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Questions relating to information

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Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution [76/84 B](#), highlights activities of the Department of Global Communications undertaken from 1 February to 30 June 2022. The report is focused on the Department's global strategic communications response to a broad range of new and ongoing challenges, including the armed conflict in Ukraine, the crises in Afghanistan and Ethiopia, the coronavirus disease (COVID-19) pandemic and climate change. It provides details on how the crises added a new dimension to the Organization's efforts to combat misinformation and disinformation and foster international solidarity. In addition, it includes a review of how the Department has supported the United Nations agenda on issues such as sustainable development, peace and security, and human rights.

* [A/77/150](#).



I. Introduction

1. In paragraph 142 of its resolution 76/84 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its forty-fourth session and to the Assembly at its seventy-seventh session on the activities of the Department of Global Communications and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports ([A/AC.198/2022/2](#), [A/AC.198/2022/3](#) and [A/AC.198/2022/4](#)) for consideration by the Committee at its forty-fourth session, which was held from 3 to 13 May 2022.
2. The present report contains updates to the information provided in those reports, including summaries of activities undertaken by the Department from 1 February to 30 June 2022 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.
3. The Department's work is shaped by the global communications strategy for the United Nations, which employs an audience-focused approach that is aimed at not only informing people of United Nations and global issues but also at inspiring them to care and mobilizing them for action. The approach positions the Organization as a conveyor of solutions. The strategy can be applied across the Secretariat and the wider United Nations system to generate awareness, solidarity and support for all causes pertaining to the Organization's work. It can also be adapted to apply to all levels, whether global, regional or national.
4. In 2022, United Nations communications have had to respond to a broad range of emerging or ongoing crises, including the armed conflict in Ukraine, the coronavirus disease (COVID-19) pandemic and the impacts of climate change. The Department has also built on existing efforts such as the Verified campaign, originally focused on delivering fact-based and reliable information on COVID-19, by expanding its reach to other issues such as climate change and hate speech. At the same time, the Department has continued to support the United Nations agenda on issues as across its pillars of sustainable development, peace and security, and human rights.

II. Coordinated crisis communications

5. During the reporting period, the Department coordinated the United Nations system communications response to the COVID-19 pandemic, the crises in Afghanistan and Ethiopia, and the armed conflict in Ukraine through the crisis cells of the United Nations Communications Group, which consists of United Nations departments, specialized agencies and funds and programmes, as well as regional commissions. Jointly agreed messaging and communications guidance was regularly shared with the information centres and resident coordinator offices.
6. The Department also used its social media presence, including the United Nations flagship accounts in the six official languages and Hindi, Kiswahili and Portuguese, to update the public in real time on the United Nations response to the armed conflict in Ukraine. Collectively, these accounts, including on Facebook, Instagram, LinkedIn, Medium, Meipai, Miaopai, Snapchat, TikTok, Twitter, VKontakte, WeChat and Weibo, have 61 million followers. Posts related to the armed conflict urging users to respond to calls for peace and protection of civilians achieved the highest engagement on social media of any topic thus far in 2022. One such example was posts on the adoption of the General Assembly resolution on Ukraine at its eleventh emergency special session, which registered 386,600 engagements and 5.7 million video views across platforms.
7. Similarly, the Department deployed other platforms to raise awareness of the armed conflict in Ukraine and its effects. At least 259 press releases in English and French were published during the reporting period. In April, the Meetings Coverage

Section produced a special feature providing an overview of Security Council and General Assembly activities following 50 days of armed conflict in Ukraine.

8. The Department led communications efforts on two briefs published by the Global Crisis Response Group on Food, Energy and Finance, which was established by the Secretary-General to ensure a coordinated response to the interconnected challenges posed by the ongoing crises. The Department developed a dedicated website for this initiative, which received more than 30,000 visits from April to June 2022.

9. Responding to concerns raised within the Organization and from the African Union about the ramifications of the armed conflict in Ukraine for the African economy, the *Africa Renewal* website pivoted its coverage to include a focus on the crisis and its impact on the cost of living across the continent.

10. To inspire fundraising efforts and humanitarian support for Ukraine, the Department collaborated with Creative Artists Agency, a major talent agency, to have an official from the Office of the United Nations High Commissioner for Refugees (UNHCR) brief more than 1,500 executives, actors, writers, producers and directors in the entertainment industry.

11. The United Nations Academic Impact initiative published three articles on its website on the response of member institutions to the armed conflict in Ukraine and hosted a virtual briefing in April by a representative of UNHCR and staff and students from universities across Europe.

12. More broadly, the Department worked to enhance the capacity of the United Nations system to provide crisis communications when needed. Colleagues from the Department, in conjunction with the World Health Organization and UNHCR, developed and delivered a crisis communications training module that formed part of a wider programme managed by the United Nations System Staff College. More than 100 United Nations staff received the training during the reporting period, while similar webinars were held with numerous United Nations country teams, resident coordinator offices and United Nations information centres.

13. The Department worked with the Department of Operational Support to introduce a standing surge capacity that will allow for the rapid deployment of communications staff to crises in the field. It is expected that the initiative will begin to be implemented in the second half of 2022.

III. Mobilizing for the planet

14. The deleterious impacts of climate change, as well as the efforts of the United Nations to shine a spotlight on the crisis and offer solutions, remain a communications focus for the Department. The launch in February and April of the reports of working groups II and III of the Intergovernmental Panel on Climate Change garnered strong global media coverage, with the Secretary-General widely quoted, in addition to related posts being amplified by influencers and activists on social media.

15. The Secretary-General's call for immediate, concrete steps towards making the transition to renewable energy, which he made on various occasions, including Earth Day (22 April), the launch of the report *State of the Global Climate 2021* in May and the Stockholm+50 conference in June, received wide traditional media and social media coverage and was shared by industry leaders, Governments and non-governmental organizations.

16. United Nations News produced 725 news and feature stories on climate action during the reporting period, including focus pieces showcasing a turtle conservation project in Barbados and the coral reefs of Colombia.

17. The Department's collaboration with Google resulted in unprecedented traffic on the United Nations climate action website, with 133,000 page views by over 100,000 unique visitors on Earth Day alone. The Google Doodle, a prominent visual at the top of the Google search page, provided a link that day to United Nations climate information in 12 languages. Content on the United Nations climate action website continued to be featured prominently in Google and YouTube search results, as well as through Google advertisements, all of which helped to drive traffic to an average of 760,000 page views per month from February to May 2022, up from about 100,000 per month during the same period in 2021.

18. The United Nations campaign for individual climate action, ActNow, gained momentum, with about 2 million actions logged using the mobile application between February and June 2022. ActNow content was also made available on WhatsApp in June through a specialized United Nations account allowing users to interact with the content and share it with their networks. It enabled global users of the platform to gain access to information on individual climate-friendly actions that they can take.

19. The United Nations Information Centre in Lagos, Nigeria, in partnership with the non-governmental organization Green Hub Africa, adapted the version of ActNow for children, Climate Action Superheroes, for a national campaign in Nigeria. The campaign has reached more than 1.8 million people, and more than 120,000 visits were registered on the project's website.

20. The Information Centre in Tokyo launched the campaign entitled "Promise of 1.5°C. Act now to stop global warming", using media partners to call for climate action. The campaign was made with 108 Japanese members of the Sustainable Development Goals Media Compact. Radio and television stations, newspapers, magazines and online media reached out to audiences to propose actions to expand and accelerate climate action.

21. The Department collaborated with Netflix to produce a climate action video conversation featuring the Special Adviser to the Secretary-General on Climate Action, along with a Hollywood film director, a United States of America government official, a climate scientist and a youth climate activist. The video, which was posted on social media platforms on 18 March, received more than 480,000 views on YouTube, Facebook, Instagram and Twitter.

22. To highlight climate action in relation to the International Day of Sport for Development and Peace (6 April), the Department collaborated with the Department of Economic and Social Affairs and the Permanent Missions of Monaco and Qatar to the United Nations on a global virtual event stressing the role of sport in combating climate change. The event was viewed online nearly 11,000 times in 141 countries.

IV. Misinformation, disinformation and hate speech

23. Launched by the Department in 2020 in partnership with Purpose, a leading social mobilization organization, the Verified initiative is part of the United Nations COVID-19 communications response. Verified is aimed at disseminating fact-based, life-saving information to communities around the world, building confidence in the COVID-19 vaccines, increasing solidarity for effective recovery and addressing misinformation and disinformation. In 2020, Verified was focused on building a global communications infrastructure, partnerships and networks. In 2021, it worked to reach vulnerable populations that had not responded to traditional public health communications. In 2022, the initiative shifted its focus towards developing hyperlocal strategies and content at scale. This was deemed necessary for an effective and sustainable response not only to COVID-19 but also to other phenomena

regarding which accurate and reliable information was of crucial importance, such as addressing climate change misinformation and disinformation, as well as hate speech.

24. The Department's climate team is working on a set of climate communications principles to guide and encourage content creators in the general public to create valuable, reliable climate content. This is in response to a request from YouTube for such guidelines for their creators. The guidelines are to be posted as a United Nations web page and will include United Nations and external expertise.

25. Information centres amplified and adapted the Verified campaign at the local and national levels, creating content to be shared across the social media accounts of United Nations country teams. The United Nations Regional Information Centre for Western Europe, in Brussels, for example, translated, adapted and actively promoted Verified and #NoToHate campaigns in the region in nine languages across all its platforms. More than 9,000 subscribers of the WhatsApp account of the Information Centre in Mexico City received Verified content daily. Campaign materials were shared with 50 radio stations across the country, and 3.2 million users of the capital's rapid transit system were shown campaign videos on public television screens.

26. To address the alarming spread of hate speech, the Department launched a multipronged communications initiative in the lead-up to and after the International Day for Countering Hate Speech (18 June), marked for the first time this year. A new digital portal established for this cause serves as an entry point for the issue and the role that the United Nations plays in countering it.

27. The #NoToHate campaign, launched as part of this initiative, is aimed at educating and engaging with social media users on how to recognize and respond to hate speech, as well as at highlighting the real-world consequences of hate expressed in digital spaces. Shareable content has been created for social media platforms in the six official United Nations languages and Hindi, Kiswahili and Portuguese, with templates available for use in local languages.

28. As part of wider promotion efforts, the Department conducted on the United Nations LinkedIn page a one-month targeted campaign from mid-May to mid-June on countering hate speech. This contributed to nearly 250,000 clicks on the Call to action button linked to the main campaign website and added 15,000 new followers to the LinkedIn account.

29. The United Nations Academic Impact, jointly with the Holocaust and the United Nations Outreach Programme, the programme of educational outreach on the transatlantic slave trade and slavery, and the outreach programme on the 1994 genocide against the Tutsi in Rwanda and the United Nations, organized a virtual event in June, entitled "Fighting Hate Speech: Global Perspectives", highlighting awareness and outreach activities carried out by universities on campus and beyond to counter hate speech, in addition to the research conducted at the universities on the topic.

V. Sustainable Development Goals

30. The Sustainable Development Goals remain a priority, and the Department continued to engage with large and diverse audiences on the topic. Leading communications efforts on the Ocean Conference in June, which relates to Goal 14 and was co-hosted by Kenya and Portugal from 27 June to 1 July, the Department worked to build a people-centred narrative that advocated more progress and highlighted the need for solutions in line with the conference's objectives. The Department also coordinated and shared messaging and launched or supported initiatives relating to the conference. Communications assets for the conference were produced in all the official United Nations languages as well as Portuguese. An op-ed by the Special Envoy of the Secretary-General for the Ocean was placed in 33 media outlets across 14 countries.

31. The Sustainable Development Goals website recorded an average of 3.3 million monthly page views in all the official languages during the reporting period. As at June 2022, @GlobalGoalsUN social media accounts have more than 968,000 followers.

32. The United Nations Regional Information Centre for Western Europe partnered with Rock in Rio, a four-day music festival in Portugal that boasts average daily participation of 80,000 people, to raise awareness of the Goals by displaying for spectators four large murals with impactful images.

33. The Information Centre in Canberra hosted a hybrid conference attended by more than 150 participants, including several Heads of State in the Pacific region, to discuss how to scale up action on Goal 14 (life below water).

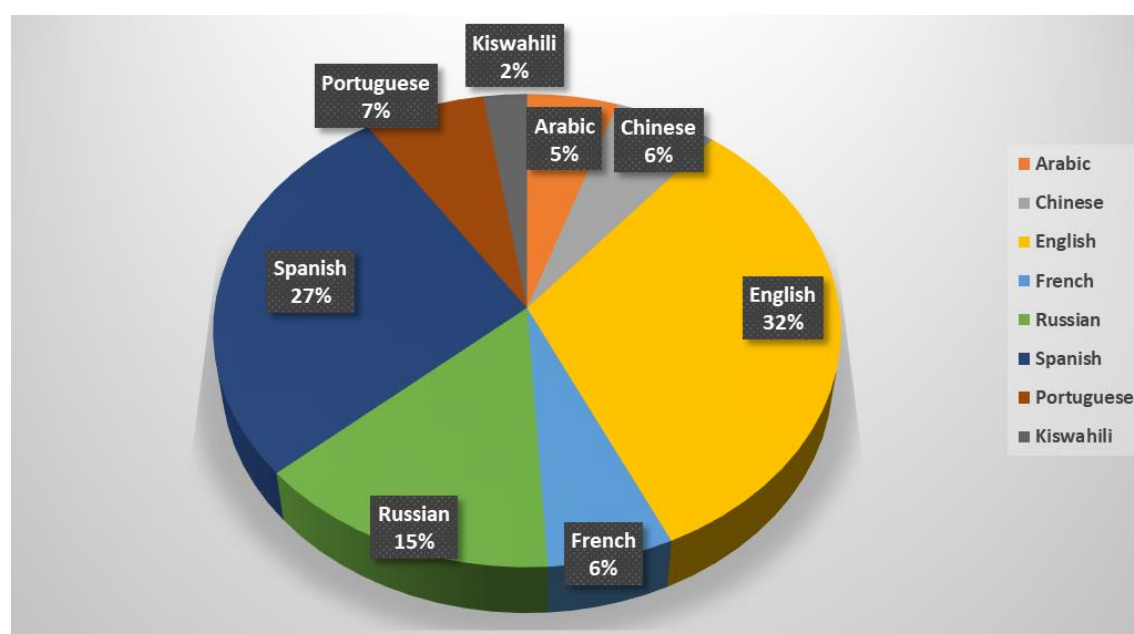
VI. Multilingualism

34. The Department continues to prioritize multilingualism as a cornerstone of its work, from content production to its campaigns, advocacy and outreach. This is in line with the global communications strategy for the United Nations, which is aimed at reaching as many people as possible worldwide through impactful storytelling. The aim is to engage with audiences in languages that they speak and understand and on platforms that they use, and it requires both digital platforms and traditional media.

35. United Nations News, which illustrates the same approach, continues to show impressive growth. The audience for its website grew steadily across the six official languages and Hindi, Kiswahili and Portuguese, with over 6 million more page views than in the same period in 2021. This was driven in part by strong interest in the platform's coverage of the armed conflict in Ukraine. The upward trajectory compared with the pre-pandemic period also continued, with page views in English up by 21 per cent and those in Russian up by 121 per cent, each compared with 2019. Overall, United Nations News continued to see its largest audiences in English, followed by Spanish (see figure I).

Figure I

United Nations News page views by language, February–June 2022



36. Month-by-month comparisons between February and June 2021 and February and June 2022 show that there were mostly upward trends in United Nations News users and page views (see figures II and III).

Figure II

Growth in United Nations News users, February–June 2021 and February–June 2022

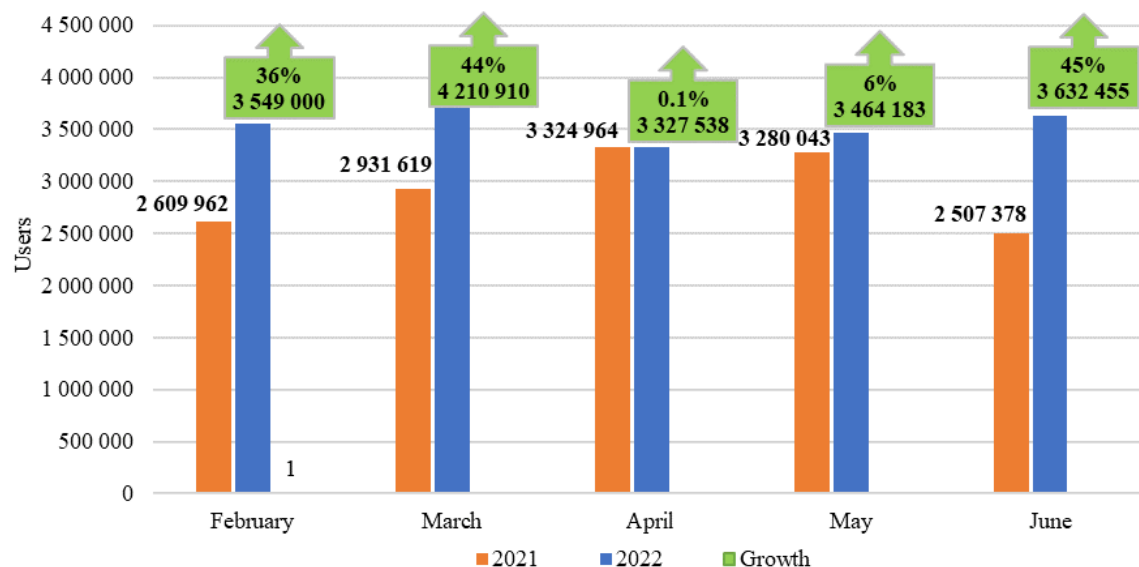
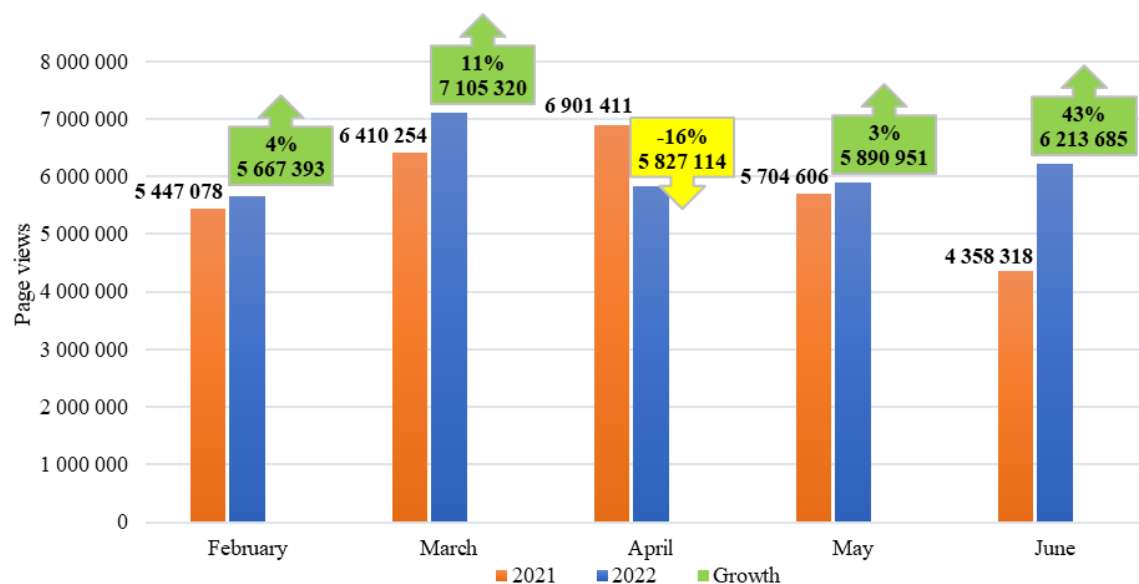


Figure III

Growth in United Nations News page views, February–June 2021 and February–June 2022



37. The content of United Nations News in Arabic was widely picked up by regional media, while its Twitter followers registered a 115 per cent jump between February and March 2022 as a result of coverage of the armed conflict in Ukraine. Food security in the Middle East and North Africa Region also generated strong audience interest, as did the conflicts in Libya, the Syrian Arab Republic and Yemen, as well as a feature on the International Day to Combat Islamophobia (15 March). A story on the

Organization's Josour initiative, aimed at reducing inequalities in the Arab region by creating employment opportunities for young people and by providing training and increasing their employability, resulted in high engagement on Twitter and was retweeted by an influential Lebanese singer.

38. United Nations News in Chinese created some 65 videos on the armed conflict in Ukraine, which were viewed 55 million times on Weibo during the reporting period. A video published in February featuring the Secretary-General's appeal for the Russian Federation to withdraw its troops was viewed more than 8.5 million times. The coverage of remarks made in May by the Director General of the World Health Organization on the sustainability of the "zero-COVID" policy in China attracted more than 56,000 views on the United Nations News in Chinese website.

39. United Nations News in English registered more than 8 million page views during the reporting period, a 30 per cent increase over the same period in 2021. The decision by the General Assembly on 7 April to suspend the Russian Federation from the Human Rights Council was covered by the English unit, with the tweet on the decision generating 461,000 engagements – an engagement rate of 29 per cent. The Unit's Ukraine coverage alone had more than 2.5 million page views, and its stories were linked to and repurposed by numerous news outlets, including *The Guardian* and BBC. The Unit's podcasts produced during the reporting period included an interview published in February with the prominent United States journalist and author Nikole Hannah-Jones on the legacy of slavery.

40. United Nations News in French garnered wide attention resulting from coverage of the armed conflict in Ukraine, as well as a continued focus on West Africa and the Sahel, food security in Madagascar and violence in the Democratic Republic of the Congo. Its story on a General Assembly resolution in which the withdrawal of Russian forces from Ukraine was demanded received more than 46,000 page views and an engagement rate of 19.6 per cent on Twitter. The French Unit continued to find ways to reach francophone audiences by collaborating with the United Nations Information Service in Geneva, the Information Centre in Abidjan, Côte d'Ivoire, and those in Brussels and Dakar.

41. United Nations News in Hindi registered nearly 200,000 page views during the reporting period, an increase of about 25 per cent compared with the same period in 2021. The number of website users increased to 109,000, some 28 per cent higher than the same period in 2021. The Hindi Unit produced multiple news stories on the armed conflict in Ukraine, as well as on the emerging global food, fuel and economic crisis and its impact on South Asia. The economic crisis, as well as with food and fuel shortages in Sri Lanka, were outlined by the country's Resident Coordinator in an interview with United Nations News in Hindi in May.

42. United Nations News in Kiswahili produced multimedia stories on a range of issues, including vaccine equity, the outbreak of monkeypox, human rights, racism and sustainable development. A multimedia package on climate action highlighted the work of the United Nations Environment Programme, which collaborated with Kenya to restore mangroves. During the reporting period, United Nations News in Kiswahili secured 15 new radio and television partners in the Democratic Republic of the Congo and the United Republic of Tanzania to carry its content.

43. United Nations News in Portuguese registered more than 1.8 million page views by at least 900,000 unique users during the reporting period. Its report on a Ukrainian refugee arriving in Portugal in early March was rebroadcast by international media outlets, such as CNN and France 24. Another highlight was a piece on the Ocean Conference featuring an interview with the Special Adviser to the Secretary-General on Africa, which was shared by the Brazilian television network SBT. A report in March on International Women's Day, featuring Goodwill Ambassadors, was

published on the Unit's YouTube channel, which contributed to a 150 per cent increase in the channel's followers.

44. The United Nations News in Russian website drew some 4.9 million page views in the period under review. In March alone, the website registered 1.2 million page views, a tenfold increase compared with March 2021. United Nations News in Russian interviewed United Nations officials in Ukraine, the mayors of the Ukrainian cities of Kharkiv and Mariupol, and Russian and Ukrainian reporters in the field. The Russian Unit highlighted the work of the Organization through stories of Ukrainian refugees, as well as a report on the town of Slavutych, where people who work at the Chernobyl nuclear power plant live.

45. United Nations News in Spanish registered 6.6 million page views and 3.8 million users during the reporting period, displaying robust growth of more than 500 per cent compared with before the pandemic. In collaboration with information centres in Latin America and several freelance journalists in Colombia and Mexico, the Unit published stories on development, health and human rights.

VII. Youth engagement

46. In March, the Office of the Secretary-General's Envoy on Youth convened a group of youth delegates, appointed to serve as representatives of their generation, to discuss their priorities and concerns. The youth delegates highlighted in particular the situation of young people in Ukraine and discussed collective solutions to address the crisis. The Envoy on Youth coordinated a social media campaign to emphasize the critical role that young people play as first responders in humanitarian crises.

47. Ahead of the Economic and Social Council Youth Forum, held in April, the Office of the Secretary-General's Envoy on Youth launched the #YouthLead digital campaign, through which young people were encouraged to submit photos and questions to senior United Nations leaders at the Forum. The campaign microsite and suite of digital assets were made available in all six official languages as well as Portuguese. Nearly 6,000 young people from more than 150 countries participated, reaching over 1.4 million people on social media.

48. Following the launch in 2021 of the Youth4Climate initiative, which supports youth-led climate solutions, the Office of the Secretary-General's Envoy on Youth continued to assist with the next phase of the initiative, which is led by Italy and the United Nations Development Programme. The Office provided substantive input to the Youth4Climate agenda and the youth participation process as part of its role on the Youth4Climate advisory committee.

VIII. Country operations

49. The Department's worldwide network of 59 active United Nations information centres continues to serve as an essential and integrated arm of the global communications strategy for the United Nations. Through the expertise of their staff, the information centres are instrumental to efforts to adapt the strategy at the regional, national and local levels. This includes creating content in local languages that best engages local audiences in that ways they understand and value. In addition, the information centres work closely with the worldwide resident coordinator system, thus further extending the reach of the Department's communications.

50. The United Nations Regional Information Centre for Western Europe, the United Nations Information Services in Geneva and Vienna, and the United Nations Information Centre in Moscow provided regular reports on media coverage and trends

to the crisis cell on Ukraine of the United Nations Communications Group. The Information Centre in Moscow kept its audience informed of the developments within the United Nations with respect to the armed conflict in Ukraine and the activities of the Organization to support civilians, while also assisting visiting delegations from the Organization, including the Secretary-General, and temporarily deployed missions of the Office for the Coordination of Humanitarian Affairs and the World Food Programme.

51. Live-streaming of a Human Rights Council debate on Ukraine in March was provided by the United Nations Information Service in Geneva through United Nations Web TV and the Council's Twitter account, generating some 3 million views. Television coverage of the Council's special session on Ukraine was carried live by multiple news organizations, including more than 200 broadcasts through the UNifeed platform.

52. The website of the Information Centre in Warsaw added more than 200,000 new users as it informed Polish audiences of the activities of the Organization in Ukraine. The Information Centre exchanged daily phone calls and email messages with Ukrainian refugees and shared with them information on the assistance provided by UNHCR in Poland.

53. The Information Centre in Rio de Janeiro partnered with a renowned Brazilian infectious diseases physician to address issues related to COVID-19, including vaccines. The article on the interview garnered 77,400 views and 8,800 "likes" online.

54. The information centres promoted multilingualism through both translations and the creation of original communications materials in local languages. The Information Centre in Dakar, for example, produced multimedia material in Fulani and Wolof. To commemorate International Mother Language Day (21 February), the Information Centre in Harare mobilized radio presenters, actors and influencers to tweet in two local languages, Ndebele and Shona.

55. The Information Centre in Mexico produced 160 stories in Spanish on themes including gender equality, social inclusion, human rights, indigenous languages and peacekeeping. The content was shared weekly with more than 2,000 people through digital platforms and daily on the radio and through WhatsApp.

56. On 6 June, the Information Centre in Moscow, partnering with the Moscow State Linguistic University, held the fourth scientific workshop entitled "Russian Language: Uniting Peoples" to mark Russian Language Day. The United Nations Information Service in Vienna used social media posts to encourage people to take in-person guided tours of the United Nations Office at Vienna that it offered in various languages and to share social media content celebrating various language days and multilingualism.

57. The Information Centre in Beirut and the Resident Coordinator Office in Lebanon jointly developed a six-day social media campaign in February to explore people's perceptions and views of the current economic and social challenges facing Lebanon and how the Organization should respond.

58. The information centres supported resident coordinators by processing interview requests and preparing speeches on their behalf. The centres produced content, managed country team websites and social media accounts, provided media monitoring services and produced stories for global platforms. They also supported high-level visits to their countries by placing op-eds, providing media monitoring and photographic services, and facilitating interviews and press conferences. For example, visits by the Secretary-General to Lebanon and Nigeria, and visits by the Deputy Secretary-General and the President of the General Assembly to Indonesia, were supported by information centres in collaboration with resident coordinators.

59. Information centres also celebrated the International Day of United Nations Peacekeepers on 29 May through a joint social media campaign with the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) in Jakarta and by publishing a video featuring Moroccan peacekeepers in Rabat. In Harare, the Information Centre provided media support for the promotion of the Military Gender Advocate of the Year Award for 2021 to Major Winnet Zharare of Zimbabwe. The Information Centre in Nairobi facilitated a photo exhibition at the United Nations Office at Nairobi highlighting the work of 14 women peace activists.

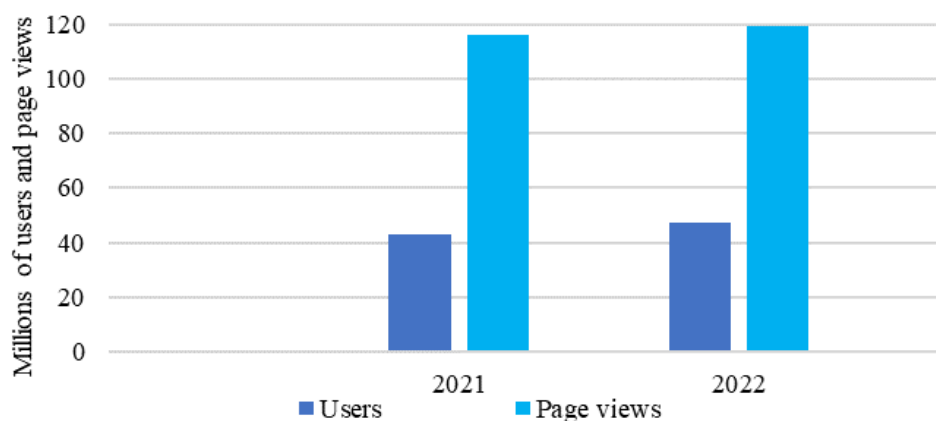
IX. News, media and meetings coverage

A. Web and digital

60. During the period under review, 47.5 million users visited the main United Nations website, which registered 119 million page views across all languages. That represented growth in reach of 4.7 million users (an increase of 11 per cent) and growth in engagement of 3.5 million page views (an increase of 3 per cent) compared with the same time frame in 2021 (see figure IV). The number of users grew, notably in Chinese (122 per cent over the previous reporting period) and Russian (59 per cent).

Figure IV

United Nations website users and page views, February–June 2021 and 2022



61. A new administrative instruction on website publishing ([ST/AI/2022/2](#)) was promulgated during the period under review. It sets out regulations related to security, multilingualism, accessibility and branding for the Secretariat's proprietary web platforms. The Department's Web Services Section worked to support compliance with the regulations outlined in the new instruction, updating websites such as those of the Peace and Development Fund, the Secretary-General's Action Agenda on Internal Displacement and the Repertoire of the Practice of the Security Council. The Department is raising awareness of the instruction among staff through the release of a series of iSeek articles in the coming months. The Section developed websites for the International Migration Review Forum held in 2022 and the Transforming Education Summit, expected to be held in September 2022. A dedicated portal site for United Nations summits was established, listing all major summits in 2022 in which the Organization is involved or to which it provides support.

62. In addition, the Web Service Section developed new websites in the six official languages for three new international observances: World Wetlands Day (2 February), the International Day of Women Judges (10 March) and the International Day for

Countering Hate Speech (18 June). A new website was launched for the campaign to counter hate speech, and support was provided for the “Awake at Night” podcast, in which the Under-Secretary-General interviews United Nations staff, through website management, distribution, promotion and impact measurement.

B. Press and meetings coverage

63. The Meetings Coverage Section published 745 press releases in English and French – a total of 3,670 pages – during the reporting period, covering activities of the Secretary-General, the Deputy Secretary-General, the Security Council, the General Assembly plenaries and committees, and the Economic and Social Council. Compared with 1 February to 30 June 2021, in the same period in 2022 the Section’s website experienced significantly more engagement from its audience, with increases of 32 per cent in average session duration and 10 per cent in pages per session.

64. The Media Accreditation and Liaison Unit maintained close contact with the United Nations Correspondents Association to coordinate efforts regarding access and working conditions during the reporting period and facilitated the safe return of journalists to United Nations Headquarters amid the pandemic. A new online media accreditation system was launched in February, which is now used for the registration of journalists and media for major meetings and events organized by the United Nations in New York.

C. Webcast, video, television and photo

65. Viewers from 236 countries and territories watched live and on-demand streaming coverage of United Nations meetings and events directly from the United Nations Web TV website and the United Nations channels on YouTube, Facebook and Twitter during the reporting period, generating over 95 million views. Live coverage of meetings related to the armed conflict in Ukraine contributed to an overall 82 per cent increase in the number of views compared with the same period in 2021. The United Nations channel on YouTube reached 2.5 million subscribers, a 100 per cent increase compared with the same time frame in 2021.

66. Materials from the UNifeed news video service were aired in record numbers by broadcasters around the world, with increases in airtime each month of the reporting period in comparison to 2021. UNifeed video packages spotlighted United Nations work across the world, including efforts to combat misinformation and disinformation related to the COVID-19 pandemic. UNifeed published some 200 news and video packages on the armed conflict in Ukraine and its ripple effects, as well as more than 150 packages related to climate action.

67. With motion graphics, original interviews and footage, the Video Section produced and distributed materials concerning major international developments and events, along with United Nations activities. Coverage of issues including the armed conflict in Ukraine, COVID-19, the climate crisis, peacekeeping and sustainable development was complemented by short documentaries and explainers. For example, a video clip released in March of the Secretary-General speaking about Ukraine garnered 475,000 views, and the visit of a Nigerian singer, Burna Boy, to the United Nations to discuss reaching young people with a message about the importance of education registered 219,000 views.

68. The Video Section created a video explainer on immunization while also supporting the campaign to counter hate speech by launching a series of videos, beginning with an interview with the Special Adviser to the Secretary-General on the

Prevention of Genocide. The Section also generated stories on issues such as inequality and persons with disabilities as part of the Department's focus on people-centred, solutions-based storytelling.

69. United Nations TV facilitated coverage of more than 100 live, hybrid and virtual United Nations meetings and events during the reporting period. The team also recorded video messages, speeches and podcasts by senior officials. The United Nations channels on YouTube and United States-based Spectrum cable presented live and virtual events, as well as highlights of the day and stories from the field.

70. During the reporting period, the United Nations Audiovisual Library fulfilled 2,546 direct requests for footage for use in the production of news stories, documentaries, online productions and educational programmes by clients such as diplomatic missions, media, educational and cultural institutions, independent producers and United Nations offices. The Audiovisual Library website received 413,815 page views, and 106,118 audio and video files were downloaded from the website. With the support of the Government of Oman, the Audiovisual Library continued to digitize selected historical audiovisual archives. Through the project, approximately 70 per cent of the eligible collection has been digitized.

71. The United Nations Photo website registered some 358,000 page views during the period under review. A total of 55,000 high-resolution photos were downloaded from the website. Some 2,900 photos were captioned, an increase of 316 per cent compared with the same period in 2021, and had metadata enhanced through quality control and quality assurance for more accurate search results. The United Nations Photo Library fulfilled 1,600 direct requests, and photos from the United Nations collection were used for exhibits, publications, multimedia projects, social media, presentations and research projects.

D. Partners

72. The Department concluded partnerships with five digital platforms in Africa, Europe, the Pacific and the United States to carry United Nations video or audio content. They include the Netherlands-based streaming service Wi-flix, which began to offer the United Nations video series *UN in Action* in English and French; Pocket Casts, an Australia-based podcast listening platform; and Online Digital Sketch, a Nigeria-based online news company operating two news websites in English.

X. Outreach and advocacy

A. Creative community outreach

73. The Department continued to partner with the entertainment industry worldwide to leverage the popularity and reach of various shows and characters to promote key global issues and United Nations messaging.

74. The Department collaborated with DreamWorks Animation, for example, to promote awareness of and inspire action on Goal 2 (zero hunger) through a digital campaign entitled #TrollsFoodHeroes. The campaign, featuring popular characters from a movie, ran from November 2021 to 31 March 2022 and included social media assets posted from 51 countries in 12 languages. The video public service announcement for the campaign received more than 2.5 million views and 70,000 engagements on social media. Content was featured on the United Nations ActNow website and application, generating 124,000 page views on the website, with about 450,000 individual actions logged on to the application.

B. Messengers of Peace

75. The Department called upon Messengers of Peace, Goodwill Ambassadors and other advocates and influencers to amplify messaging from across the United Nations system, notably on initiatives led by the Secretary-General and those related to COVID-19, climate action and human rights. They included messaging on two reports of the Intergovernmental Panel on Climate Change launched this year, as well as on the Human Rights Council, Earth Day and armed conflict in Ukraine.

76. Social media posts by Messengers of Peace, Goodwill Ambassadors and other influencers, including Leonardo DiCaprio, Jane Goodall, Yo-Yo Ma, Charlize Theron, Stevie Wonder and Malala Yousafzai, amplified messaging and generated a combined 1.5 million engagements on Facebook, Instagram and Twitter during the reporting period. The efforts led to increased visits to the Organization's climate action website, donations to humanitarian funds dedicated to Ukraine and other calls to action, including for the International Day of United Nations Peacekeepers, the Stockholm+50 Conference and the World Environment Day (5 June).

C. Education outreach

77. The real United Nations: an interactive briefing series for Model United Nations, a programme that sends diverse panels of United Nations staff and diplomats to speak to Model United Nations clubs, resumed in-person sessions following the loosening of pandemic-related restrictions. A panel held on 7 June in New York featured participants from the Office of the President of the General Assembly.

78. A message by the Secretary-General marking the 100-day countdown to the International Day of Peace was released on 13 June. This year's International Day of Peace will be observed under the theme "End racism. Build peace". The promotion was accompanied by social media cards and posters available for download in all six official languages and Hindi, Kiswahili and Portuguese.

D. United Nations Academic Impact initiative

79. The United Nations Academic Impact initiative continued its virtual capacity-building workshops with universities on the 2030 Agenda for Sustainable Development, attracting more than 2,500 participants during the reporting period. Three workshops, two in English and one in Spanish, held between March and June were focused on themes such as community engagement and the impact of research. In addition, an event on youth innovation for the Goals was hosted in February as part of a conference organized by the University of Bergen, in Norway, which acts as one of the initiative's Goals hubs – member institutions that devote special attention to a selected Goal – in this case, to Goal 14 (life below water).

E. Visitors' services

80. In Geneva, New York and Vienna, visitors' services continued to offer virtual tours and online briefings while resuming in-person operation as COVID-19 restrictions began to ease. Since onsite guided tours resumed in New York, in April, more than 25,000 visitors have taken tours in English, French, German, Hebrew, Italian, Japanese, Korean, Russian or Spanish. In Vienna, guided tour operations also rebounded, with the number of onsite visitors reaching more than 3,000 per month. In Geneva, the average number of onsite visitors per month grew steadily to about 2,500 by June.

F. Civil society and Non-Governmental Liaison Service

81. The Department engaged with civil society stakeholders through virtual events that amplified key United Nations themes, priorities and messages. The events, which were focused on climate action, press freedom, road safety, and misinformation and disinformation, registered more than 27,000 viewers altogether.

82. The Civil Society Unit produced and distributed the first episode of a youth interview audio series that featured a conversation with a former Special Envoy on Youth of the African Union and founder and chair of Nala Feminist Collective, Aya Chebbi of Tunisia. The conversation, which was focused on youth leadership and young people inspiring action, reached more than 15,000 listeners on the SoundCloud platform.

83. During the reporting period, the Non-Governmental Liaison Service supported nearly 5,000 civil society entities with registration and participation at 10 high-level events and conferences of the Organization, including the Ocean Conference and the Stockholm+50 Conference, as well as with informal consultations on the report of the Secretary-General entitled “Our Common Agenda”.

G. Sales and marketing

84. The website shop.un.org and the United Nations iLibrary – the online publishing platform of the Department – continued to expand. Resources on the armed conflict in Ukraine were added to iLibrary in the period under review, including the *Global Assessment Report on Disaster Risk Reduction 2022*, as well as “The global economic context and its implications for sustainable development”, in which the global effects of the armed conflict in Ukraine are underscored. Briefs of the Secretary-General in which the impact of the armed conflict in Ukraine on food, energy and finance, and the cost of living were underlined were also added.

85. The Sustainable Development Goals Publishers Compact, launched by the Department in 2020, accepted 47 new publishers globally during the reporting period and now has more than 300 members.

H. *Yearbook of the United Nations*

86. In February, the Department posted the e-publication “Building the future: stepping stones in United Nations history” on the website of the *Yearbook of the United Nations*. The multimedia product represents a substantially expanded digital reconception of the United Nations timeline wall displayed at Expo 2020, showcasing how the Organization had helped to protect and improve the lives of everyone everywhere.

I. *UN Chronicle*

87. In the period under review, the *UN Chronicle* published some 20 articles, including 3 on COVID-19, in all six official languages. It featured an article by the Director General of the International Atomic Energy Agency, Rafael Mariano Grossi, on the Agency’s role in ensuring the safety and security of nuclear facilities in Ukraine.

J. Dag Hammarskjöld Library

88. Dag Hammarskjöld Library, situated at United Nations Headquarters, continued to digitize historically important United Nations documents. During the reporting period, some 9,842 United Nations parliamentary documents and 18 peacekeeping maps in the six official languages were digitized, more than 4.5 million documents and publications were downloaded from about 15,000 cities worldwide and two virtual events were organized on open science, for which 350 people registered.

89. Some 129 existing multilingual research guides developed and maintained by the Library were viewed 1.3 million times in the period under review, with a marked increase during the deliberations on Ukraine in February and March at the Security Council and the General Assembly.

K. Exhibits

90. The Exhibits Unit continued to organize virtual exhibitions in connection with international days and activities while welcoming visitors back for onsite engagement in public galleries at United Nations Headquarters. Nine exhibits held during the reporting period, of which five were on site and four were virtual, covered topics including the rights of persons with disabilities, mine action, climate action and children and armed conflict.

L. Expo 2020

91. The Organization completed its six-month engagement at Expo 2020, held in Dubai, United Arab Emirates, on 31 March 2022, with more than 100,000 in-person visits to its dedicated space named the #UNHub. At least 400,000 actions were logged through the ActNow campaign at Expo. There were 2.7 million live views of a variety of Expo and United Nations social media and streaming channels of events that featured 18 international days and 10 thematic weeks. The United Nations collaborated with the Expo Programme for People and Planet to galvanize action for the 2030 Agenda and received more than 27 million virtual visits. Another 1.2 million in-person visits were recorded at the Mission Possible exhibit, organized by Expo, which was focused on the Goals.

XI. Mandated programmes

A. Africa

92. Africa, a key communications priority for the Department, is incorporated into its news coverage, outreach activities and campaigns. The Department provided communications support to the Office of the Special Adviser to the Secretary-General on Africa for its annual flagship event in May, the Africa Dialogue Series, which this year was focused on the theme of nutrition.

93. In the period under review, the Department's *Africa Renewal* platform published an editorial series featuring women African Permanent Representatives to the United Nations. The platform conducted interviews with the Permanent Representatives of Angola and South Africa, which highlighted priorities such as the empowerment of women and their role in continental trade, climate justice and vaccine equity.

94. The Department promoted the African Union's adoption in February of Kiswahili as an official language and continued to translate key content into that

language. During the reporting period, approximately 800,000 people visited the *Africa Renewal* website, and articles originally published on the website were reused some 300 times by media outlets around the world.

B. The Holocaust

95. Educational outreach activities of the Holocaust and the United Nations Outreach Programme reached more than 4,000 people during the reporting period. The activities included an online briefing for civil society organizations, a film discussion with a Holocaust survivor and an online discussion with author Elizabeth Anthony on the return of Jewish refugees to Austria after the Second World War.

96. In June, the Outreach Programme co-organized with the United Nations Educational, Scientific and Cultural Organization (UNESCO) a virtual training session for high school teachers from six African countries (Kenya, Namibia, Rwanda, South Africa, South Sudan and Zimbabwe) to pilot a joint teaching guide to atrocity crimes, including those committed during the Holocaust.

97. The Programme helped to arrange for the United Nations Headquarters exhibition, entitled “After the end of the world: displaced persons and displaced persons camps”, which chronicles the history of the United Nations Relief and Rehabilitation Administration and Holocaust survivors, to be displayed for a month at Stockton University, in the United States.

C. State of Palestine

98. During the reporting period, the Department provided live and on-demand streaming coverage of events and activities related to the special information programme on the question of Palestine through United Nations Web TV, including the virtual high-level event entitled “Apartheid, International Law and the Occupied Palestinian Territory”, which was held in June.

99. On 31 May, the Department announced that it had renamed its training programme for Palestinian broadcasters and journalists to the Shireen Abu Akleh Training Programme for Palestinian Broadcasters and Journalists in honour of the Palestinian-American Al-Jazeera reporter who was killed in the Occupied Palestinian Territory on 11 May.

100. In March, the United Nations News website featured an interview with a Palestinian electrical engineer on the National Aeronautics and Space Administration (NASA) team, Loay Elbasyouni, who had designed a robotic helicopter that landed on Mars in 2021. The article included talks about his journey from a United Nations-run school in the Gaza Strip to the United States space agency.

D. Rwanda

101. The Department produced a virtual tribute, in line with the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda, on 7 April. Audiences were encouraged to share social media assets developed by the outreach programme commemorating the Day, along with their own messages of solidarity, using the hashtags #PreventGenocide and #Kwibuka. Compared with 2021, hashtag mentions increased by 167 per cent and engagement by 19.3 per cent.

E. Transatlantic slave trade

102. The programme of educational outreach on the transatlantic slave trade and slavery, in collaboration with the United Nations Population Fund and UNESCO, held a virtual event on 25 March to mark the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, which garnered more than 10,000 views. Communications resources for the Day were made available to United Nations information centres in all six official languages and Hindi, Kiswahili and Portuguese.

XII. Promoting peace and security

103. In February, the Department, in collaboration with the Department of Peace Operations, launched the fourth phase of the Service and Sacrifice campaign thanking troop- and police-contributing countries for their contributions to peacekeeping. Thus far, 55 countries have been covered since the start of the campaign. The content is produced in all six official languages and Hindi, Kiswahili and Portuguese.

104. The Department promoted the International Day of United Nations Peacekeepers extensively, including through Headquarters ceremonies, at which the Dag Hammarskjöld Peacekeeping Medal was posthumously awarded to fallen peacekeepers and the Captain Mbaye Diagne Medal for Exceptional Courage was posthumously awarded to a Chadian peacekeeper. Media outlets from at least 19 countries covered the activities.

105. In June, the Department, working jointly with the Department of Peace Operations and the Department of Political and Peacebuilding Affairs, organized a one-week workshop for communications staff serving in United Nations peace operations. The agenda included topics such as digital campaigns, misinformation, disinformation and hate speech, and preventing sexual exploitation and abuse, as well as innovation and digital transformation. The workshop touched on Action for Peacekeeping Plus, the initiative of the Secretary-General aimed at making the peacekeeping missions stronger, safer and more effective.

106. The Department conducted its seventh iteration of the training on communicating on sexual exploitation and abuse, a system-wide workshop for United Nations staff, in June. Approximately 115 personnel from peacekeeping operations and agencies, funds and programmes have participated. The workshop is aimed at enabling participants to communicate about sexual exploitation and abuse in a sensitive and transparent manner, in line with the Organization's victim-centred approach.

XIII. Conclusions

107. The present report provides details on the Department's systematic efforts to communicate effectively with people everywhere to drive positive change towards a world in which everyone thrives in peace, dignity and equality on a healthy planet. As laid out in the report, the wide range of unfolding crises, as well as key challenges such as climate change, has reinforced the importance of the Organization as a source of accurate, trusted information for the global public good. Looking ahead, the Department will continue to apply the global communications strategy for the United Nations to all its work as it strives to strengthen support for the Organization's work and purposes and to engage with people worldwide and mobilize them for action.