



Economic and Social Council

Distr.: General
17 June 2019

Original: English

2019 session

26 July 2018–25 July 2019

Agenda item 5

High-level segment

Statement submitted by International Public Relations Association, a non governmental organization in consultative status with the Economic and Social Council*

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 30 and 31 of Economic and Social Council resolution 1996/31.

* The present statement is issued without formal editing.



Statement

The International Public Relations Association (IPRA), established in 1955, is the leading global network for PR professionals in their personal capacity. IPRA was granted consultative status with the Economic and Social Council in 1984. IPRA applauds the theme of the 2019 session of Empowering people and ensuring inclusiveness and equality.

A commitment to effective communication for the achievement of the Sustainable Development Goals.

Strong communication strategies are necessary for further dissemination of the Sustainable Development Goals. Awareness amongst the global population must be the first priority among UN entities and their NGO partners. IPRA encourages governments and civil society to establish strong global communication programmes around the SDGs while conducting their own pro-active programs. For example, through our global network, we recognize those who have strong examples of good communications that promote the SDGs.

Programs that raise the awareness of the Sustainable Development Goals.

IPRA is the organiser of the annual Golden World Awards for Excellence (GWA). The GWA competition, established in 1990, recognizes excellence in public relations practice worldwide. Started in 1990 in partnership with the UN Department of Global Communications, IPRA put together an award for outstanding achievement to recognize PR programmes that address UN issues. This prize is now known as the IPRA Global Contribution Award – in support of UN sustainable development goals. Recent recipients of the Global Contribution Award have excelled in communication programmes that help people recognize, understand and support the SDGs including those under review. Effective communication strategies such as the ones we recognize are vital to the implementation of the goals.

IPRA's most recent winner demonstrated the importance of strategic communication to enable the mobilization of support following a climate disaster. Following Hurricane Irma in 2017, the island of Anguilla was left devastated. After a strong communications strategy put together by Aequitas Consulting, the Pure Anguilla Foundation was able to garner significant support from around the world, including governments, to help address their rebuilding and resiliency infrastructure.

IPRA also plays a large role in the planning and execution of the Department of Global Communication's UN Civil Society Conference. We see great value in these gatherings of the non-governmental community and implore ECOSOC, its member states and other NGOs to continue to support these gatherings and to pay attention to their vitally important outcome documents.

IPRA is proud of its promotion of the SDGs and its commitment to communication to better the human condition.
