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**New Partnership for Africa's Development: progress in
implementation and international support: causes of conflict
and the promotion of durable peace and sustainable
development in Africa**

Outreach programme on the 1994 genocide against the Tutsi in Rwanda and the United Nations

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution [74/273](#), presents highlights of recent activities of the Department of Global Communications to implement the outreach programme on the 1994 genocide against the Tutsi in Rwanda and the United Nations. The report focuses on measures taken to mobilize civil society for remembrance and education in the context of the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda, so as to help to prevent future acts of genocide.

This is the first report prepared pursuant to General Assembly resolution [74/273](#) and covers the period from 20 April 2020, the date of adoption of the resolution, to 4 July 2021, the date of the end of the annual remembrance period of the 1994 genocide against the Tutsi in Rwanda.

During that period, the Department of Global Communications organized the commemoration on the International Day of Reflection, as well as outreach, educational and remembrance activities marking the twenty-sixth and twenty-seventh anniversaries of the genocide.

* [A/76/150](#).



I. Introduction

1. The outreach programme on the 1994 genocide against the Tutsi in Rwanda and the United Nations is an informational and educational outreach programme led and implemented by the Department of Global Communications. The programme was established by the General Assembly on 23 December 2005 by its resolution [60/225](#) to mobilize civil society for remembrance of Rwanda genocide victims and for education to help prevent future acts of genocide. The programme's mandate was extended in December 2007 (resolution [62/96](#)), 2009 (resolution [64/226](#)), 2011 (resolution [66/228](#)) and 2013 (resolution [68/129](#)).

2. On 20 April 2020, the General Assembly requested the Secretary-General to modify the title of the outreach programme to “outreach programme on the 1994 genocide against the Tutsi in Rwanda and the United Nations” and to take measures to mobilize civil society for remembrance and education in the context of the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda, in order to help prevent future acts of genocide (resolution [74/273](#)).

3. In paragraph 12 of its resolution [74/273](#), the General Assembly requested the Secretary-General to report annually to the Assembly on the implementation of the programme.

4. The present report contains a summary of the activities undertaken by the United Nations system from 20 April 2020 to 4 July 2021, covering the day of the approval of the resolution in 2020 until the end of the *kwibuka* (remembrance) commemoration period in 2021.

II. Background

5. The 1994 genocide against the Tutsi in Rwanda has become known as one of the darkest periods in modern history, when more than 1 million people – overwhelmingly Tutsi, but also moderate Hutu, Twa and others who opposed the genocide – were systematically and brutally killed in less than three months. During this time, it is also estimated that some 250,000 women were raped, and a significant number among them became infected with HIV/AIDS. The legacy of the genocide continues to shape Rwanda as the country strives to heal and rebuild after unfathomable violence, suffering and destruction.

6. The lessons of the 1994 genocide against the Tutsi in Rwanda and its causes and consequences hold important and timely messages for the global community about the dangers and horrific outcomes when hate and division are allowed to prevail, communities are dehumanized and sexual violence is used as a weapon of war. At a time when hate-driven movements, fuelled by misinformation and disinformation, are dividing societies and becoming transnational threats, and when discrimination, racism and misogyny are on the rise, recalling what happened in 1994 in Rwanda is a way to prevent history from repeating itself and to reassert the international community's commitment to promoting and protecting human rights. The United Nations, through the outreach programme on the 1994 genocide and related mandates, is the leading global voice and expression of the international community advocating and upholding human rights standards, fighting hate and sexual violence and preventing genocide and other atrocity crimes. The outreach programme works to make the difficult and overwhelming history of the genocide accessible to a global audience. Individual survivor testimonies, told as part of the annual commemoration on the International Day of Reflection, captured as audiovisual resources on the programme website and featured in exhibits and educational materials, create an emotional and human connection to the incomprehensible number of over 1 million

murdered people. By drawing parallels to other instances of atrocity crimes, the outreach programme creates wider learning opportunities, expands knowledge and allows audiences to draw parallels and identify factors that lead societies down a destructive path. Stories of individual heroism and bravery to stop the genocide and save lives demonstrate that everyone has agency and the possibility to stand up against hate. Practical learning resources and calls to action used in outreach programme workshops or shared with educators motivate audiences to become engaged and mobilized.

III. Partnership with the Permanent Mission of Rwanda to the United Nations

7. Continued fruitful cooperation between the outreach programme and the Permanent Mission of Rwanda to the United Nations has continued on an array of activities related to the implementation of the outreach programme during the reporting period. This includes the partnership in organizing the annual solemn observance of the International Day of Reflection. The cooperation included the development of the programme for the observance, identification of speakers and the design and dissemination of the programme and related promotional material and messages. The cooperation extends to the organization of side events taking place during the remembrance period, for which relevant elements are developed and implemented jointly.

8. The Permanent Mission further supports the outreach programme, providing expert advice on making contact with survivors of the 1994 genocide, as well as for expert speakers to participate in panel discussions and webinars. Diplomatic staff of the Permanent Mission have briefed United Nations tour guides in person in New York and virtually in Geneva, Nairobi and Vienna on the history of Rwanda, explaining the factors that led to the 1994 genocide and the genocide itself. This has enabled United Nations tour guides to more fully and knowledgeably speak on this matter in the virtual tours held during the coronavirus disease (COVID-19) pandemic and as part of the in-person tours provided to some 200,000 visitors annually when guided tour operations were open prior to the pandemic restrictions.

9. The Permanent Mission also advises on developments and discoveries in Rwanda from the study and education concerning the 1994 genocide in an effort to keep current the information and materials of the outreach programme.

IV. Educating on the lessons of the 1994 genocide against the Tutsi in Rwanda

10. Through its programme of activities, the outreach programme focuses on prevention by learning the lessons of the genocide in order to help prevent similar acts in the future. It also emphasizes supporting survivors by raising awareness of the lasting impact of the genocide, particularly on widows, orphans and victims of sexual violence, and the challenges that they still face. The United Nations system implements the programme around the world. Programme activities include events such as panel discussions, film screenings, exhibitions and educational briefings.

11. The Department created and maintains a dedicated website concerning the outreach programme and the genocide in the six official languages of the United Nations. The website contains reference documents, learning and multimedia resources, audiovisual materials, online exhibits, outreach materials and relevant documents from the General Assembly and United Nations entities. The website is

regularly updated to reflect new developments, activities and events. It serves as the portal to and repository of the work of the Organization as it relates to the 1994 genocide. During the reporting period, total page views exceeded 175,000.

12. The activities of the outreach programme focus on the period from April to July, the months during which the genocide took place in 1994. This period aligns with the two public holidays marking the 1994 genocide in Rwanda. The national mourning period begins with *kwibuka* (remembrance) on 7 April and concludes with Liberation Day on 4 July. At the United Nations, the commemoration of the International Day of Reflection is observed annually on 7 April. The solemn annual remembrance is co-organized by the Department of Global Communications and the Permanent Mission of Rwanda to the United Nations, and traditionally takes place in the General Assembly Hall.

13. In 2020 and 2021, the COVID-19 pandemic prevented or severely restricted the organization of in-person activities in most locations around the world. The pandemic required a recalibration of activities to virtual or hybrid formats and creative ways to reach as many people as possible to educate and engage them on the issues addressed by the outreach programme. Mindful of the digital divide, every effort was made to carry out activities that were accessible to wide audiences across the regions of the world.

14. To that end, the outreach programme worked with the global network of United Nations information centres, the United Nations outreach programme on the Holocaust and the United Nations, the Office of the Special Adviser to the Secretary-General on the Prevention of Genocide and the United Nations Educational, Scientific and Cultural Organization (UNESCO) on a range of activities, including educational briefings, panel discussions and seminars, video recordings of survivor testimonies, the development of presentations and educational guides and an online learning quiz.

V. Annual commemorations during *kwibuka*, the 100 days of remembrance

15. The Department of Global Communications collaborated with the Permanent Mission of Rwanda and the Office of the President of the General Assembly to organize the annual observance of the International Day of Reflection. The International Day was designated by the General Assembly to mark the start of the genocide, which lasted for 100 days ending in early July 1994. Initially designated by the Assembly in its resolution [58/234](#) as the International Day of Reflection on the Genocide in Rwanda, the title of the annual observance was changed to its current name by the Assembly in its resolution 72/550. The resolution recalls that during the 1994 genocide against the Tutsi, Hutu and others who opposed it were also killed.

A. Commemorative meetings of the General Assembly

16. In 2020, because of the outbreak of the COVID-19 pandemic and the closing of United Nations Headquarters to the general public, the traditional commemorative meeting of the General Assembly, usually held in the General Assembly Hall, was moved to a virtual format. While it was not possible to gather in person, Member State representatives, survivors and the public were invited to join the virtual observance, which featured video messages by the Secretary-General and the President of the General Assembly and a testimonial by Jacqueline Murekatete, founder of the Genocide Survivors Foundation, who lost most of her family as a child during the 1994 genocide. The Department of Global Communications pre-recorded an impactful and dignified virtual tribute, which was broadcast on the day of the

observance. The general public were encouraged to share on their own social networks multilingual social media cards developed by the outreach programme commemorating the International Day, along with their own messages of solidarity, using the social media hashtags #PreventGenocide and #Kwibuka.

17. The event was promoted across the Department's platforms and channels. This included press releases in English and French, a news package produced by UNifeed for broadcasters, and live and on-demand streaming coverage on United Nations Web TV, which also broadcast the event on the United Nations YouTube channel directly to a global audience. The webcast coverage included the memorial ceremony on the occasion of the International Day of Reflection and video messages by the Secretary-General, the President of the General Assembly and the Permanent Representative of Rwanda to the United Nations. The UN Video Section captioned and formatted five clips for use on social media on the day of the event and created a short highlights video of the meeting for use on social media designed for Twitter, YouTube and Instagram TV.

18. To deliver the virtual remembrance for the twenty-seventh anniversary in April 2021, UN Video worked with other areas of the Department to create a virtual backdrop of the traditional General Assembly Hall commemoration. This was necessary to align shots seamlessly to simulate the traditional solemn ceremony at a time when COVID-19 prevented participants from being in the same room at the same time. UN Video also produced the specific "Kwibuka 27" logo and created an animated version of the *kwibuka* flame logo that can be used in future years.

19. Moderated by the Under-Secretary-General for Global Communications, the virtual commemoration included powerful video testimony, facilitated by the Permanent Mission of Rwanda, by Mr. Omar Ndizeye, a child survivor and author of *Life and Death in Nyamata: Memoir of a Young Boy in Rwanda's Darkest Church*, who shared his harrowing story of loss, survival and healing. Solemn musical interludes by the United Nations Staff Recreation Council symphony orchestra were woven into the production, allowing for moments of reflection, memorializing and honouring of the lives lost during the genocide.

20. The event was viewed by an international audience of more than 10,000 people, expanding the reach of the message of the International Day. The commemoration was amplified by multilingual social media messaging and short-form videos of key moments of the Day disseminated via the United Nations social media accounts using the hashtag #PreventGenocide and #Kwibuka. Mentions and engagement for both hashtags showed an increase of 211 per cent (1,200 versus 386) and 18 per cent (65,100 versus 55,100) respectively over the 2020 figures. Select messages and videos were also posted and promoted on other sites, including on the website and social media accounts of the President of the General Assembly, as well as on other United Nations social media accounts, further expanding their reach. The top three social media posts were from the United Nations Instagram account, with 10,100 likes and 182 comments, and two tweets from the Secretary-General's Twitter account, with 1,200 retweets and 2,900 likes and 794 retweets and 2,800 likes.

21. United Nations News covered the International Day in all six official languages and Hindi, Kiswahili and Portuguese, generating some 4,100 page views. Coverage of the annual commemoration was amplified by other multimedia products, including audio clips of remarks in French by the Director-General of UNESCO. United Nations News also covered the International Day to Commemorate the Victims of Genocide and Affirm their Dignity, observed on 9 December, drawing links to the 1994 genocide against the Tutsi and generating an additional 4,000 page views.

B. Marking *kwibuka* through online panels and webinars

22. To continue marking the 100-day *kwibuka* period, two virtual panel discussions, organized in partnership with the Permanent Mission of Rwanda, UNESCO and the outreach programme on the Holocaust, on the topics of genocide denial and the importance of archives in genocide education took place in June 2021.

23. On 22 June, the outreach programme on the 1994 genocide partnered with UNESCO and the outreach programme on the Holocaust on a webinar entitled “Memory at risk: the importance of genocide archives for justice, remembrance, research and education”. The event was moderated by James Smith, founder and Chief Executive Officer of the Aegis Trust, an international organization working to prevent genocide based in the United Kingdom of Great Britain and Northern Ireland. To expand audience reach, the webinar provided simultaneous interpretation in English and French and was held as part of the Department’s new virtual discussion series called “Beyond the long shadow: engaging with difficult histories”. Joined by a live audience of some 600 people, discussants examined the crucial role that archives play in genocide remembrance and education, as well as for legal procedures and conflict-transformation processes in the aftermath of genocide. Expert speakers (the Executive Secretary of the National Commission for the Fight against Genocide, Rwanda, Jean Damascène Bizimana; the historian and head of the French historical commission on France, Rwanda and the genocide against the Tutsi, Vincent Duclert; the Director of Arolsen Archives, Germany, Floriane Azoulay; the Director of the Tuol Sleng Genocide Museum, Cambodia, Hang Nisay; and the Executive Director of Nadia’s Initiative, United States of America, Abid Shamdeen) explored the role of archives and the importance of historical truth in instances of genocide and atrocity crimes in the current “post-truth” and misinformation and disinformation ecosystem. The webinar was streamed live in English and French via the UNESCO Facebook and YouTube channels.

24. On 25 June 2021, the outreach programme partnered with the Permanent Mission of Rwanda to organize an online panel discussion on exploring the timely topic of online hate speech and the use of technology to perpetuate hate and genocide denial. The panel of speakers reflected on how the media, at the time primarily print and radio, were used to drive divisions in Rwandan society, spread hate and ultimately advance the genocidal campaign against the Tutsi in Rwanda. Drawing parallels to today’s social media platforms being used to spread denial, distortion, disinformation and revisionism, including on the 1994 genocide against the Tutsi in Rwanda, the expert panel warned of the dangers posed by this dark side of technological innovation. They further highlighted the importance of countering these alarming trends, as an upsurge in hate speech online would inevitably lead to offline violence. Featuring an opening video message by the Under-Secretary-General for Global Communications and closing remarks by the Deputy Permanent Representative of Rwanda to the United Nations, the panel was composed of the Chief of Office, Office of the Special Adviser to the Secretary-General on the Prevention of Genocide, Castro Wesamba; the Executive Director, Center for Holocaust, Human Rights and Genocide Education (Chhange), Sara E. Brown; Associate Professor of Law and Political Science at the University of Houston Law Center, Zachary D. Kaufman; and academic and public affairs commentator Lonzen Rugira. In a lively and enlightening discussion that was broadcast online to an international audience, the speakers underscored the importance of fighting hate and misinformation in cyberspace and offered solutions by bolstering counter-narratives to these destructive and manipulative toxic forces.

VI. Other educational activities, promotional materials and publications

A. Online lesson plan and webinars

25. The Department of Global Communications Education Outreach Section and the outreach programme on the 1994 genocide collaborated in several ways, including on developing an online seminar and lesson plan to guide educators in teaching about the 1994 genocide. The Department organized a virtual discussion series called “Beyond the long shadow: engaging with difficult histories”. The series is jointly coordinated by the outreach programme on the 1994 genocide, the outreach programme on the Holocaust and the outreach programme on the transatlantic slave trade and slavery. The aim of the collaborative series is to develop a deeper understanding of the legacies of these painful histories and, through examining the past, consider how best to build a world that is just and where all can live in dignity and peace. During the period under review, three online discussions were broadcast with some 900 participants. According to feedback surveys, over 70 per cent of attendees believed the discussions had increased their understanding of the subject matters, and 67 per cent planned to apply what was learned during the discussions to their work or studies. Expert panellists covered the following topics: “museums, memorials and memorialization after atrocity as communicators of ongoing justice”; “radio: genocide and reconstruction”, about how radio was used to facilitate genocide, as well as how radio was used in its aftermath to assist with the reconstitution and tracing of families; and “women and genocide”, which examined the impact of genocide on women and how they responded and to what extent gender mattered.

B. Guide for United Nations information centres, resident coordinators and field offices of the United Nations Educational, Scientific and Cultural Organization

26. The outreach programme on the 1994 genocide and the Education Outreach Section developed an internal guide for use by United Nations information centres, resident coordinators and UNESCO field offices to support their outreach activities about the 1994 genocide, the Holocaust and the transatlantic slave trade and slavery.

27. The Department of Global Communications Visitors Services Section developed an online seminar series for teachers on the three pillars of the United Nations work, in partnership with the outreach programmes on the 1994 genocide, the Holocaust and the transatlantic slave trade and slavery. The human rights pillar seminar focuses on the outreach programme on the 1994 genocide. The online seminar was held in August 2020 and several hundred primary and secondary school teachers participated globally.

C. Briefings to United Nations tour guides

28. Leading up to the International Day of Reflection, the United Nations Visitors Services in Geneva, New York, Nairobi and Vienna welcomed speakers from the Permanent Mission of Rwanda to the United Nations, as well as from the outreach programme on the 1994 genocide, to brief tour guides and other staff on the past, present and future of Rwanda. The briefings aimed to equip the tour guides with an accurate narrative to describe what happened historically in Rwanda. They also gained a greater understanding of the significance of the genocide and learned to convey the message to the public with sensitivity.

D. United Nations Publications

29. In the context of Francophonie month and in collaboration with the International Organization of la Francophonie, United Nations Publications co-hosted and organized an online event with Rwandan writer and genocide survivor Beata Umubyeyi Mairesse, winner of the 2020 Five Continents Prize on 22 March 2021. Her book, *Tous tes enfants dispersés*, is about the 1994 genocide against the Tutsi in Rwanda.

30. The United Nations seventy-fifth anniversary commemorative book, *Achieving our Common Humanity: Celebrating Global Cooperation through the United Nations*, published by the Department's Publications and Editorial Section, recounts the creation and work of the International Criminal Tribunal for Rwanda in the context of United Nations efforts in support of rendering justice for all in post-conflict situations.

VII. Activities of the United Nations information centres

31. The network of United Nations information centres amplifies, translates and targets the materials and messaging package prepared by the outreach programme on the 1994 genocide to their regional and local networks and audiences. During the reporting period, the COVID-19 pandemic prevented the United Nations information centres in most countries from implementing in-person activities. Where possible, the centres organized virtual commemorations and events to inform, educate and engage audiences on the 1994 genocide against the Tutsi in Rwanda. Activities in 2020 were particularly affected as the COVID-19 crisis occurred globally shortly before the International Day, with many countries in lockdown and virtual alternatives yet to be established.

32. In 2020 and 2021, the information centres in Antananarivo; Dar es Salaam, United Republic of Tanzania; Dhaka; Tehran; and Port of Spain translated and subtitled the video message by the Secretary-General on the International Day of Reflection and shared it widely with key media contacts and other constituencies, as well as through social media platforms and on their local websites. The messages were also shared with local United Nations communications groups and country teams, officials of ministries of foreign affairs, educational institutions and youth groups.

33. The United Nations Office at Geneva marked the International Day of Reflection with a hybrid commemoration on 7 April 2021 at the Palais des Nations. Organized in cooperation with the Embassy to Switzerland and Permanent Mission of Rwanda to the United Nations Office in Geneva, the solemn event featured the message of the Secretary-General and remarks by the Directors-General of the United Nations Office at Geneva and the United Office at Vienna and by the Permanent Representative of Rwanda to the United Nations in Geneva. Speakers included the president of the association of genocide survivors Ibuka – Mémoire et justice (section Suisse), a transnational network of organizations that brings together survivors of the 1994 genocide, and Ms. Nadia Galinier, a survivor who gave her moving testimony. The event featured the symbolic lighting of the memorial candles honouring the victims and a poetry recital.

34. The United Nations Regional Information Centre for Western Europe in Brussels hosted on 7 April 2021 the video contribution by Honorine Mujiyambere, president of the Italian section of Ibuka – Mémoire et justice, who spoke of the genocide on behalf of the survivors based in Italy. The United Nations Regional Information Centre posted on the Italian section of its website the 2021 commemoration by the Italian section of Ibuka and promoted it to human rights organizations linked to Ibuka in Italy.

35. The United Nations Information Centre in Brazzaville organized a virtual ceremony on 23 April 2021 at the initiative of the Embassy of Rwanda. The United Nations Resident Coordinator delivered the message from the Secretary-General at the event, which was attended by representatives from the Government, the diplomatic corps, civil society organizations and the media.

36. The United Nations Information Centre in Dakar provided the Embassy of Rwanda with an exhibition on the 1994 genocide in Rwanda developed by the United Nations, which was officially opened in the presence of the diplomatic corps accredited in Dakar. Following the remarks, a United Nations film on the 1994 genocide was shown and survivors of the genocide provided their testimony.

37. The United Nations Information Centre in Lagos, in collaboration with Junior Chambers International and Building Blocks for Peace in Nigeria, organized on 12 April 2021 a webinar entitled “From hate speech to the 1994 genocide against the Tutsi in Rwanda: lessons for Nigeria”. The webinar included the screening of the Secretary-General’s video message and a panel discussion with youth and peace advocates that focused on the 1994 genocide and discussed issues like the spreading of rumours, the profiling of particular ethnic groups and the promotion of hate speech and misinformation across social media as challenges faced by Nigeria. The Director of the Information Centre highlighted the importance of pausing and reflecting before sharing information on social media, drawing parallels to the misinformation, anti-Tutsi incendiary messages and hate that was propagated in Rwanda in the lead up to and during the 1994 genocide. Leveraging the participation of a young, digitally connected audience, the event featured pre-event curtain-raiser tweets with over 200 engagements. Tweets on the day of the commemoration had more than 400 engagements.

38. The United Nations Information Centre in Lusaka, with support from the Office of the United Nations Resident Coordinator, the Ministry of National Guidance and Religious Affairs and the Ministry of General Education, organized and observed the International Day of Reflection on 14 April 2021. The Information Centre presented brief background information about the remembrance and highlighted the importance of educating the general public, especially young people, about the 1994 genocide and on how to prevent such atrocities from happening again. The virtual event included a panel discussion, a video presentation, survivor testimony, a question and answer session and remarks from the Resident Coordinator. The Minister of National Guidance and Religious Affairs honoured those who were systematically killed and reflected on the suffering of those who survived, and shared the lessons Zambian young people could learn from the genocide as the country prepared for general elections in August 2021.

39. The United Nations Information Centre in Nairobi led the United Nations system commemoration in collaboration with the High Commission of Rwanda in Kenya. The team worked in partnership with other United Nations entities, representatives of the Government of Kenya and more than 50 members of the diplomatic corps to virtually mark the International Day of Reflection on 15 April 2021. The Director-General of the United Nations Office at Nairobi read the Secretary-General’s message and led the lighting of the symbolic memorial candles in honour of those who were killed. The Ambassador of Rwanda to Kenya and a representative of the Government of Kenya also addressed the observance. The Information Centre shared the media advisory and the Secretary-General’s message with the media, and the livestream event on its Facebook page reached about 300 people.

VIII. United Nations News and United Nations Media

40. The Department provided media coverage of the outreach programme activities and related news throughout the reporting period on its multimedia and social media platforms in the six official languages and Hindi, Kiswahili and Portuguese. Events and activities were promoted through United Nations accounts on Facebook, Twitter, YouTube and Instagram.

A. United Nations News

41. United Nations News covered the Secretary-General's May 2020 statement welcoming the arrest of Félicien Kabuga, alleged to have been a leading figure in the 1994 genocide against the Tutsi in Rwanda. The combined stories in nine languages (six official United Nations languages, plus Hindi, Kiswahili and Portuguese) generated some 8,000 page views.

42. United Nations News English and French produced multimedia profiles of Adama Dieng, the Special Adviser to the Secretary-General on the Prevention of Genocide, when he stepped down from his post in the summer of 2020, with the combined stories generating some 4,500 page views.

43. United Nations News continued to spotlight compelling stories from the ground and the voices of United Nations beneficiaries. To that end, in January 2021, United Nations News English and Kiswahili produced first-person features, including on Liberee Kayumba, a survivor of the 1994 genocide against the Tutsi in Rwanda, who now works for the World Food Programme. In December 2020, United Nations News Kiswahili profiled activist Sabuni Chikunda, a survivor and regional recipient of the Nansen Refugee Award from the Office of the United Nations High Commissioner for Refugees who lost her husband and four children and who now finds comfort in helping other women and girls.

44. During the reporting period, the Department's Meetings Coverage Section issued a total of 12 press releases in English and French relating to the 1994 genocide against the Tutsi in Rwanda, including coverage of General Assembly meetings and messages and remarks by the Secretary-General.

B. United Nations Video

45. UNifeed produced a news package on the 2021 International Day of Reflection virtual event that was aired 37 times by 11 broadcasters.

46. In 2020, UNifeed produced two stories related to the 1994 genocide, including a news package on 7 October 2020 on the responsibility to protect, which referred to the genocide. That story was aired 12 times by two broadcasters.

C. Social media

47. The Social Media Team promoted the outreach programme on the 1994 genocide on the main social media accounts of the United Nations in the six official languages and in Hindi, Kiswahili and Portuguese. Social media assets were created for and featured on all major platforms to help to ensure that the messages reached a wide audience. During the reporting period, content on the International Day of Reflection, including the commemoration event, performed very well, with high engagement numbers across platforms, exceeding 45,000 engagements.

IX. Activities of other United Nations entities

48. The mission to educate about and prevent genocide is part of the mandate of UNESCO and the Office of the Special Adviser to the Secretary-General on the Prevention of Genocide. The outreach programme and those entities cooperate on a regular basis to draw on expertise in those entities and to amplify the impact and expand the reach of activities with a common goal. This cooperation includes the joint organization of events, speakers from these offices being invited to events and the cross-promotion of activities and products. In addition to the cooperation described earlier, the activities described below took place during the reporting period.

A. United Nations Educational, Scientific and Cultural Organization

49. UNESCO seeks to build peace through international cooperation and promotes genocide education and prevention through its programme on global citizenship education. This includes remembering and educating about the 1994 genocide against the Tutsi in Rwanda. Marking the International Day of Reflection, UNESCO organized a virtual panel discussion on the theme “From hate speech to genocide: lessons from the 1994 genocide against the Tutsi in Rwanda” on 7 April 2021. The event was organized with the University of Southern California Shoah Foundation, the UNESCO Chair on Genocide Education and the Permanent Delegation of Rwanda to UNESCO, and in partnership with Global Action against Mass Atrocity Crimes. The event was streamed in English and French via the UNESCO Facebook and YouTube channels and had close to 12,000 views.

50. In March 2021, UNESCO, the Governing Board of UNESCO International Institute for Capacity-Building in Africa and the Department of Global Communications launched a project on genocide education in Africa. Outcomes will include a guide for teachers in Africa on educating about genocide, including about the 1994 genocide against the Tutsi in Rwanda.

B. Office of the Special Adviser to the Secretary-General on the Prevention of Genocide

51. In April 2020, then Special Adviser to the Secretary-General on the Prevention of Genocide, Adama Dieng, delivered a video message that was broadcast at the International Day of Reflection event organized by the United Nations Office at Geneva.

52. On 20 June 2020, a written message by Mr. Dieng was delivered by the United Nations Resident Coordinator in Mauritius on the occasion of the commemoration of the 1994 genocide.

53. On 12 April 2020, Mr. Dieng participated in the commemoration of the 1994 genocide organized by the International Organization of la Francophonie.

54. On 28 April, the current Special Adviser, Alice Nderitu, participated in a colloquium on the United Nations and the 1994 genocide against the Tutsi in Rwanda. The colloquium was organized by the Permanent Mission of Rwanda to the United Nations and examined, with a focus on the role of the Security Council, the failure by the international community to prevent and stop the 1994 genocide.

55. On 12 April, Ms. Nderitu participated in a virtual meeting of the African Union Peace and Security Council on prevention of the ideology of hate, genocide and hate crimes in Africa.

X. Going forward

56. During the reporting period, the outreach programme on the 1994 genocide carried out its programme of activities under the circumstances and restrictions occasioned by the ongoing COVID-19 pandemic. While this prevented the organization of in-person events, the outreach programme, in close cooperation with the Permanent Mission of Rwanda to the United Nations and other partners, continued the majority of its activities by exploring new ways of reaching out to a global audience using virtual platforms.

57. Collaboration across the Department brought together the expertise and skills of different teams to develop and produce a virtual commemoration that reached a larger audience than the traditional in-person commemoration. Going forward, when in-person events resume, the outreach programme will build on this learning and maintain some of the virtual elements to complement traditional formats.

58. The outreach programme also built close collaborative partnerships within the Department and with United Nations programmes and offices that share the mandate to educate about violent pasts and prevent future acts of genocide. The outreach programme will continue to develop these partnerships to allow it to reach a broader audience more effectively. This expanded reach will also allow audiences to gain a wider understanding of matters related to human rights and to apply this knowledge to present developments and situations. The outreach programme will also continue to expand its collaboration with academics and museums and outreach to young people.

59. Looking ahead, the outreach programme will continue to focus on the important lessons today's world can draw from the tragedy of the 1994 genocide and ensure that we jointly heed the lessons it holds. The genocide against the Tutsi in Rwanda has shown the unimaginable consequences when misinformation, manipulation, hate and division are allowed to prevail. Today, around the globe, social polarization and political and cultural manipulation are on the rise and hateful messages circulate on social media and the airwaves. The outreach programme has an important mission to educate about the events of the past and engage with people for them to stand up for human rights and against hate and division.
