



# General Assembly

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Items 137 and 138 of the preliminary list\*\*

## Proposed programme budget for 2020

### Programme planning

## Proposed programme budget for 2020

### Part VII

### Global communications

### Section 28

### Global communications

### Programme 24

### Global communications

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\* Reissued for technical reasons on 22 May 2019.

\*\* [A/74/50](#).

\*\*\* In keeping with paragraph 11 of resolution [72/266 A](#), the part consisting of the programme plan and programme performance information is submitted through the Committee for Programme and Coordination for the consideration of the General Assembly.

\*\*\*\* In keeping with paragraph 11 of resolution [72/266 A](#), the part consisting of the post and non-post resource requirements is submitted through the Advisory Committee on Administrative and Budgetary Questions for the consideration of the General Assembly.







## Foreword

I joined the United Nations after almost 40 years in journalism. Friends and family ask how I find it, and I reply that it is fulfilling and fascinating. The highest satisfaction comes when the United Nations really lives up to its name and all parts of the Organization pool the huge reserves of energy and intellect it commands and act together to chart a strong way forward.

The 2018 Service and Sacrifice campaign, highlighting the service and sacrifice of United Nations peacekeepers, is a perfect example of this united effort. Countries that contribute courageous peacekeepers to this key United Nations undertaking had expressed a desire to see those efforts recognized. Working across my department, and in close concert with the Department of Peace Operations, we dug out existing video material about peacekeepers making a difference. Taking advantage of trips commissioned by other departments – for instance, the Office of Counter-Terrorism – we dispatched strong teams to bring back more material at no extra travel cost.

The Department of Public Information scoured its archives for materials, from video to dramatic photos and strongly written accounts. Cards and a host of other materials bolstered the campaign through adroit use of social media. A few months later, when the Secretary-General met the envoys of troop-contributing countries, more than 15 countries had already been featured in the campaign and at least 20 more were enthusiastically awaiting their turn. Governments and the media around the world picked up the effort, broadcasting material and advertising it widely. Now we are bringing the same energy and verve to reform the Department. The starting point was to rename it the Department of Global Communications, a global enterprise for the twenty-first century. Our mission is to amplify both our internal and external communications.

We have embarked on efforts to tighten and improve our reporting across all platforms, to use video, podcasts, writing and photography to deliver the message that – in concert with Member States – the United Nations can coordinate vital and vast amounts of humanitarian aid; enable peacekeeping; set global norms on gender; and convene the best minds and lead on battling climate change, which is advancing much faster than our efforts to halt it. In doing so, the Department supports the purposes of the United Nations as contained in Article 1 of the Charter by informing and engaging with global audiences. Its vision for change is to ensure that the global communications of the United Nations equip and inspire people to chart their future. It also means closer cooperation across and within the United Nations family and with Member States.

All this, of course, takes place against the backdrop of the global and indispensable Sustainable Development Goals. As communicators, we can take the lead in propagating the Goals and in finding new ways to get the mission of the United Nations across. As conveners, we can mould the message and work across all parts of society – business, non-governmental organizations, academics, entertainers and explorers – to deliver it. Young people, together with their leaders, should use the 2030 Agenda for Sustainable Development as a framework for action that can build a better world.

*(Signed)* Alison Smale  
Under-Secretary-General for Global Communications

## Overall orientation

### Mandates and background

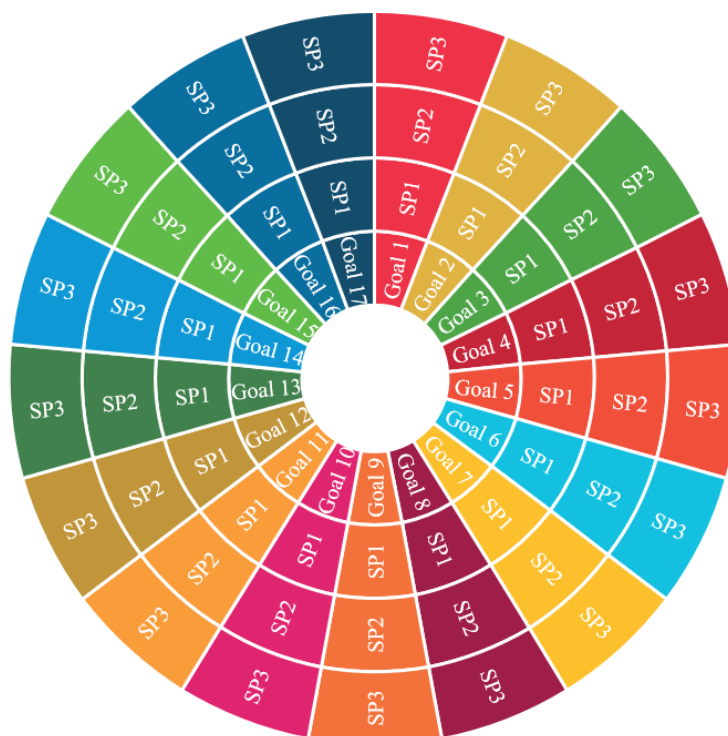
- 28.1 The Department of Global Communications is responsible for communicating to the world the ideals and work of the United Nations; interacting and partnering with diverse audiences; and building support for the purposes and principles enshrined in the Charter of the United Nations. The mandate derives from the priorities established in relevant General Assembly resolutions and decisions, including resolutions 13 (I), 69/324 on multilingualism and, most recently, 73/102 A and B on questions relating to information. 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 platforms and to mobilize concerted united action across the United Nations agenda, including urgent action on climate change, when, according to the Intergovernmental Panel on Climate Change, emissions should peak by 2020 and decline thereafter to limit global warming to under 2 degrees Celsius.

### Alignment with the Charter of the United Nations and the Sustainable Development Goals

- 28.2 The mandates of the Department guide the subprogrammes in producing their respective deliverables, which contribute to the attainment of each subprogramme's objective. The objectives of the subprogrammes are aligned with the Organization's purpose to be a centre for harmonizing the actions of nations in the attainment of these common ends, as stipulated in Article 1 of the Charter of the United Nations. In the context of the 2030 Agenda for Sustainable Development, this purpose is embodied by the Sustainable Development Goals. Figure 28.1 below summarizes the specific Sustainable Development Goals with which the objectives, and therefore the deliverables, of the respective subprogrammes are aligned.

Figure 28.1

**Global communications: alignment of subprogrammes with Sustainable Development Goals**



## Recent developments

- 28.3 The Secretary-General requested the Under-Secretary-General for Global Communications to undertake efforts to make the Department of Public Information more effective and responsive to its mandates. Those reform efforts are a staff-led and staff-implemented process within the mandates established by the General Assembly and were discussed in 2018 in informal briefings and brainstorming sessions with Member States, resulting in the proposal for the name change. Member States were informed about the proposed name change and reform proposals by the Under-Secretary-General at the fortieth session of the Committee on Information, held in May 2018, and through the report of the Secretary-General on questions relating to information ([A/73/288](#)) submitted to the General Assembly at its seventy-third session and discussed in the Special Political and Decolonization Committee (Fourth Committee) in October 2018. Member States in both Committees expressed support for the name change and the proposed reforms to the Department. On 7 December 2018, the Assembly adopted resolution [73/102](#) A and B on questions relating to information, in which it took note of the report of the Secretary-General. The Department proceeded to implement the name change as from 1 January 2019.
- 28.4 The renaming as the Department of Global Communications signalled to the public an intentional shift towards a more agile, dynamic and interactive communications entity. Additionally, the roll-out of 14 change initiatives over the course of 2018 and 2019 was aimed at ensuring that the Department meets the communications challenges of the twenty-first century, in which the communications environment is increasingly complex and competitive. The Department also fully supports reform of the United Nations development system, which calls for the integration of United Nations information centres and resident coordinator offices to strengthen the communications capacity at the country level.

## Strategy and external factors for 2020

- 28.5 The overall programme plan for 2020 reflects the Department's reform process to modernize and shift towards a global communications approach. To fulfil its responsibilities, the Department takes the following core approaches in its work, with an overall emphasis on multilingualism from the planning stage: strategic working relationships with the substantive departments and offices of the Secretariat and organizations of the United Nations system; enhanced use of the latest information and communications technologies in traditional, social and digital media in order to deliver information directly and instantaneously worldwide; and promotion of multilingualism and the parity of all six official languages in the preparation of news and communications products. The Department also provides information services to delegates and staff through the Dag Hammarskjöld Library and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.
- 28.6 With regard to the external factors, the overall plan for 2020 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 or impeded owing to communications technologies, security, infrastructure conditions or other issues.
- 28.7 The Department integrates a gender perspective in its operational activities, deliverables and results, as appropriate. To strengthen global audience awareness of gender equality and women's rights issues, the Department is promoting more nuanced, diverse and gender-inclusive communications content. In accordance with its gender strategy, the Department conducted a baseline study of its content and products to assess its integration of gender equality and women's empowerment. The Department will monitor and improve the mainstreaming of gender considerations in its work across all subprogrammes.

- 28.8 With regard to cooperation with other entities, the Department works collaboratively with an array of partners, including civil society, Member States, non-governmental organizations, academia, the media and the private sector. As part of its reform initiative, the Department will look to scale up its work with a more strategic and streamlined approach to partnerships to strengthen the Department's ability to deliver its message to an even wider community, including young people around the world, in a variety of ways.
- 28.9 With regard to inter-agency coordination and liaison, as the secretariat for the United Nations Communications Group and its task forces, the Department works to strengthen the coordination of communications across the United Nations system, including United Nations communications groups at the country and regional levels, in order to harmonize communications on specific issues.

### **Evaluation activities**

- 28.10 The following evaluations and self-evaluations completed in 2018 have guided the programme plan for 2020:
- (a) Office of Internal Oversight Services (OIOS) evaluation of the Department of Public Information (assignment No. IED-18-003);
  - (b) Self-evaluation: gender evaluation of the work of the Department of Public Information.
- 28.11 The findings of the evaluation and self-evaluation referenced in paragraph 28.10 above have been taken into account for the programme plan for 2020. OIOS recommended that the Department invest in high-level, sustained and forward-looking strategic thinking and prioritization; reduce structural inefficiencies at the Headquarters and field levels; create more modern and engaging content for audiences; and strengthen its partnerships through a holistic and integrated approach. The recommendations were taken into consideration in the reform of the Department, as reflected in the highlighted planned results for 2020 for each of the subprogrammes, which highlight increased engagement (subprogramme 1), more modern content (subprogramme 2) and improved partnerships (subprogramme 3).
- 28.12 A self-evaluation on the communications activities in support of action on climate change is planned for 2020.

## A. Proposed programme plan for 2020 and programme performance for 2018

### Programme of work



### Subprogramme 1 Strategic communications services

#### 1. Objective

- 28.13 The objective, to which this subprogramme contributes, is to achieve an informed understanding of the work, principles and purposes of the United Nations.

#### 2. Alignment with the Sustainable Development Goals

- 28.14 Given its broad scope, the objective is aligned with all of the Sustainable Development Goals.

#### 3. Highlighted result in 2018

#### Global audience adds voice to human rights anniversary

In 2018, people across the world joined the Secretary-General, celebrities, influencers and Member States in the Add Your Voice video campaign. The video recording platform, built by the Department in collaboration with an external partner, allowed people to record themselves reading in their native language an article of the Universal Declaration of Human Rights. The videos were then reviewed, posted and promoted through the Department's social media channels, encouraging more people to participate.

#### Result and evidence

The deliverable contributed to the result, which is increased understanding of basic human rights, as people took a stand for human rights by recording themselves and sharing their video on social media. On its seventieth anniversary, the Universal Declaration still stands as the cornerstone of the international human rights framework and as the most translated document in the world.

Evidence of the result includes more than 2,000 people from 125 countries who added their voices in 80 different languages over the course of 2018. One of those 2,000 people was Sarang Mangi, a student from Pakistan, who said: "I was amazed to see all the beautiful videos from all over the world, and I believe with my heart and mind that we can achieve our dream of universal human rights through education and messages of tolerance from across the globe". Participants shared their contributions on social media, while celebrities such as Angélique Kidjo, Michael Douglas and Yo-Yo Ma drew widespread engagement. The videos on a dedicated YouTube channel received up to 12,000 views each, and the United Nations platform has had more than 260,000 page views since the launch of the campaign. The resulting multilingual video collection posted on the United Nations website





provides a tool for human rights education that will live on beyond the seventieth anniversary of the milestone document in December 2018, empowering people around the world to know their rights. Partnerships with civil society and the private sector and the full engagement of the Department's global network of United Nations information centres were key to ensuring the reach of the campaign.

In line with the Department's objective, the campaign was one of its digital multilingual initiatives to increase understanding and engagement of a global audience with the work and goals of the United Nations.

The result demonstrates progress made in 2018 towards the collective attainment of the objective.



YouTube: Add Your Voice <https://www.youtube.com/watch?v=rTgKPeQe92M&t=13s>

- 
- 28.15 A planned result for 2018, which is improved understanding of and support for the United Nations at the local level through the work carried out by the United Nations information centres, as referred to in the proposed programme budget for the biennium 2018–2019, was achieved, as evidenced by a higher percentage of target audiences among local populations indicating improved understanding and support. The result is based on feedback from 6,825 briefing participants collected by the Department's network of field offices. Overall, 94 per cent of respondents (an increase from 93 per cent in 2017) indicated the work of their local United Nations information centre as being “very effective” or “somewhat effective” in improving their understanding of the United Nations. Those who rated their opinion of the United Nations as “positive” or “very positive” increased from 75 per cent before to 91 per cent after participation in an information centre programme, while the percentage of participants with a negative view of the Organization dropped from 4 per cent before to 1 per cent after participation. Also, the percentage of those who expressed a “neutral” opinion before the survey dropped from 22 per cent to 7 per cent in favour of “very positive” or “positive”.

#### 4. Highlighted planned result for 2020

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##### **From an informed understanding to increasing engagement with United Nations campaigns**

In 2018, the subprogramme engaged with global audiences on issues for the Organization. The aforementioned campaign in the context of the seventieth anniversary of the Universal Declaration of Human Rights is reflective of a communications approach that takes advantage of the digital communications landscape to emphasize engagement of global audiences to bring about an informed understanding of key themes.

##### *Challenge and response*

While participation and positive feedback provided evidence of the effectiveness of the Organization's messages and communications approach, the challenge is how to scale up the approach and expand methods for audience engagement.

In response, for 2020, new means will be explored and approaches expanded to increase engagement with United Nations campaigns. Already as early as in 2019, artificial intelligence was used, for example, in the context of the build-up to the 2019 Climate Summit and the “ActNow” campaign to encourage individuals to take climate action and make the Sustainable Development Goals part of their lives. A chatbot was designed and leveraged for this purpose. For 2020, audience engagement will be expanded on the basis of successful pilots, such as the “Lazy person's guide to saving the world”, which offers suggestions for concrete actions to help to achieve the Sustainable Development Goals at four increasing levels of complexity. A flagship platform in this regard will be the Goals website ([www.un.org/sustainabledevelopment](http://www.un.org/sustainabledevelopment)), which was completely redesigned in 2018. As a result, the website is now the second most visited site on the United Nations website, with 15.5 million unique visitors per year.

Media organizations represent another constituency for United Nations campaigns. Launched in 2018 on the sidelines of the seventy-third session of the General Assembly, the Sustainable Development Goals Media Compact



is a coalition of news and entertainment media organizations committed to foster public dialogue and raise awareness of the Goals. Editorial content is provided on a monthly basis, following a planning calendar aimed at linking news events with individual Goals and leading up to the five-year review in September 2020.

### Result and evidence

The planned deliverables are expected to contribute to the result, which is increased engagement of the global audience with United Nations public information campaigns. Evidence of the result, if achieved, will include the number of recipients engaging with the United Nations through this new, structured approach through select platforms and initiatives, as shown in the table. The result, if achieved, will demonstrate progress made in 2020 towards the collective attainment of the objective.

### Performance measures

2018	2019	2020
<ul style="list-style-type: none"> <li>15.5 million visitors to the Sustainable Development Goals website</li> <li>Sustainable Development Goals Media Compact launched</li> </ul>	<ul style="list-style-type: none"> <li>16.8 million visitors to the Sustainable Development Goals website</li> <li>Sustainable Development Goals Media Compact participation increases to 45 members</li> </ul>	<ul style="list-style-type: none"> <li>17.6 million visitors to the Sustainable Development Goals website</li> <li>Sustainable Development Goals Media Compact participation increases to 60 members</li> </ul>

- 28.16 The subprogramme will continue to be guided by all mandates entrusted to it, which provide the legislative framework for its deliverables.

## 5. Deliverables for the period 2018–2020

- 28.17 Table 28.1 lists all deliverables, by category and subcategory, for the period 2018–2020 that contributed and are expected to contribute to the attainment of the objective stated above.

Table 28.1

### Subprogramme 1: deliverables for the period 2018–2020, by category and subcategory

	2018 planned	2018 actual	2019 planned	2020 planned
<b>Quantified deliverables</b>				
<b>A. Facilitation of the intergovernmental process and expert bodies</b>				
Parliamentary documentation (number of documents)	1	1	1	1
<b>B. Generation and transfer of knowledge</b>				
Seminars, workshops and training events (number of days)	26	26	26	26
<b>Non-quantified deliverables</b>				
<b>D. Communication deliverables</b>				
Outreach programmes, special events and information materials				
External and media relations				
Digital platforms and multimedia content				



## Subprogramme 2 News services

### 1. Objective

- 28.18 The objective, to which this subprogramme contributes, is to achieve an informed understanding of the work, principles and purposes of the United Nations.

### 2. Alignment with the Sustainable Development Goals

- 28.19 Given its broad scope, the objective is aligned with all of the Sustainable Development Goals.

### 3. Highlighted result in 2018

#### Connecting with the United Nations, 30,000 feet up

In 2018, travellers on some of the world's major airlines were surprised to find, among all the entertainment choices on their seatback screens, United Nations videos and audio programmes. For many passengers, these unexpected features may have provided their first ever glimpse at the wide range of United Nations activities. The airline offerings were the result of the efforts of the subprogramme to seek opportunities, beyond traditional broadcast outlets, that could take its multilingual content to wider audiences. The new airline partners are based in Asia, Africa, the Middle East, Europe and North America.

As part of the partnership agreement negotiated by the Department, one Asian airline painted its new aircraft in United Nations blue, with the distinctive icons of the Sustainable Development Goals and the slogan "in support of the UN" painted across the fuselage. It was a first for an airline partner. The delivery of the plane and its maiden flight captured the imagination of the media and the public, attracting news coverage not just about the plane but also about the United Nations and the Sustainable Development Goals by national news outlets and local and social media platforms alike, reaching millions of people. For many people, it was likely the first time they had heard of the Goals.



*A new passenger plane painted with livery in support of the Sustainable Development Goals is unveiled. Source: United Nations*

The efforts to enable new dissemination channels for content led to the airline partnerships, which allowed for the placement of messages created by the United Nations in the airline's in-flight magazine and the screening of a video produced by the Department during the busiest travel season, in February and March.

#### *Result and evidence*

The deliverable contributed to the result, which is improved public awareness of the work of the United Nations. Evidence of the result includes more than 4 million passengers viewing the Service and Sacrifice campaign on United Nations peacekeeping. The result demonstrates progress made in 2018 towards the collective attainment of the objective.

- 28.20 A planned result for 2018, which is increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations that are produced in all six official languages, as referred to in the proposed programme budget for the biennium 2018–2019, was achieved, as evidenced by increased partnerships with radio and television broadcasters and other partners, by language and by region. By the end of December 2018, the Department had partnerships with 1,080 media and other entities (185 television stations, 914 radio stations and 8 airlines) in 153 countries and territories. These clients – traditional broadcasters as well as online newspapers, video and audio sites and airlines – have established relationships with the Department through the signing of a broadcast agreement or other written understanding, and actively broadcast or otherwise use material produced by the Department in their output. The subprogramme’s audiovisual products in all six official languages plus Kiswahili and Portuguese are distributed to the partners electronically through, for example, downloadable links and emailed media files. In the interest of broadening the field of potential clients, the Department has increasingly been seeking partnerships with non-broadcast media and other industries, such as streaming platforms and airlines. The Department’s attendance at the 2018 APEX Expo, organized by the Airline Passenger Experience Association, is expected to help the Department to make further progress in engaging airlines. In 2018, the Department also finalized three agreements with universities to provide pro bono translation services for its communications materials.

#### 4. Highlighted planned result for 2020

##### Engaging youth through digital dynamism

The United Nations website ([www.un.org](http://www.un.org)) is a multilingual platform for online public engagement and the most visited proprietary website of the United Nations, giving it the potential to be the most impactful communications tool that rests in the full control of the Organization. In 2018, the website was accessed by over 46.2 million unique users, generating around 164 million page views, with all user activity on the site resulting in a total visit duration of approximately 3.5 million hours in 2018.

##### *Challenge and response*

In 2018, deeper analysis of user behaviour on the site showed that a significant proportion of total visits come from younger users. Specifically, audience tracking data indicates that more than 60 per cent of the total global audience visiting the site were between 18 and 34 years of age. The challenge is to build sustainable growth in engagement from this segment of the population over the long term.

In response, for 2020, the United Nations will develop the site to become more dynamic and interactive in order to make it more capable of generating deeper levels of engagement with this audience segment. Starting in 2019, and to be completed in 2020, the Department of Global Communications will prepare and execute a redesign of the site, making use of the latest web-publishing technologies, as well as other advancements in digital technology. The intention is that a new design will be constructed around new information architecture and a new layout to enable simpler navigation and content discovery for users. The goal is a more contemporary and approachable platform which employs modern online publishing practices and current technology on which sustainable audience engagement can be built into the future.

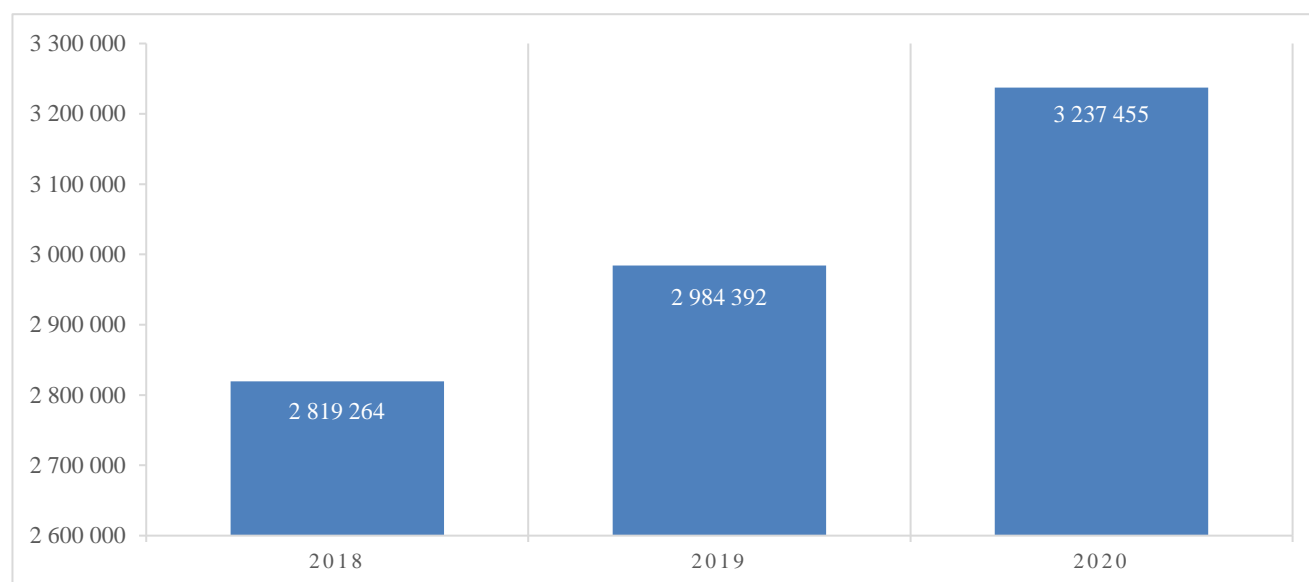
##### *Result and evidence*

The planned deliverable is expected to contribute to the result, which is to increase reach and engagement among target audiences between 18 and 34 years of age.

Evidence of the result, if achieved, will include growth in reach (users) and engagement measured by page views and total visit duration, as shown in the figure, with a particular focus on growing measurable performance in the targeted audiences across all languages.

The result, if achieved, will demonstrate progress made in 2020 towards the collective attainment of the objective.

*Performance measures: total visit duration to United Nations website (number of hours)*



- 28.21 The subprogramme will continue to be guided by all mandates entrusted to it, which provide the legislative framework for its deliverables.

## 5. Deliverables for 2020

- 28.22 Table 28.2 lists all deliverables, by category and subcategory, planned for 2020 that are expected to contribute to the attainment of the objective stated above.

Table 28.2

### Subprogramme 2: deliverables for 2020, by category and subcategory

#### Non-quantified deliverables

#### D. Communication deliverables

External and media relations

Digital platforms and multimedia content



### Subprogramme 3 Outreach and knowledge services

#### 1. Objective

- 28.23 The objective, to which this subprogramme contributes, is to achieve an informed understanding of the work, principles and purposes of the United Nations.

#### 2. Alignment with the Sustainable Development Goals

- 28.24 Given its broad scope, the objective is aligned with all of the Sustainable Development Goals.

#### 3. Highlighted result in 2018

##### **Growing up with the Sustainable Development Goals: partnering with producers of animated children's series to promote the 2030 Agenda**

In support of the 2030 Agenda, the subprogramme aims to raise awareness and spur lifestyle change across age groups. In 2018, the subprogramme developed and implemented a partnership with an animated children's series to reach preschool children and their parents and caregivers. This partnership was aimed at fostering understanding of and inspiring tangible actions in support of the Sustainable Development Goals.

While youth, and young children in particular, are key stakeholders in the achievement of the Goals, reaching and engaging them through traditional United Nations advocacy campaigns has had limited impact.

This led to a strategy that facilitated bringing the global goals to a young audience through stories and characters they are familiar with and engage with regularly. This project provided a foundation to introduce informal educational content in a multimedia format that is entertaining and easily accessible.

The collaboration integrated Sustainable Development Goal themes into nine episodes and a feature-length movie to expose viewers to specific topics and messages relating to the Goals through captivating, familiar storytelling. In addition, seven three-minute early childhood educational videos and six corresponding "parent guides" were created to spur conversations and lifestyle changes at the household level. Stories and educational materials were centred on Goals 4, 5, 6, 11, 12 and 15.

##### *Result and evidence*

The deliverables contributed to the result, which is increased public awareness and support for the 2030 Agenda. The partnership was realized through collaboration with a toymaker, as well as United Nations system organizations including the International Fund for Agricultural Development, the United Nations Development Programme, the United Nations Environment Programme, the United Nations Children's Fund and the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women).



*Growing up with the Sustainable Development Goals. Source: Monica Suarez, United Nations Development Programme*

Evidence of the result includes the number of countries that the promotional content for the Goals reached in multiple languages. In 2018, the children's television series carrying nine Goal-inspired episodes was broadcast in 14 countries (Australia, Belgium, Brazil, Canada, Germany, Israel, Italy, Mexico, the Netherlands, Poland, the Russian Federation, Turkey, the United Kingdom of Great Britain and Northern Ireland and the United States of America) in 10 languages (Dutch, English, German, Hebrew, Italian, Polish, Portuguese, Russian, Spanish and Turkish). The roll-out will continue in additional countries and languages.

Additionally, the seven educational videos created as part of the collaboration generated a total of more than 1.8 million views on the official YouTube channels (699,000 in Spanish, 570,000 in English and 540,000 in Portuguese). Social media promotions with the hashtag #AllAboardForGlobalGoals achieved 27,400 engagements on Twitter, Facebook and Instagram. The result demonstrates progress made in 2018 towards the collective attainment of the objective.

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- 28.25 A planned result for 2018, which is increased understanding of and support for the work and ideals of the United Nations multilingual information through effective engagement and partnerships, as referred to in the proposed programme budget for the biennium 2018–2019, was achieved, as evidenced by the number of countries that the promotional content for the Sustainable Development Goals reached, as mentioned above.

#### 4. Highlighted planned result for 2020

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##### **Leveraging partnerships with Tokyo 2020 and Expo 2020 Dubai for the seventy-fifth anniversary of the United Nations**

The convergence of these three milestones gives the subprogramme the chance to create sustained engagement with the work of the United Nations. The subprogramme builds partnerships with Member States, as well as with a wide array of civil society constituencies, including non-governmental organizations, academic institutions, the entertainment industry, youth, influencers and the private sector, to involve and engage different audiences around the world.

##### *Challenge and response*

In 2018, a review of partnerships showed that the impact of these relationships was sometimes project-specific or time-bound. The challenge was to establish and build sustained partnerships for engagement on the 2030 Agenda beyond discrete projects or events.

In response, for 2020, the subprogramme aims to shift its relationship with partners from stand-alone events around one or more of the Sustainable Development Goals to extended cooperation over the course of 2020 and beyond. Building on the global public interest in the Olympic and Paralympic Games in Tokyo in 2020 and Expo 2020 in Dubai, United Arab Emirates, the subprogramme started advanced planning with the organizing entities, the United Nations system and other partners to create a global outreach programme in support of the Goals and the work of the United Nations. This outreach programme will also be linked to the planning for the observance of the seventy-fifth anniversary of the United Nations in 2020.

##### *Result and evidence*

The planned deliverables are expected to contribute to the result, which is a strategic partnership framework that brings together Member States, the United Nations system and civil society partners to demonstrate their commitment to the values and purposes of the Charter of the United Nations and the interlinked aspirations of the 2030 Agenda.

Evidence of the result, if achieved, will be the involvement of partners in support of the United Nations and the 2030 Agenda. The result, if achieved, will demonstrate progress made in 2020 towards the collective attainment of the objective.

### Performance measures

2018	2019	2020
Need for more engagement by partners through a new strategic approach to partnership management	Partners start to engage in the context of the new strategy for sustained partnerships	Partners are involved in support of the United Nations and the 2030 Agenda through the strategic approach for sustained partnerships

- 28.26 The subprogramme will continue to be guided by all mandates entrusted to it, which provide the legislative framework for its deliverables.

## 5. Deliverables for the period 2018–2020

- 28.27 Table 28.3 lists all deliverables, by category and subcategory, for the period 2018–2020 that contributed and are expected to contribute to the attainment of the objective stated above.

Table 28.3

### Subprogramme 3: deliverables for the period 2018–2020, by category and subcategory

	2018 planned	2018 actual	2019 planned	2020 planned
<b>Quantified deliverables</b>				
<b>A. Facilitation of the intergovernmental process and expert bodies</b>				
Parliamentary documentation (number of documents)	4	4	4	4
Substantive services for meetings (number of three-hour meetings)	20	20	20	20
<b>B. Generation and transfer of knowledge</b>				
Seminars, workshops and training events (number of days)	147	147	150	150
<b>Non-quantified deliverables</b>				
<b>D. Communication deliverables</b>				
Outreach programmes, special events and information materials				
External and media relations				
Digital platforms and multimedia content				
Library services				

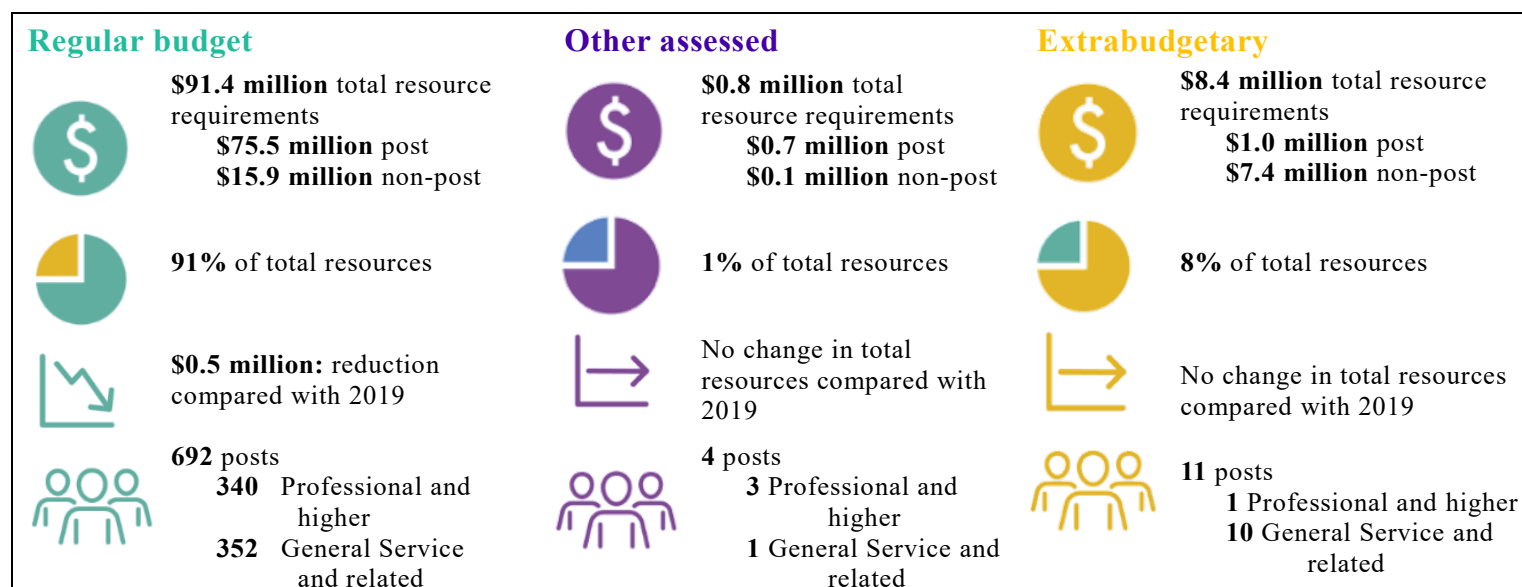


## B. Proposed post and non-post resource requirements for 2020

### Overview

28.28 The total resource requirements for 2020, comprising the regular budget and projected other assessed and extrabudgetary resources, are reflected in figure 28.II and table 28.4.

**Figure 28.II**  
2020 in numbers



Note: Estimates before recosting.

Table 28.4

**Overview of financial and post resources by component, subprogramme and funding source**

(Thousands of United States dollars/number of posts)

	<i>Regular budget</i>			<i>Other assessed</i>			<i>Extrabudgetary</i>			<i>Total</i>		
	<i>2019 appropriation</i>	<i>2020 estimate (before recosting)</i>	<i>Variance</i>	<i>2019 estimate</i>	<i>2020 estimate</i>	<i>Variance</i>	<i>2019 estimate</i>	<i>2020 estimate</i>	<i>Variance</i>	<i>2019 estimate</i>	<i>2020 estimate</i>	<i>Variance</i>
<b>Financial resources</b>												
Executive direction and management	1 896.7	1 896.7	–	–	–	–	–	–	–	1 896.7	1 896.7	–
<b>Programme of work</b>												
1. Strategic communications services	34 938.3	34 961.9	23.6	498.9	523.1	24.2	1 001.7	1 001.7	–	36 438.9	36 462.5	23.6
2. News services	31 831.7	31 811.9	(19.8)	237.2	248.3	11.1	1 557.8	1 557.8	–	33 626.7	33 606.9	(19.8)
3. Outreach and knowledge services	19 534.7	19 159.9	(374.8)	–	–	–	5 660.0	5 660.0	–	25 194.7	24 819.9	(374.8)
<b>Subtotal, programme of work</b>	<b>86 304.7</b>	<b>85 933.7</b>	<b>(371.0)</b>	<b>736.1</b>	<b>771.4</b>	<b>35.3</b>	<b>8 219.5</b>	<b>8 219.5</b>	<b>–</b>	<b>95 260.3</b>	<b>94 889.3</b>	<b>(371.0)</b>
Programme support	3 691.7	3 585.8	(105.9)	–	–	–	191.0	191.0	–	3 882.7	3 585.8	(296.9)
<b>Total</b>	<b>91 893.1</b>	<b>91 416.2</b>	<b>(476.9)</b>	<b>736.1</b>	<b>771.4</b>	<b>35.3</b>	<b>8 410.5</b>	<b>8 410.5</b>	<b>–</b>	<b>101 039.7</b>	<b>100 371.8</b>	<b>(667.9)</b>
<b>Post resources</b>												
Executive direction and management	12	12	–	–	–	–	–	–	–	12	12	–
<b>Programme of work</b>												
1. Strategic communications services	320	319	(1)	2	2	–	–	–	–	322	321	(1)
2. News services	202	203	1	2	2	–	–	–	–	204	205	1
3. Outreach and knowledge services	142	136	(6)	–	–	–	10	10	–	152	146	(6)
<b>Subtotal, programme of work</b>	<b>664</b>	<b>658</b>	<b>(6)</b>	<b>4</b>	<b>4</b>	<b>–</b>	<b>10</b>	<b>10</b>	<b>–</b>	<b>678</b>	<b>672</b>	<b>(6)</b>
Programme support	22	22	–	–	–	–	1	1	–	23	23	–
<b>Total</b>	<b>698</b>	<b>692</b>	<b>(6)</b>	<b>4</b>	<b>4</b>	<b>–</b>	<b>11</b>	<b>11</b>	<b>–</b>	<b>713</b>	<b>707</b>	<b>(6)</b>

**Overview of resources for the regular budget**

28.29 The proposed regular budget resources for 2020, including the breakdown of resource changes, as applicable, are reflected in tables 28.5 and 28.6. The proposals reflect reductions that were made possible, in part, by the redistribution of work, as well as by streamlining and standardizing structures and operations. Further details are provided under the respective components. The proposed resource level provides for the full, efficient and effective implementation of mandates.

Table 28.5

**Evolution of financial resources by component and main category of expenditure**

(Thousands of United States dollars)

	<i>Changes</i>							<i>2020 estimate (before recosting)</i>	<i>Recosting</i>	<i>2020 estimate (after recosting)</i>
	<i>2018 expenditure</i>	<i>2019 appropriation</i>	<i>Technical adjustments</i>	<i>New/expanded mandates</i>	<i>Other</i>	<i>Total</i>	<i>Percentage</i>			
<b>Component</b>										
Executive direction and management	1 637.7	1 896.7	–	–	–	–	–	1 896.7	81.8	1 978.5
Programme of work	86 377.8	86 304.7	(164.8)	1 189.1	(1 395.3)	(371.0)	(0.4)	85 933.7	3 164.4	89 098.1
Programme support	3 387.4	3 691.7	(16.0)	–	(89.9)	(105.9)	(2.9)	3 585.8	112.0	3 697.8
<b>Total</b>	<b>91 402.8</b>	<b>91 893.1</b>	<b>(180.8)</b>	<b>1 189.1</b>	<b>(1 485.2)</b>	<b>(476.9)</b>	<b>(0.5)</b>	<b>91 416.2</b>	<b>3 358.2</b>	<b>94 774.4</b>
<b>Main category of expenditure</b>										
Post	78 248.3	75 982.1	–	440.0	(960.4)	(520.4)	(0.7)	75 461.7	3 104.4	78 566.1
Non-post	13 154.5	15 911.0	(180.8)	749.1	(524.8)	43.5	0.3	15 954.5	253.8	16 208.3
<b>Total</b>	<b>91 402.8</b>	<b>91 893.1</b>	<b>(180.8)</b>	<b>1 189.1</b>	<b>(1 485.2)</b>	<b>(476.9)</b>	<b>(0.5)</b>	<b>91 416.2</b>	<b>3 358.2</b>	<b>94 774.4</b>

Table 28.6

**Evolution of established post resources by category**

	<i>Changes</i>				<i>2020 estimate</i>	<i>Variance</i>
	<i>2019 approved</i>	<i>Technical adjustments</i>	<i>New/expanded mandates</i>	<i>Other</i>		
<b>Professional and higher</b>						
USG	1	–	–	–	1	–
D-2	3	–	–	–	3	–
D-1	18	–	–	–	18	–
P-5	34	–	–	–	34	–
P-4	72	–	–	–	72	–
P-3	104	–	1	–	105	1
P-2/1	57	–	1	(1)	57	–
<b>Subtotal</b>	<b>289</b>	<b>–</b>	<b>2</b>	<b>(1)</b>	<b>290</b>	<b>1</b>
<b>General Service</b>						
Principal level	7	–	–	–	7	–
Other level	205	–	4	(8)	201	(4)
<b>Subtotal</b>	<b>212</b>	<b>–</b>	<b>4</b>	<b>(8)</b>	<b>208</b>	<b>(4)</b>
<b>Other</b>						
Local level	147	–	–	(3)	144	(3)
National Professional Officer	50	–	1	(1)	50	–
<b>Subtotal</b>	<b>197</b>	<b>–</b>	<b>1</b>	<b>(4)</b>	<b>194</b>	<b>(3)</b>
<b>Total</b>	<b>698</b>	<b>–</b>	<b>7</b>	<b>(13)</b>	<b>692</b>	<b>(6)</b>

Note: The breakdown of post changes by component, subprogramme and post level is provided in annex II.

Abbreviation: USG, Under-Secretary-General.

## Executive direction and management

- 28.30 The Under-Secretary-General for Global Communications is responsible for the overall direction and strategic management of United Nations communications in the implementation of its mandates and its approved programme of work, both at Headquarters and in the field. The Under-Secretary-General establishes departmental policies and guidelines, deals with specific policy and management issues and problems, and is responsible for the administrative, financial and personnel management of the Department. Furthermore, the Under-Secretary-General is responsible for 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.
- 28.31 In 2018, the Under-Secretary-General initiated a reform process to adapt the Department's approach to communications at a time of rapid change in the global communications landscape, which has been transformed by the emergence of big data, new digital technologies and competing sources for news and information. The reform is focused on opportunities for increasing impact in all communications across multiple languages while engaging diverse audiences and young people in the realization of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals. A total of 14 change initiatives have been rolled out, tackling challenges and opportunities to improve three priority areas: leadership and strategy, resource management and operational efficiency.
- 28.32 The Office of the Under-Secretary-General evaluates and reports on the programme performance of the Department through the Evaluation and Communications Research Unit. The Unit is responsible for assessing the impact of the Department's programmes and activities and provides expertise in communications media analysis and collecting data on target audience needs. The Unit also serves as a focal point for inspection and oversight services, such as the Joint Inspection Unit and OIOS.
- 28.33 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 Office is integrating environmental management practices into its operations. In 2018, a highlight was the "Be the Change" campaign, in which the Department organized a series of events and actions for Secretariat staff in support of sustainability, including a river clean-up, a donation drive and multiple recycling activities. In 2020, the Department will build on those efforts to further mobilize climate action and the involvement of staff in sustainability initiatives.
- 28.34 Information on compliance with regard to the timely submission of documentation and advance booking for air travel is reflected in table 28.7.

Table 28.7

### Compliance rate

(Percentage)

	<i>Planned 2018</i>	<i>Actual 2018</i>	<i>Planned 2019</i>	<i>Planned 2020</i>
Timely submission of documentation	100	100	100	100
Air tickets purchased at least 2 weeks before the commencement of travel	100	66	100	100

- 28.35 The proposed regular budget resources for 2020 amount to \$1,896,700 and reflect no resource change compared with the appropriation for 2019. Additional details are reflected in figures 28.III and 28.IV and table 28.8.

Figure 28.III

**Resources for executive direction and management as a percentage of the regular budget**

(Millions of United States dollars)

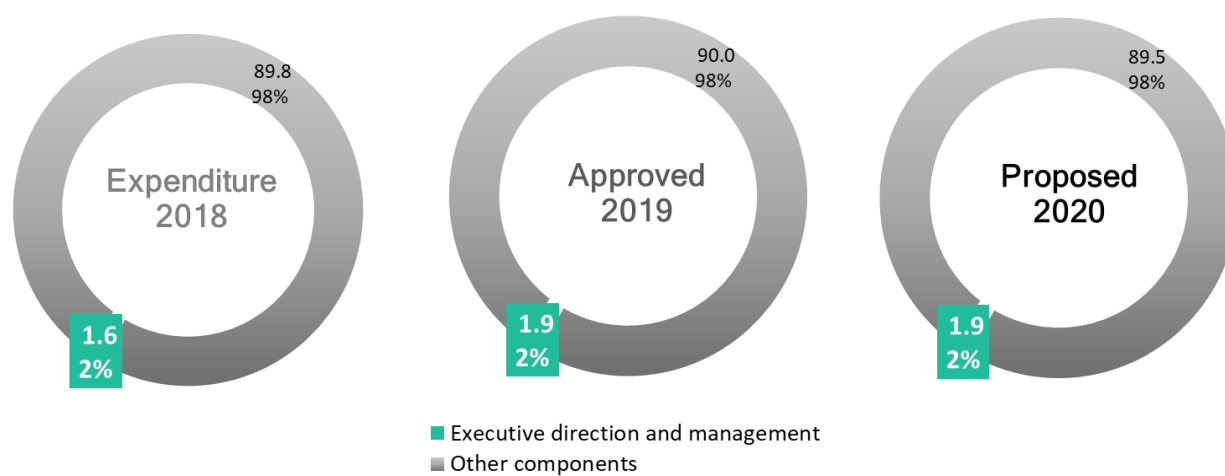


Table 28.8

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

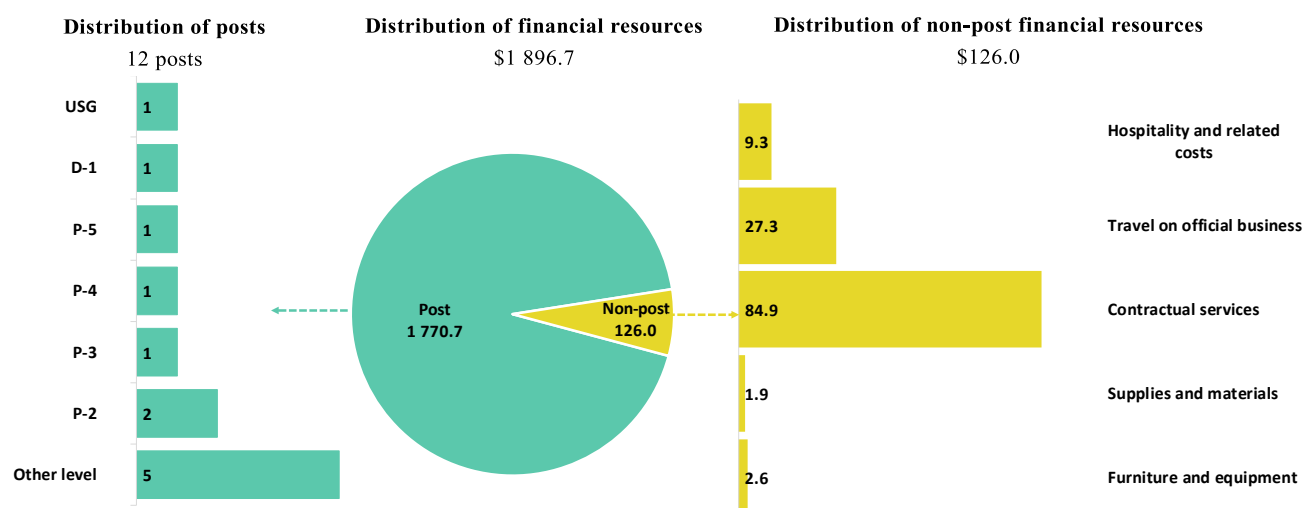
(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	1 519.1	1 770.7	—	—	—	—	—	1 770.7
Non-post	118.5	126.0	—	—	—	—	—	126.0
Total	1 637.7	1 896.7	—	—	—	—	—	1 896.7
Post resources by category								
Professional and higher		7	—	—	—	—	—	7
General Service and related		5	—	—	—	—	—	5
Total		12	—	—	—	—	—	12

Figure 28.IV

### Executive direction and management: distribution of proposed resources for 2020 (before recosting)

(Number of posts/thousands of United States dollars)



Abbreviation: USG, Under-Secretary-General.

### Programme of work

- 28.36 The proposed regular budget resources for 2020 amount to \$85,933,700 and reflect a net decrease of \$371,000 compared with the appropriation for 2019. Additional details are reflected in figures 28.V and 28.VI and table 28.9.

Figure 28.V

### Resources for the programme of work as a percentage of the regular budget

(Millions of United States dollars)

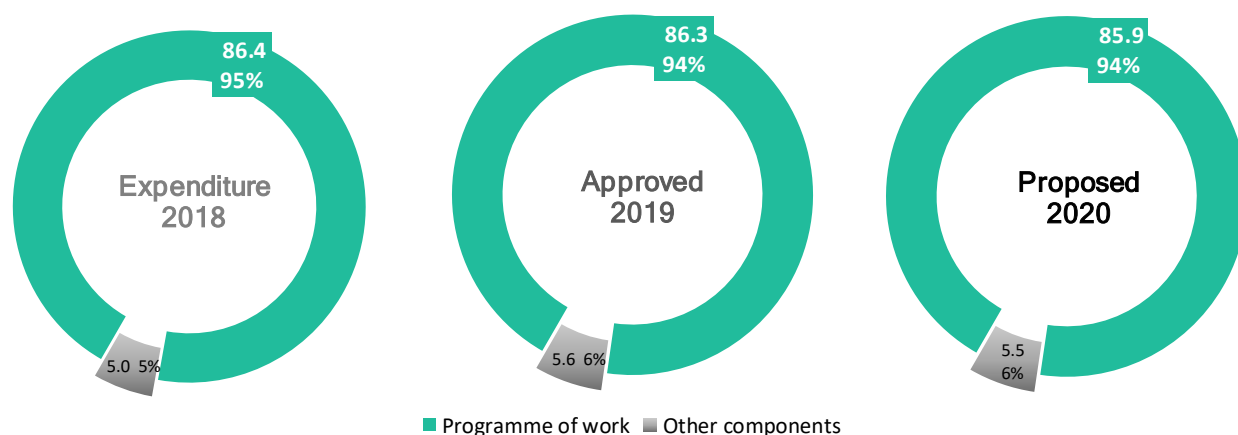


Table 28.9

**Programme of work: evolution of financial and post resources**

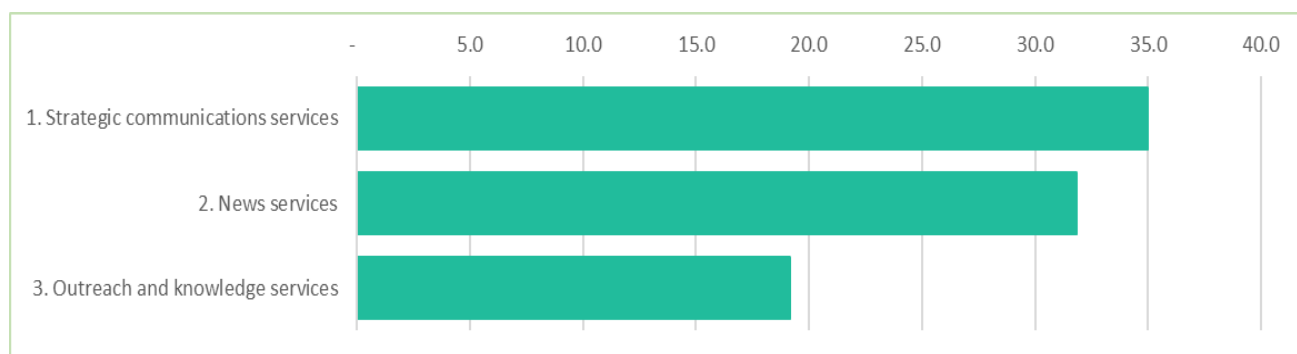
(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by subprogramme								
1. Strategic communications services	34 744.8	34 938.3	(19.4)	1 142.1	(1 099.1)	23.6	0.1	34 961.9
2. News services	31 974.6	31 831.7	(145.4)	47.0	78.6	(19.8)	(0.1)	31 811.9
3. Outreach and knowledge services	19 658.4	19 534.7	–	–	(374.8)	(374.8)	(1.9)	19 159.9
<b>Total</b>	<b>86 377.8</b>	<b>86 304.7</b>	<b>(164.8)</b>	<b>1 189.1</b>	<b>(1 395.3)</b>	<b>(371.0)</b>	<b>(0.4)</b>	<b>85 933.7</b>
Financial resources by main category of expenditure								
Post	74 182.5	71 729.5	–	440.0	(960.4)	(520.4)	(0.7)	71 209.1
Non-post	12 195.3	14 575.2	(164.8)	749.1	(434.9)	149.4	1.0	14 724.6
<b>Total</b>	<b>86 377.8</b>	<b>86 304.7</b>	<b>(164.8)</b>	<b>1 189.1</b>	<b>(1 395.3)</b>	<b>(371.0)</b>	<b>(0.4)</b>	<b>85 933.7</b>
Post resources by subprogramme								
1. Strategic communications services		320	–	6	(7)	(1)	(0.3)	319
2. News services		202	–	–	1	1	0.5	203
3. Outreach and knowledge services		142	–	–	(6)	(6)	(4.2)	136
<b>Total</b>		<b>664</b>	<b>–</b>	<b>6</b>	<b>(12)</b>	<b>(6)</b>	<b>(0.9)</b>	<b>658</b>

Figure 28.VI

**Distribution of proposed resources for 2020 by subprogramme**

(Millions of United States dollars)





## Subprogramme 1

### Strategic communications services

28.37 The proposed regular budget resources for 2020 amount to \$34,961,900 and reflect a net increase of \$23,600 compared with the appropriation for 2019. Additional details are reflected in table 28.10 and figures 28.VII and 28.VIII.

Table 28.10

#### Subprogramme 1: evolution of financial and post resources

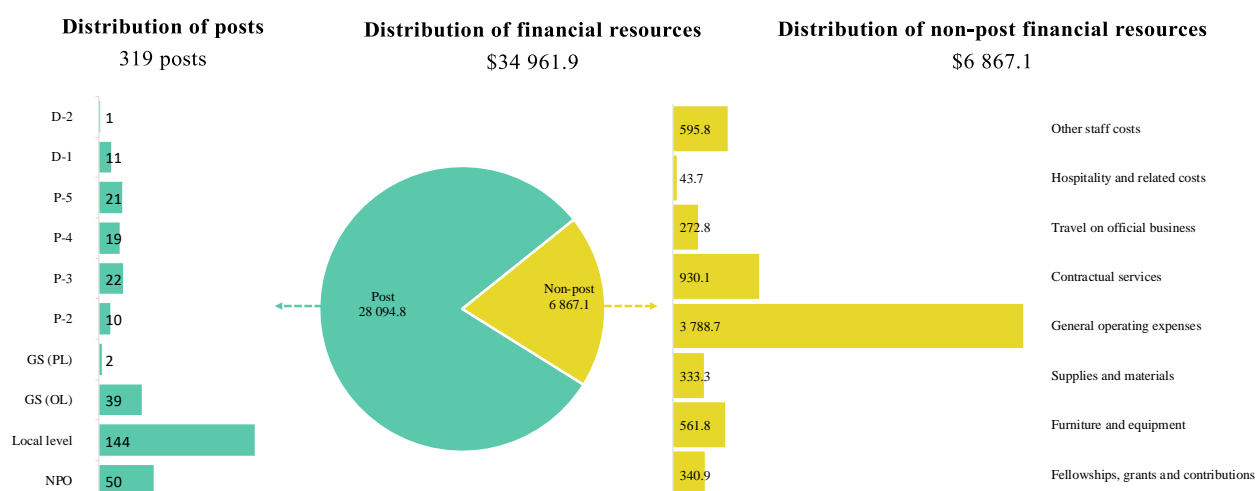
(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	29 137.3	28 372.3	—	440.0	(717.5)	(277.5)	(1.0)	28 094.8
Non-post	5 607.5	6 566.0	(19.4)	702.1	(381.6)	301.1	4.6	6 867.1
Total	34 744.8	34 938.3	(19.4)	1 142.1	(1 099.1)	23.6	0.1	34 961.9
Post resources by category								
Professional and higher		85	—	2	(3)	(1)	(1.2)	84
General Service and related		235	—	4	(4)	—	—	235
Total		320	—	6	(7)	(1)	(0.3)	319

Figure 28.VII

#### Subprogramme 1: distribution of proposed resources for 2020 (before recosting)

(Number of posts/thousands of United States dollars)

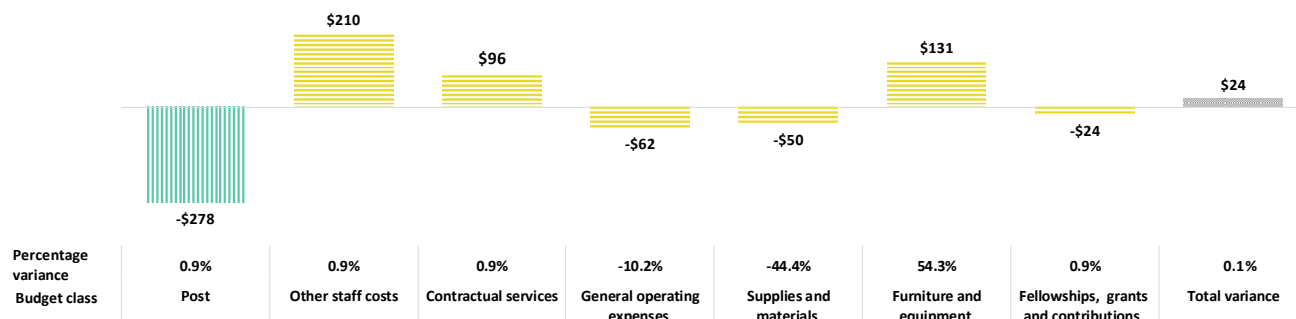


*Abbreviations:* GS (OL), General Service (Other level); GS (PL), General Service (Principal level); NPO, National Professional Officer.

Figure 28.VIII

**Subprogramme 1: variance between proposed resources for 2020 and appropriation for 2019, by budget class**

(Thousands of United States dollars)



28.38 The variance of \$23,600 reflects:

- (a) **Technical adjustments.** The decrease of \$19,400 under non-post resources relates to the removal of non-recurrent requirements under contractual services;
- (b) **New and expanded mandates.** The increase of \$1,142,100 relates to the proposed establishment of 1 P-3, 1 P-2 and 4 General Service (Other Level) posts (Webcast Assistant in four languages) (\$978,000) in Geneva in support of United Nations human rights treaty bodies pursuant to General Assembly resolution [73/162](#); and the provision for general temporary assistance positions and travel of representatives for the recipients of awards in the context of the United Nations Nelson Rolihlahla Mandela Prize ceremony in 2020 (\$164,100), pursuant to General Assembly resolution [69/269](#). The terms of reference for the posts being proposed for establishment are as follows:
  - (i) Webcast Officer (P-3): leads and manages the multilingual webcast team, oversees the scheduling, production and distribution (through UN Web TV) of daily live and on-demand webcast coverage of the public meetings and other events of the human rights treaty bodies at the United Nations Office at Geneva and prepares statistical reports on global audience and usage;
  - (ii) Associate Webcast Officer (P-2): manages the technical set-up and functionality of streaming media equipment, sets up the live streaming for global distribution of events through the UN Web TV website, coordinates with the Information and Communication Technology Service of the United Nations Office at Geneva and the Webcast Unit in New York to troubleshoot technical issues, assists the Webcast Officer in the running of the team and coordination with clients and acts as Officer-in-Charge when required;
  - (iii) Webcast Assistant (General Service (Other Level)): assists with the live and on-demand webcast coverage on the UN Web TV website of public meetings and events of human rights treaty bodies in the required official language, edits recorded videos from treaty bodies meetings and publishes to the UN Web TV video platform, and assists with the publishing of live and on-demand video content to social media accounts;
- (c) **Other changes.** The net decrease of \$1,099,100 relates mainly to the proposed abolishment of
  - (i) one post of Associate Public Information Officer (National Professional Officer) in Nairobi;
  - (ii) three Local Level posts (2 Team Assistant in Brussels and Canberra, and 1 Administrative Assistant in Colombo); and
  - (iii) one post of Team Assistant (General Service (Other level)) in New York. Furthermore, the outward redeployment of three posts (1 P-4, 1 P-3 and 1 P-2) to subprogramme 2, News services, is proposed for the consolidation of the multilingual Social Media Section. The incumbents of those three posts would perform the same social media functions in subprogramme 2 currently being performed under subprogramme 1. The decrease

is offset in part by the proposed establishment of one National Professional Officer post to strengthen the capacity of the United Nations information centre in Colombo. The aforementioned post changes result in a net decrease under post resources of \$717,500. Further non-post reductions are proposed under contractual services (\$145,800), general operating expenses (\$181,700), supplies and materials (\$50,000), furniture and equipment (\$31,000) and fellowships, grants and contributions (\$42,700), owing to the implementation of the standard office space, lower costs for the rental of premises for United Nations information centres and reduced provisions for office supplies and office equipment.

- 28.39 The subprogramme is supported by other assessed resources, estimated at \$523,051, as reflected in table 28.4. The resources would cover the cost of two P-4 posts and operating expenses which will be utilized to support public information activities in peacekeeping missions. The subprogramme is also supported by extrabudgetary resources, estimated at \$1,001,700, which would supplement the capacity of the Strategic Communications Division to provide broad substantive guidance and management in the implementation of the Department's capacity development work.

## Subprogramme 2

### News services

- 28.40 The proposed regular budget resources for 2020 amount to \$31,811,900 and reflect a net decrease of \$19,800 compared with the appropriation for 2019. Additional details are reflected in table 28.11 and figures 28.IX and 28.X.

Table 28.11

### Subprogramme 2: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	27 332.9	26 073.9	—	—	302.6	302.6	1.2	26 376.5
Non-post	4 641.7	5 757.8	(145.4)	47.0	(224.0)	(322.4)	(5.6)	5 435.4
Total	31 974.6	31 831.7	(145.4)	47.0	78.6	(19.8)	(0.1)	31 811.9
Post resources by category								
Professional and higher		119	—	—	3	3	2.5	122
General Service and related		83	—	—	(2)	(2)	(2.4)	81
Total		202	—	—	1	1	0.5	203

Figure 28.IX

**Subprogramme 2: distribution of proposed resources for 2020 (before recosting)**

(Number of posts/thousands of United States dollars)

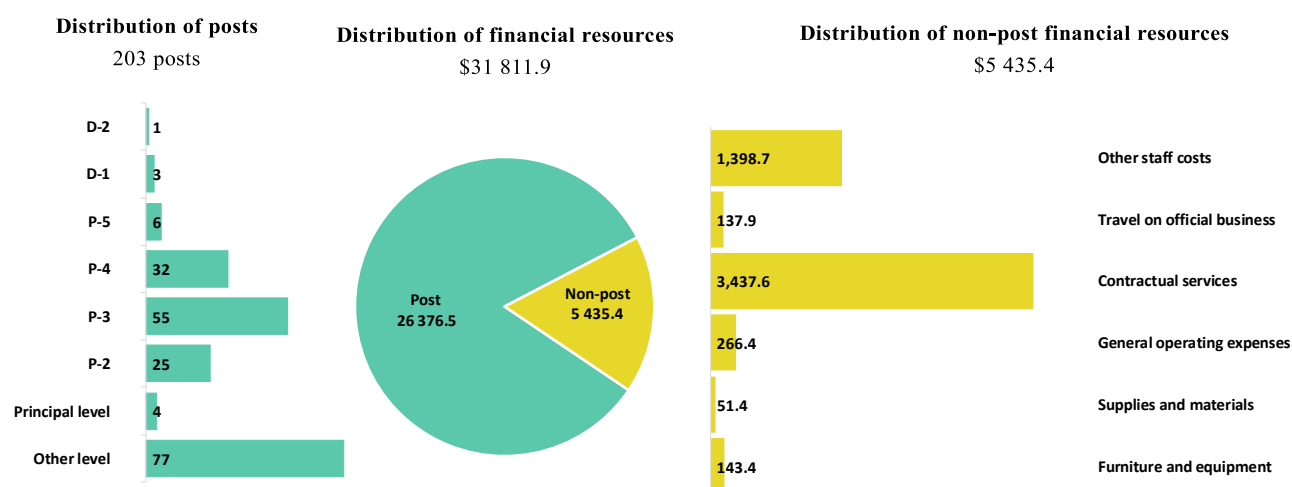
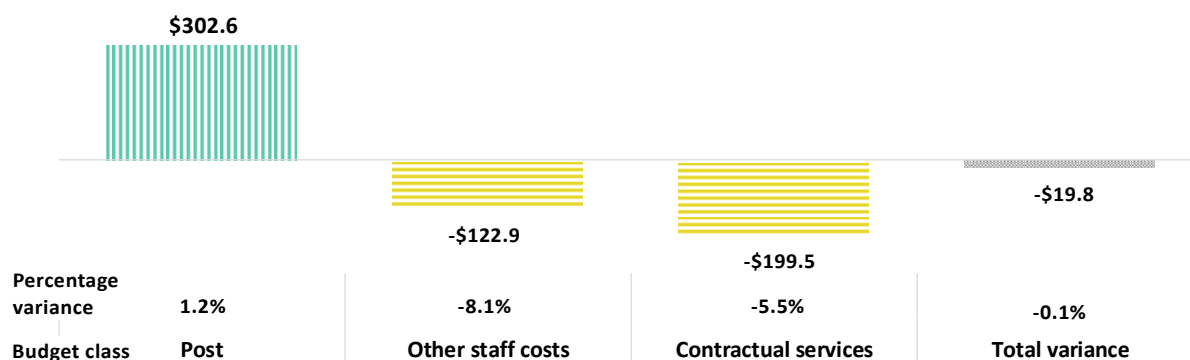


Figure 28.X

**Subprogramme 2: variance between proposed resources for 2020 and appropriation for 2019, by budget class**

(Thousands of United States dollars)



28.41 The net decrease of \$19,800 reflects:

- (a) **Technical adjustments.** The decrease of \$145,400 reflects the removal of one-time costs totalling \$74,600 under other staff costs and \$70,800 under contractual services;
- (b) **New and expanded mandates.** The increase of \$47,000 includes (i) \$40,300 to provide for general temporary assistance for six P-3 posts (4 Press Officer (2 in English and 2 in French) and 2 Editorial Officer) and two GS (OL) Editorial Assistants (one in English and one in French) for 12 days and to cover the cost of live streaming and on-demand streaming of videos in six languages, to service the fourth session of the intergovernmental conference on an international legally binding instrument under the United Nations Convention on the Law of the Sea on the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction, which was approved by the General Assembly in its resolution [72/249](#); and (ii) a \$6,700 recurrent cost for the maintenance of a website in six languages in relation to Assembly resolution [73/262](#) on a global call for concrete action for the total 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;

- (c) **Other changes.** The net increase of \$78,600 relates mainly to the proposed inward redeployment of three posts from subprogramme 1 (1 P-4, 1 P-3 and 1 P-2) and two posts from subprogramme 3 (1 P-2 and 1 General Service (Other Level)), which is proposed for the consolidation of the multilingual Social Media Section. The increase is offset in part by the proposed abolishment of four posts, namely, three General Service (Other level) posts (1 Administrative Assistant in the Digital and Promotion Branch, 1 Administrative Assistant in the News and Content Branch and 1 Public Information Assistant in the Coverage and Media Services Branch) and one post of Associate Press Officer (P-2) in the Coverage and Media Services Branch, resulting from the redistribution of work. The five redeployed posts will be part of the Social Media Section located in the Digital and Promotion Branch of the News and Media Division. As part of a dedicated multilingual team, the incumbents of the reassigned posts will also provide feedback on content and social media issues to other parts of the Department and the Secretariat. The aforementioned changes result in a net increase under post resources (\$302,600). This increase is offset in part by decreases in non-post resources under other staff costs (\$84,000) and contractual services (\$140,000). In August 2017, a new Social Media Section was created to enable the Department to operate more effectively on mainstream social media platforms, positioning the Organization to make greater impact in this important field of communications and greatly expanding the reach of United Nations messaging. Posts from various areas of the Department have been reassigned to the new Section to ensure that the Department's campaigns and multimedia materials reach and engage wider audiences on these platforms in all six official languages, as well as Kiswahili and Portuguese.

- 28.42 The subprogramme is supported by other assessed resources, estimated at \$248,349, as reflected in table 28.4, which would mainly provide for one P-2 post and one General Service (Other level) post to support public information activities in peacekeeping missions. The subprogramme is also supported by extrabudgetary resources, estimated at \$1,557,800, which would support the Office in providing broad substantive guidance and management to the implementation of the Department's capacity development work.

### Subprogramme 3 Outreach and knowledge services

- 28.43 The proposed regular budget resources for 2020 amount to \$19,159,900 and reflect a net decrease of \$374,800 compared with the appropriation for 2019. Additional details are reflected in table 28.12 and figures 28.XI and 28.XII.

Table 28.12

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

(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	17 712.3	17 283.3	–	–	(545.5)	(545.5)	(3.2)	16 737.8
Non-post	1 946.1	2 251.4	–	–	170.7	170.7	7.6	2 422.1
Total	19 658.4	19 534.7	–	–	(374.8)	(374.8)	(1.9)	19 159.9
Post resources by category								
Professional and higher		71	–	–	(1)	(1)	(1.4)	70
General Service and related		71	–	–	(5)	(5)	(7.0)	66
Total		142	–	–	(6)	(6)	(4.2)	136

Figure 28.XI

**Subprogramme 3: distribution of proposed resources for 2020 (before recosting)**

(Number of posts/thousands of United States dollars)

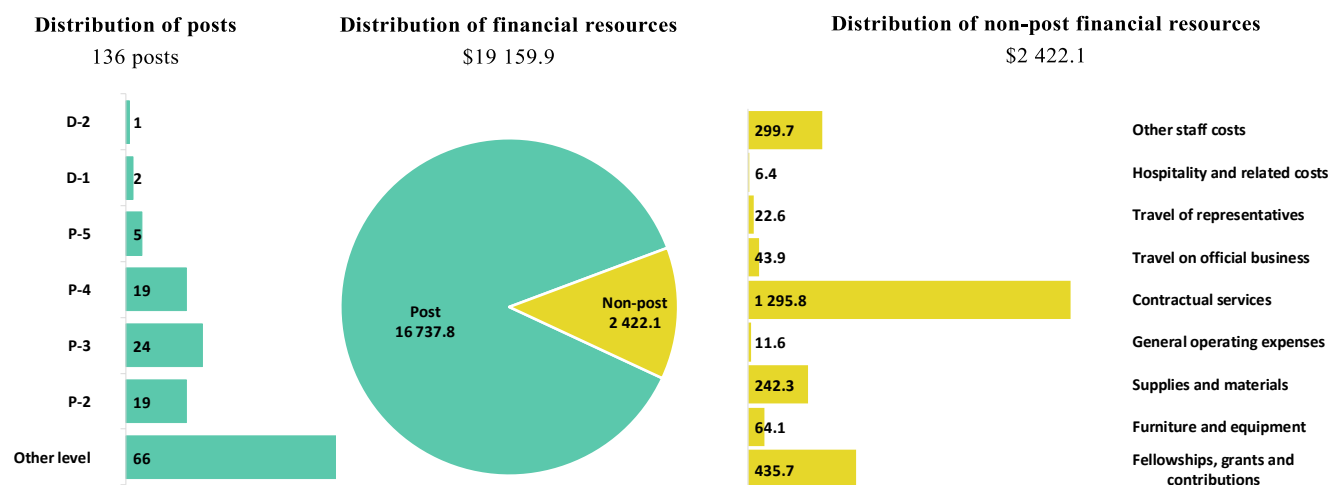
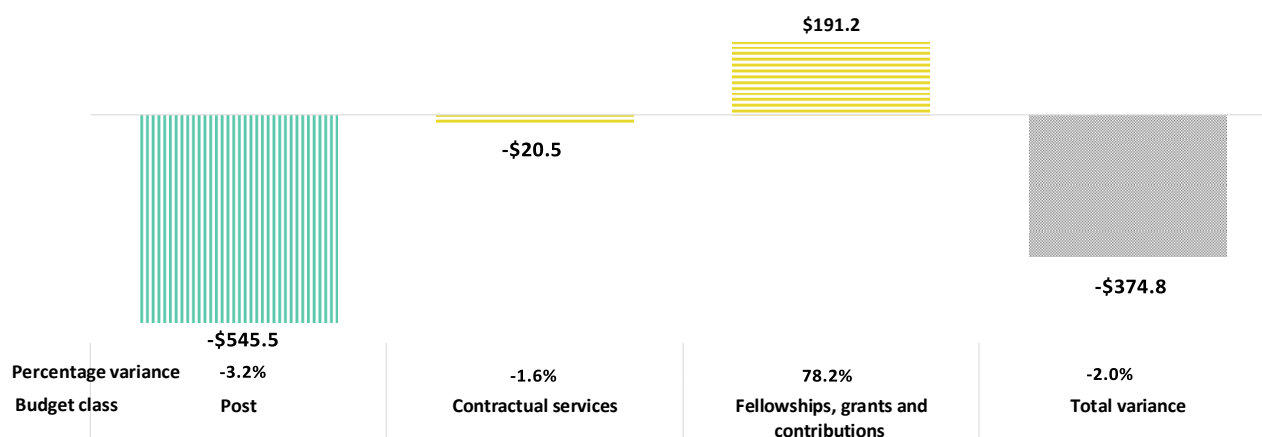


Figure 28.XII

**Subprogramme 3: variance between proposed resources for 2020 and appropriation for 2019, by budget class**

(Thousands of United States dollars)



28.44 The variance of \$374,800 relates to:

**Other changes.** A reduction of \$545,500 under post resources relates to the proposed abolishment of four General Service (Other Level) posts and the outward redeployment of two posts (1 P-2 and 1 General Service (Other level)) to subprogramme 2 for the consolidation of the multilingual Social Media Section. The functions of these two posts were reallocated and absorbed by existing resources. The reduction under post resources is offset in part by the increased non-post resources resulting from the reallocation across sections of \$191,200 under fellowships, grants and contributions for the United Nations Non-Governmental Liaison Service, which was previously reflected under section 9, Economic and social affairs, of the programme budget. The corresponding decrease will be reflected under section 9. The change reflects the better alignment of the functions of the Department of Global Communications with the Non-Governmental Liaison Service, the mandate of which entails the promotion and development of constructive relations between the United Nations and civil society organizations. Additionally, this change complements the outreach efforts of the Department

to engage civil society stakeholders to address global challenges. This increase in non-post resources is offset in part by a reduction under contractual services (\$20,500).

- 28.45 The subprogramme is supported by extrabudgetary resources, estimated at \$5,660,000, as reflected in table 28.4, which would provide for 10 posts (1 P-3 and 9 General Service (Other level)) supporting the substantive and operational activities of the *United Nations Development Business*, the Office of the Secretary-General's Envoy on Youth and the United Nations System Electronic Information Acquisitions Consortium.

### Programme support

- 28.46 The Executive Office provides the administrative, managerial and programme support necessary for the implementation of the activities of the Department of Global Communications. It assists the Under-Secretary-General in the preparation of the programme plan and priorities, the preparation, administration and monitoring of the programme budget and the management of trust funds and other assessed contributions and extrabudgetary resources; provides relevant support services for the efficient utilization of human resources; and plans, controls and coordinates requirements related to general office administration. It also handles the Department's information technology needs, including the maintenance and upgrading of computer equipment and user applications.
- 28.47 The proposed regular budget resources for 2020 amount to \$3,585,800 and reflect a net decrease of \$105,900 compared with the appropriation for 2019. Additional details are reflected in figures 28.XIII to 28.XV and table 28.13.

Figure 28.XIII

### Resources for programme support as a percentage of the regular budget

(Millions of United States dollars)

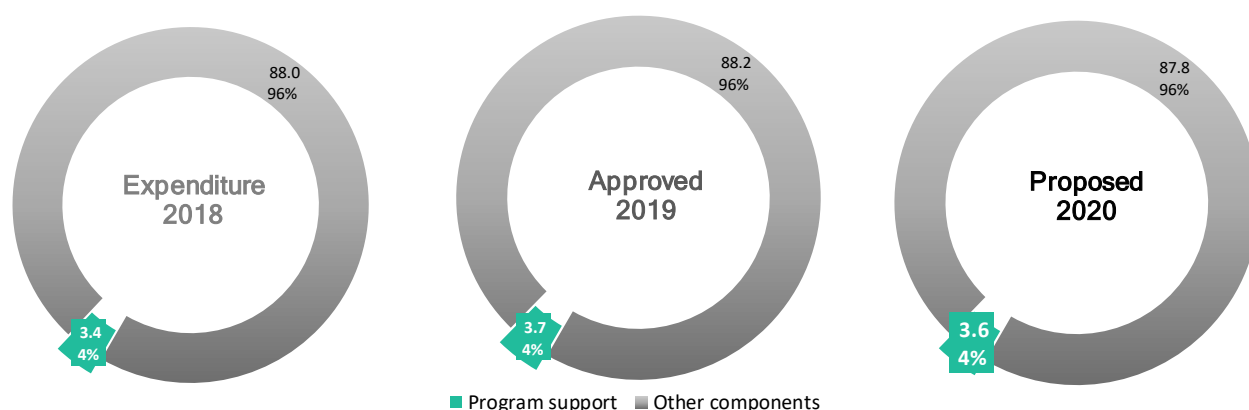




Table 28.13  
Programme support: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2018 expenditure	2019 appropriation	Changes					2020 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
Financial resources by main category of expenditure								
Post	2 546.7	2 481.9	—	—	—	—	—	2 481.9
Non-post	840.6	1 209.8	(16.0)	—	(89.9)	(105.9)	(8.8)	1 103.9
Total	3 387.4	3 691.7	(16.0)	—	(89.9)	(105.9)	(2.9)	3 585.8
Post resources by category								
Professional and higher		7	—	—	—	—	—	7
General Service and related		15	—	—	—	—	—	15
Total		22	—	—	—	—	—	22

Figure 28.XIV  
Programme support: distribution of proposed resources for 2020 (before recosting)

(Number of posts/thousands of United States dollars)

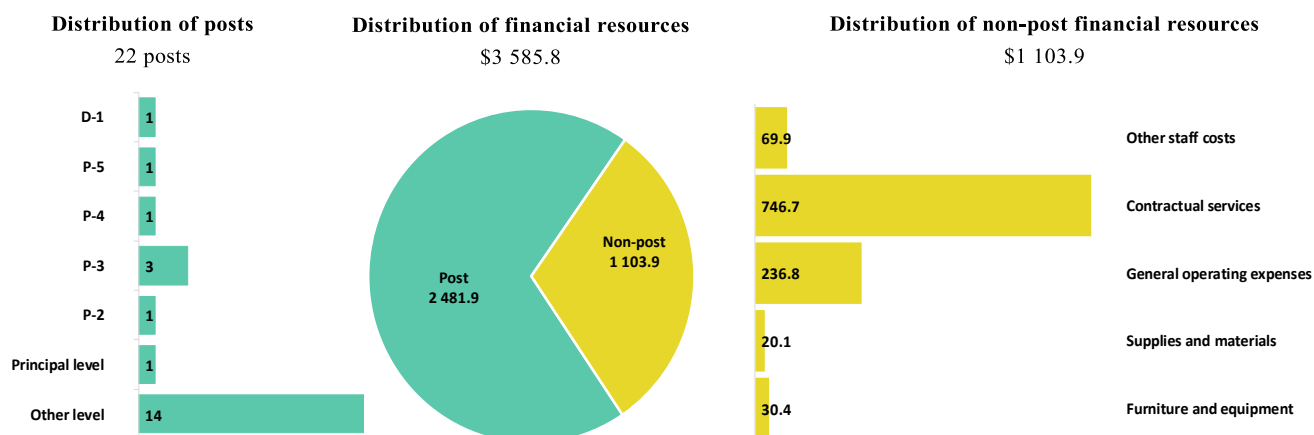
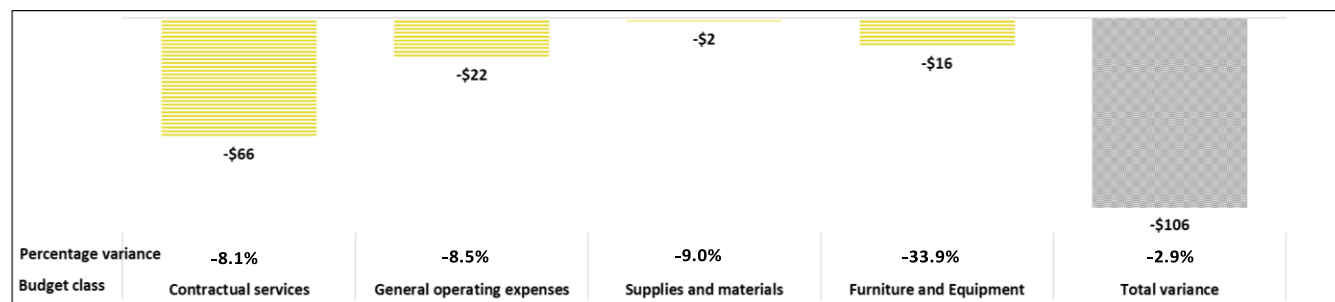


Figure 28.XV  
Programme support: variance between proposed resources for 2020 and appropriation for 2019, by budget class

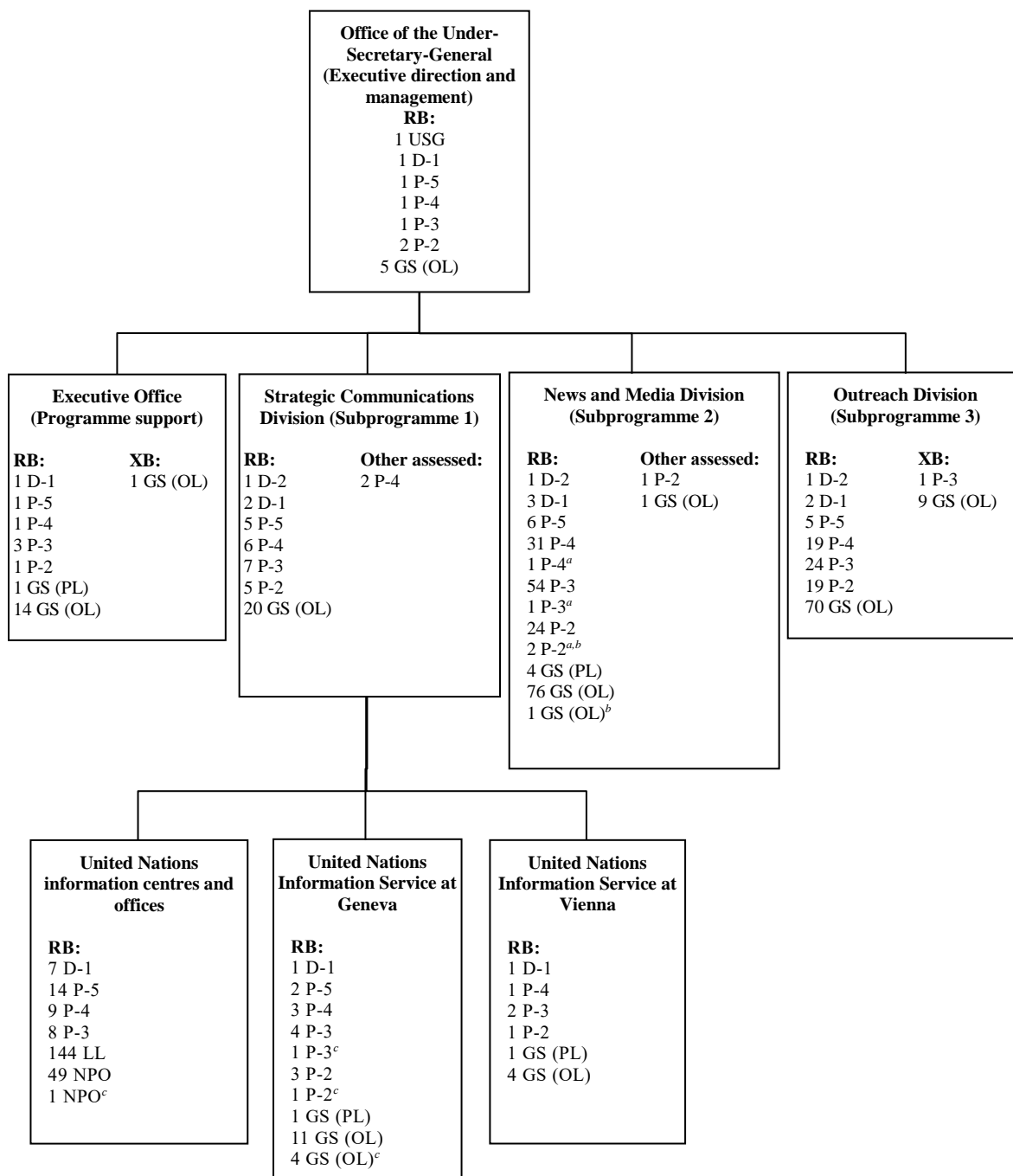
(Thousands of United States dollars)



- 28.48    The variance of \$105,900 reflects:
- (a)    **Technical adjustments.** The decrease of \$16,000 reflects the removal of one-time costs under contractual services (\$1,300), general operating expenses (\$1,500), supplies and materials (\$200) and furniture and equipment (\$13,000);
  - (b)    **Other changes.** The net decrease of \$89,900 reflects reductions under non-post resources, mainly for contractual services (\$64,900) owing to the use of more in-house expertise to provide the services in lieu of contractual services and for general operating expenses (\$20,600) owing to lower requirements for telephone and videoconferencing costs.
- 28.49    The programme support component is supported by extrabudgetary resources estimated at \$191,000, as reflected in table 28.4. The resources would support the Executive Office in carrying out administrative functions.

## Annex I

## Organizational structure and post distribution for 2020



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

<sup>a</sup> Redeployment (inward) from subprogramme 1.

<sup>b</sup> Redeployment (inward) from subprogramme 3.

<sup>c</sup> New posts.

## Annex II

### Summary of proposed changes in established and temporary posts, by component and subprogramme

	<i>Posts</i>	<i>Level</i>	<i>Description</i>	<i>Reason for change</i>
Subprogramme 1 Strategic communications services	1	NPO	<b>Establishment</b> of 1 National Information Officer in the United Nations information centre in Colombo	To strengthen the capacity of the office
	1	P-3	<b>Establishment</b> of 1 P-3 post in the United Nations Information Service at Geneva	To provide webcasting support to the human rights treaty bodies, pursuant to General Assembly resolution <a href="#">73/162</a>
	1	P-2	<b>Establishment</b> of 1 P-2 post in the United Nations Information Service at Geneva	To provide webcasting support to the human rights treaty bodies, pursuant to General Assembly resolution <a href="#">73/162</a>
	4	GS (OL)	<b>Establishment</b> of 4 General Service (Other level) posts in the United Nations Information Service at Geneva	To provide webcasting support to the human rights treaty bodies, pursuant to General Assembly resolution <a href="#">73/162</a>
	(1)	NPO	<b>Abolishment</b> of 1 National Information Officer in the United Nations information centre in Nairobi	Harmonization of United Nations information centres network
	(3)	LL	<b>Abolishment</b> of 2 Team Assistants and 1 Administrative Assistant (Brussels, Colombo, Canberra)	Streamlining of work and redistribution of tasks among remaining staff
	(1)	GS (OL)	<b>Abolishment</b> of 1 Team Assistant (New York)	Streamlining of work and redistribution of tasks among remaining staff
	(1)	P-4	<b>Redeployment</b> of 1 Public Information Officer	To strengthen Social Media Section under subprogramme 2
	(1)	P-3	<b>Redeployment</b> of 1 Public Information Officer	To strengthen Social Media Section under subprogramme 2
	(1)	P-2	<b>Redeployment</b> of 1 Associate Public Information Officer	To strengthen Social Media Section under subprogramme 2
Subprogramme 2 News services	(1)	P-2	<b>Abolishment</b> of 1 Associate Press Officer (New York)	Streamlining of work and redistribution of tasks among remaining staff
	(3)	GS (OL)	<b>Abolishment</b> of 2 Administrative Assistants and 1 Public Information Assistant (New York)	Streamlining of work and redistribution of tasks among remaining staff
	1	P-4	<b>Redeployment</b> of 1 Public Information Officer	To strengthen Social Media Section under this subprogramme
	1	P-3	<b>Redeployment</b> of 1 Public Information Officer	To strengthen Social Media Section under this subprogramme
	1	P-2	<b>Redeployment</b> of 1 Associate Public Information Officer	To strengthen Social Media Section under this subprogramme
	1	P-2	<b>Redeployment</b> of 1 Associate Librarian	To strengthen Social Media Section under this subprogramme
	1	GS (OL)	<b>Redeployment</b> of 1 Website Assistant	To strengthen Social Media Section under this subprogramme

**Part VII      Global communications**

	<i>Posts</i>	<i>Level</i>	<i>Description</i>	<i>Reason for change</i>
Subprogramme 3 Outreach and knowledge services	(4)	GS (OL)	<b>Abolishment</b> of 1 Team Assistant, 1 Editorial Assistant, 1 Public Information Assistant and 1 Information Systems Assistant (New York)	Streamlining of work and redistribution of tasks among remaining staff
	(1)	P-2	<b>Redeployment</b> of 1 Associate Librarian	To strengthen Social Media Section under subprogramme 2
	(1)	GS (OL)	<b>Redeployment</b> of 1 Website Assistant	To strengthen Social Media Section under subprogramme 2
<b>Total</b>	<b>(6)</b>			

*Abbreviations:* GS (OL), General Service (Other level); GS (PL), General Service (Principal level); LL, Local level;  
NPO, National Professional Officer.