage*	
Financial resources by main category of expenditure								
Post	2 663.2	2 700.8	–	–	–	–	–	2 700.8
Non-post	973.7	1 152.0	–	224.7	–	224.7	19.5	1 376.7
Total	**3 636.8**	**3 852.8**	**–**	**224.7**	**–**	**224.7**	**5.8**	**4 077.5**
Post resources by category								
Professional and higher		7	–	–	–	–	–	7
General Service and related		15	–	–	–	–	–	15
Total		**22**	**–**	**–**	**–**	**–**	**–**	**22**

Figure 28.XVII
Programme support: distribution of proposed resources for 2024 (before recosting)
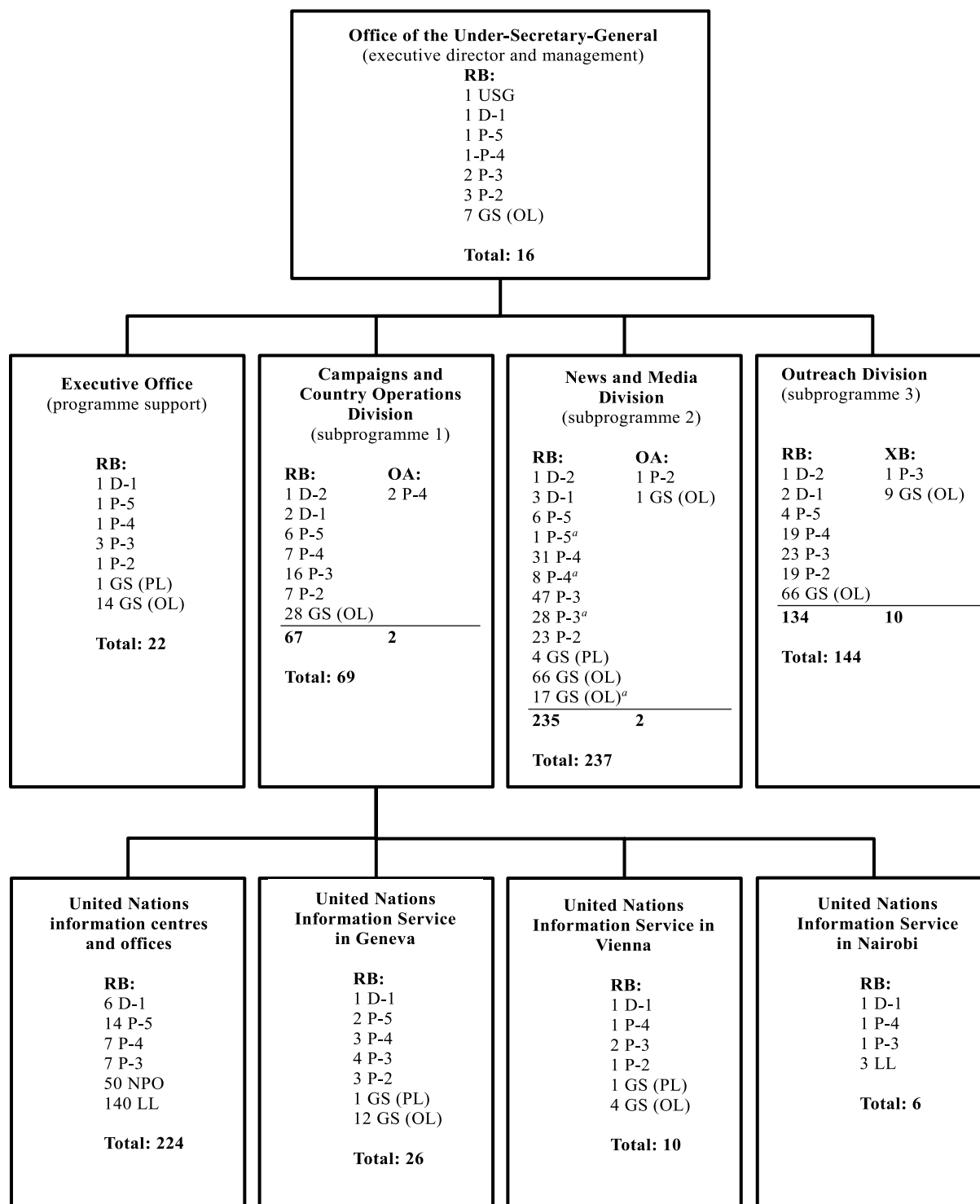(Number of posts/thousands of United States dollars)
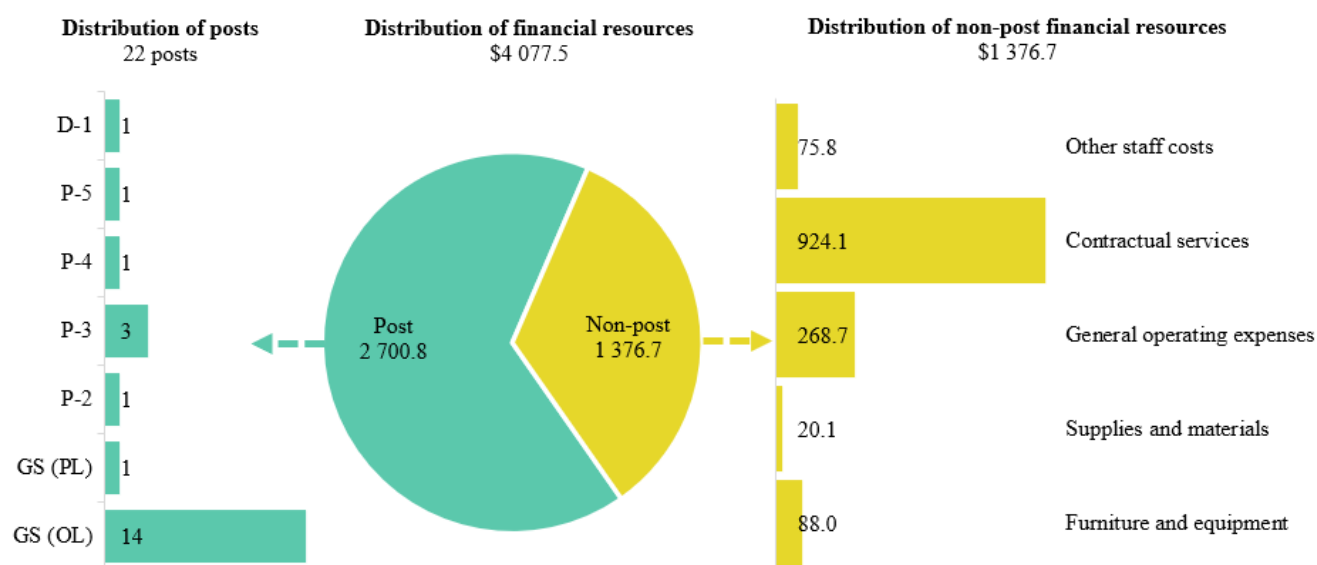
Extrabudgetary resources

28.85   Extrabudgetary resources for programme support amount to $846,300. The resources would complement regular budget resources and would be used mainly to support the implementation of extrabudgetary activities through the provision of administrative services to all subprogrammes.

Annex I

Organizational structure and post distribution for 2024

Office of the Under-Secretary-General
(executive director and management)
RB:
1 USG
1 D-1
1 P-5
1-P-4
2 P-3
3 P-2
7 GS (OL)

Total: 16

Executive Office
(programme support)

RB:
1 D-1
1 P-5
1 P-4
3 P-3
1 P-2
1 GS (PL)
14 GS (OL)

Total: 22

Campaigns and Country Operations Division
(subprogramme 1)

RB:	**OA:**
1 D-2	2 P-4
2 D-1	
6 P-5	
7 P-4	
16 P-3	
7 P-2	
28 GS (OL)	
67	2

Total: 69

News and Media Division
(subprogramme 2)

RB:	**OA:**
1 D-2	1 P-2
3 D-1	1 GS (OL)
6 P-5	
1 P-5[a]	
31 P-4	
8 P-4[a]	
47 P-3	
28 P-3[a]	
23 P-2	
4 GS (PL)	
66 GS (OL)	
17 GS (OL)[a]	
235	2

Total: 237

Outreach Division
(subprogramme 3)

RB:	**XB:**
1 D-2	1 P-3
2 D-1	9 GS (OL)
4 P-5	
19 P-4	
23 P-3	
19 P-2	
66 GS (OL)	
134	10

Total: 144

United Nations information centres and offices

RB:
6 D-1
14 P-5
7 P-4
7 P-3
50 NPO
140 LL

Total: 224

United Nations Information Service in Geneva

RB:
1 D-1
2 P-5
3 P-4
4 P-3
3 P-2
1 GS (PL)
12 GS (OL)

Total: 26

United Nations Information Service in Vienna

RB:
1 D-1
1 P-4
2 P-3
1 P-2
1 GS (PL)
4 GS (OL)

Total: 10

United Nations Information Service in Nairobi

RB:
1 D-1
1 P-4
1 P-3
3 LL

Total: 6

Abbreviations: GS (OL), General Service (Other level); GS (PL), General Service (Principal level); LL, Local level; OA, other assessed; NPO, National Professional Officer; RB, regular budget; USG, Under-Secretary-General; XB, extrabudgetary.

[a] Establishment of 1 Chief of Section (P-5), 8 Editor (P-4), 28 Press Officer (P-3), 8 Editorial Assistant (General Service (Other level)), 8 Public Information Assistant (General Service (Other level)) and 1 Administrative Assistant (General Service (Other level)).

Annex II

Summary of follow-up action taken to implement relevant recommendations of the advisory and oversight bodies

Brief description of the recommendation	*Action taken to implement the recommendation*

Advisory Committee on Administrative and Budgetary Questions
A/77/7

The Advisory Committee stresses the Department's crucial role in the global communication of the work of the United Nations, including in the implementation of the 2030 Agenda for Sustainable Development. In that connection, the Committee is of the view that an assessment should be conducted to identify and achieve rationalization of the Department's resources, including with respect to improving its current operating model and the alignment of its organizational structures, to ensure that the Department efficiently and effectively fulfils its central function of communicating and disseminating information globally on the role and activities of the United Nations. The Department should also identify areas for potential improvement, leveraging opportunities for complementarity with other entities within the United Nations system, including the cooperation between the United Nations information centres and the resident coordinator system on the implementation of the 2030 Agenda, while also taking into account rapid technological innovations, bearing in mind the differences in access to technology across the world. In view of the above, the Committee recommends that the General Assembly request the Secretary-General to conduct, within existing resources, an independent review of the Department and to provide the outcome thereof to the General Assembly in the next programme budget proposal (para. VII.3).

A triennial review of the Department's operations was completed by the Office of Internal Oversight Services in 2022 and the preliminary findings of the Department's evaluations of the global communications strategy and on multilingualism are expected to be completed in the second quarter of 2023.

The Office of Internal Oversight Services, in its triennial review, recommended, among others, that the Department invest in high-level, sustained and forward-looking strategic thinking and prioritization. The 2024 plan and priorities reflect a dynamic and responsive approach to managing a fast-changing media and communications landscape to ensure that content is highly relevant and engaging, with greater reach. The Department will utilize existing partnerships and networks and new opportunities to generate new ideas, find new audiences and amplify its messages through these channels. For example, in response to insights on the audience impact of influencers, including their ability to engage a wide range of audiences and encourage them to become agents of change, the Department has included an expansion of its outreach to high-profile influencers in its planned result 3, under subprogramme 3.

The Advisory Committee trusts that consolidated information on lessons learned since the inception of the Studio, including the utilization rate, client base and cost-recovery efforts, will be provided in the context of the next programme budget submission (para. VII.16).

The financial performance report will include consolidated information on the amounts recovered in 2022, by type of service.

The Advisory Committee trusts that the Secretary-General will provide more detailed information on resources funded by cost recovery, including their recording, in the next programme budget submission (para. VII.23).

Brief description of the recommendation	*Action taken to implement the recommendation*
The Advisory Committee encourages the ongoing coordination and harmonization of activities between the United Nations information centres and the resident coordinator offices and trusts that updated information thereon will be provided in the context of the next programme budget submission. The Committee recommends that the General Assembly request the Secretary-General to facilitate the dissemination of UN Web TV and web content, including through the information centres, to Member States' public and private channels and to provide an update thereon in the next programme budget submission (para. VII.25).	In October 2022, the Department and the Development Coordination Office collaborated on the administrative framework for the integration of United Nations information centres and resident coordinator offices project, which is intended to develop an internal administrative framework, including workflows, roles, templates and technology, to support the integration of human resources, procurement, finance and other operations. The framework is anticipated to be set up in 2023 and will generate benefits in terms of productivity, more efficient administration and synergies between resident coordinator offices and United Nations information centres. On the programmatic side, coordination on strategic communications and its implementation is well established between the United Nations information centres and resident coordinator offices. Since the onset of the United Nations development system reform in 2019, the 44 resident coordinator office-integrated United Nations information centres have been leading or supporting United Nations communications groups in positioning key priorities in the United Nations Sustainable Development Cooperation Framework, the Sustainable Development Goals and other specific communication campaigns. This has led to a collaborative implementation of programmes between United Nations information centres , resident coordinator offices and United Nations country team members. Capacity development for all field communications officers is also undertaken jointly by the Department and the Development Coordination Office.
The Advisory Committee trusts that further justification for the discontinuation of the *Yearbook* and the utilization of the related resources, as well as the new feature called Yearbook Pre-press, will be provided to the General Assembly during the consideration of the present report. The Committee also trusts that consolidated lessons learned from the use of the *Yearbook* will be provided in the next programme budget submission (para. VII.27).	The Department is in the process of reassigning staff of the *Yearbook* unit to ensure that their skills and competencies are used, where needed, in the Department. A small number of the existing team will continue to work on the Year in Review, a legacy website for the *Yearbook*, currently called Yearbook Pre-press, which will likely fall under the responsibility of the Dag Hammarskjöld Library, as part of its role in preserving United Nations reports and documentation. A small number of the editors and writers will be tasked with producing updates of high-demand publications such as *Basic Facts about the United Nations*, *The Essential UN*, *The United Nations Guide to Model UN* and potentially new publications. The remaining staff will be reassigned to areas in the Department to support the production of departmental reports, support the Committee on Information secretariat and augment the production of content on United Nations websites and other digital products.

Annex III

Summary of proposed post changes, by component and subprogramme

Component/subprogramme	Posts	Grade	Description	Reason for change
Subprogramme 1 Campaign and country operations services	1	P-3	**Redeployment** (geographical) of a Public Information Officer	The redeployment of one post of Public Information Officer (P-3) from New York to Geneva. By having a member of the social media team located in a different time zone, the Department would be able to provide 24-hour social media coverage and manage reputational risk by overseeing content posted during the night hours in New York, as well as respond to global events in real time.
	2	GS (OL)	**Reassignment** of Information Management Assistant as Public Information Assistant	The introduction of new technologies such as Microsoft SharePoint have enabled the Department to undertake its activities without information technology programming capacity provided by Information Management Assistants. The new duties of these posts include maintaining knowledge management platforms, organizing webinars, preparing branding materials and reviewing content on websites and social media platforms of United Nations information centres to monitor compliance, and are more closely aligned with public information activities.
Subprogramme 2 News services				To support the mandate contained in General Assembly resolution 77/262, in which the Assembly reiterated the paramount importance of the equality of the six official languages of the United Nations, and requested the Secretary-General to take additional measures to improve multilingualism and the equal and adequate treatment of all six official languages, and to report thereon in the next programme budget submission, an additional 54 posts would enable the simultaneous production of press releases and coverage of meetings in the six official languages and the proposed establishment of language teams in Arabic, Chinese, Russian and Spanish (which mirror the existing English and French teams) for the preparation and dissemination of public information products.
	1	P-5	**Establishment** of Chief of Section	With 79 staff under supervision, the expanded meetings coverage team cannot be managed effectively by one Chief of Section (P-5). Following the existing practices of United Nations News sections I and II, an additional post is required to work alongside the existing Chief of Section, Meetings Coverage, with each Chief managing the planning, organizing and administration of three of the language teams.
	8	P-4	**Establishment** of 8 Editors (2 per language team)	The Editors are responsible for the overall quality and timely delivery of the press releases, including editing press releases and giving final approval for their release; planning meetings coverage schedules and assignments; recruiting, training and mentoring Press Officers; and

Component/subprogramme	Posts	Grade	Description	Reason for change
				interacting with United Nations offices and Member States on meetings coverage requirements and output.
	28	P-3	**Establishment** of 28 Press Officers (7 per language team)	The Press Officers follow closely speaker-by-speaker intergovernmental meetings and write summaries for proofreading and editing while the meetings are under way. They conduct background research in preparation for upcoming meetings. Acting as team leaders, they edit summaries prepared by fellow Press Officers and finalize press releases for publication.
	8	GS (OL)	**Establishment** of 8 Editorial Assistants (2 per language team)	The Editorial Assistants support the Editors in scheduling and planning meeting coverage assignments and in the daily operation of the team and assist in the proofreading of press releases. In addition, they oversee information technology requirements of the Meetings Coverage Section and troubleshoot computer and web-posting problems.
	8	GS (OL)	**Establishment** of 8 Public Information Assistants (2 per language team)	The Public Information Assistants proofread draft press releases in line with United Nations guidelines, format them and publish them on the website.
	1	GS (OL)	**Establishment** of Administrative Assistant	The incumbent would provide a full range of office and administrative support to address the increased administrative work required in the coverage of meetings as a result of the proposed additional 52 new language posts for Arabic, Chinese, Russian and Spanish. The Administrative Assistant will also support the 2 Chiefs of Section (P-5).

Abbreviation: GS (OL), General Service (Other level).

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