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Consideration of reports submitted by the Secretary-General

Activities of the Department of Global Communications: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution [74/92](#) B, provides a summary of key advances made by the Department of Global Communications from July 2019 to January 2020 in promoting the work of the United Nations to the global audience through its outreach and knowledge services.

The outreach and knowledge services subprogramme, one of three subprogrammes of the Department, is implemented by its Outreach Division. It works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas and information in support of the goals of the Organization. The Division does this by engaging with multi-sector stakeholders to amplify the work of the United Nations, empowering youth, and generating support for the 2030 Agenda for Sustainable Development through advocacy and outreach initiatives that promote concrete action at the local, regional, national and global levels.

The activities under the other subprogrammes of the Department, namely, strategic communications services, and news services, are described in separate reports of the Secretary-General ([A/AC.198/2020/2](#) and [A/AC.198/2020/3](#), respectively).

* [A/AC.198/2020/1](#).



I. Introduction

1. In its resolution [74/92](#) B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Global Communications, submitted for consideration by the Committee on Information at its forty-first session ([A/AC.198/2019/2](#), [A/AC.198/2019/3](#) and [A/AC.198/2019/4](#)) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.
2. The Department hereby submits the information requested on outreach and knowledge services.
3. The present report provides an overview of the strategic direction of the Outreach Division and highlights activities undertaken in the process of reaching out to a wide range of constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Through strategic and sustained partnerships, innovation and the embrace of technological possibilities, the Department has expanded its ability to reach people everywhere through creative, compelling and innovative collaborations.

II. Developing increased understanding and support for the work of the United Nations

4. A vast range of constituencies comprise target audiences for outreach activities and publications that promote the United Nations all over the world. Civil society and its representatives, in particular academic institutions, students, schoolteachers and university professors, artists and creators, the private sector, associations and local communities, as well as policymakers in government positions, are vital recipients of authoritative information that helps to spread the ideals of the Organization. This is particularly important as the United Nations is preparing to celebrate the seventy-fifth anniversary of its founding in parallel to promoting the 2030 Agenda for Sustainable Development, as well as its core activities and ideals in the areas of peace and security, climate change and its consequences on the environment, migration and refugees, the empowerment of women and youth, tolerance, the prevention of conflict, promotion of human rights and the rule of law.
5. The Department strives to extend its outreach in a variety of ways and in multiple languages to all communities in every country and territory with the objective of contributing to their increased understanding of and support for the Organization's ideals and work. The aim is to substantively generate the interest of such audiences through means including publications (print and digital), websites, special and commemorative events and conferences, involvement with local communities in cultural and professional gatherings, briefings, visitors' services, educational materials and engagement with celebrities and prominent leaders in the arts and sciences.

III. Disseminating information on the seventy-fifth anniversary of the founding of the Organization at Expo 2020

6. In resolution [74/92](#) B, the General Assembly requested the Department to raise awareness of and disseminate information on the seventy-fifth anniversary of the founding of the Organization, under the theme "The future we want, the United Nations we need: reaffirming our collective commitment to multilateralism",

including at Expo 2020, to be held in Dubai, United Arab Emirates. To that end, during the reporting period the Department collected and curated assets from across the United Nations system for the purpose of marking the anniversary through the Secretary-General's global dialogues and through the United Nations presence at Expo 2020, which will include a dedicated pavilion, the observance of United Nations Day, the global observances of 13 additional international days and the promotion of the 2030 Agenda for Sustainable Development across Expo 2020. The Department also worked closely with Member States to showcase, as a unique opportunity, the seventy-fifth anniversary initiative centred around a series of future-oriented and youth-driven global consultations on rejuvenating global cooperation.

IV. Engaging with the public and students: guided tours and briefings

7. The Department's visitors' services at all four headquarters duty stations (New York, Geneva, Vienna and Nairobi) reached diverse audiences by offering tours in over 20 languages. Together, the four duty stations welcome some 500,000 visitors per year (close to 255,000 during the reporting period, which is an increase of 15,000 from the previous year).

8. In New York, 25 multilingual tour guides offered tours in the six official languages of the United Nations, as well as in German, Hebrew, Hindi, Italian, Japanese, Korean and Portuguese. The total number of visitors to United Nations Headquarters during this period was nearly 150,000, a 6 per cent increase over the previous year. Visitors' services in Geneva offered tours in 13 languages, welcoming close to 70,000 at the Palais des Nations, a 13 per cent increase over the previous year. Visitors' services in Vienna offered tours in the six official languages as well as in Czech, Dutch, German, Hungarian, Italian, Japanese, Portuguese, Slovak, Slovene and Turkish, welcoming 29,000 visitors. Visitors' services in Nairobi offered tours in Chinese, English, French, German and Kiswahili, hosting more than 5,500 visitors, a 5 per cent increase over the previous year.

9. All four visitors' services explored innovative ways to engage the public and reach wider audiences. Between July and September 2019, visitors' services in New York offered a special garden tour, in which visitors walked through the famous rose garden and cherry trees while learning about art and historical pieces, such as a section of the Berlin Wall and a memorial to Eleanor Roosevelt.

10. Two additions to the tour route in New York encouraged visitors to engage proactively with the United Nations: an "SDG pledging tree", where visitors hang cards committing to achieve a Sustainable Development Goal; and a display by IM Swedish Development Partner of a watch made from "humanium", or metal forged from decommissioned weapons.

11. Visitors' services in New York participated in the New York City "Must-See Week" and continued full-page, colour advertising in the widely-circulated Gray Line City Sightseeing New York brochure, distributed to 6 million annual riders of the hop-on hop-off bus stopping at the Visitors' Entrance to the United Nations complex.

12. Visitors' services in Nairobi organized "talk and tour" events with other United Nations agencies, highlighting the Sustainable Development Goal of the month. Interactive human rights workshops were organized for schools and youth groups and included poetry, photos, plays, debates and paintings.

13. To mark the International Day of Sign Languages in September 2019, visitors' services in Geneva conducted two tours in sign language, introducing the work of the Organization to a new audience. In August 2019, it started offering guided tours in

Dutch and Greek, welcoming 350 schoolchildren in those languages. In addition, the visitors' services were portrayed in thematic programmes of the French television channel TF1 and the local television channel Léman Bleu.

14. Visitors' services in Vienna conducted promotional activities on social and traditional media to reach new audiences, including by working with Austrian and German radio broadcasters on two children's radio features showcasing tours for children. A social media photo challenge was organized, where visitors showed their support for the "Orange the World" campaign to end violence against women and girls by taking selfies on the tour of the Vienna International Centre.

15. The Department's Speakers Bureau in New York and visitors' services in Vienna continued outreach to students and other groups, facilitating programmes and arranging for United Nations officials to brief audiences both at Headquarters and externally. During the period under review, the Department organized over 300 briefings in Arabic, Chinese, English, French, German, Italian, Japanese, Korean and Spanish, reaching more than 14,000 persons. It responded to thousands of public queries by email, letter and telephone, on Facebook and in person, and provided information material to visitors in all the official languages. The visitors' services website, visit.un.org, available in all the official languages, was revamped, while the social media outreach through Facebook and Twitter (@VisitUN) continues to increase.

V. Enhancing, empowering and strengthening the voice of young people

A. Office of the Envoy of the Secretary-General on Youth

16. The Office of the Envoy of the Secretary-General on Youth spearheaded the Organization's advocacy on youth issues at high-level events, summits and conferences, and by undertaking regular missions to countries in all regions of the world.

17. In July 2019, the Envoy of the Secretary-General on Youth briefed the Security Council on the outcomes of the International Symposium on Youth Participation in Peace Processes by showcasing an evidence-based framework to address the lack of meaningful inclusion of youth in peace processes.

18. The Envoy participated in the high-level political forum on sustainable development, advocating for the participation of young people in the implementation, monitoring and reviewing process of the Sustainable Development Goals.

19. On the occasion of International Youth Day, on 12 August, the Envoy undertook an official mission to Maldives to highlight the issues faced by young people in confronting climate change. The Envoy took part in the commemoration of International Youth Day 2019, under the theme "Transforming education", to highlight efforts in making education more relevant, equitable and inclusive for all youth, including efforts by young people themselves. The Envoy engaged with the Government, the United Nations agency team, Maldivian youth organizations and other stakeholders.

20. In September, the Envoy of the Secretary-General on Youth and the Special Envoy for the 2019 Climate Action Summit co-organized the Youth Climate Summit, attended by more than 1,000 young activists, innovators, entrepreneurs and change makers, who showcased their solutions and engaged with decision makers.

21. During the high-level segment of the seventy-fourth session of the General Assembly, the United Nations Youth Strategy, "Youth 2030", celebrated its first anniversary since its launch in 2018. The Envoy of the Secretary-General on Youth

continued to advance the roll-out of the strategy through a high-level steering committee of 13 United Nations agencies and key global youth organizations. Ten countries, namely Bangladesh, Costa Rica, Ethiopia, Ghana, Jordan, Morocco, the Niger, Sierra Leone, Uganda and Uzbekistan, were identified to fast-track the “Youth 2030” strategy.

22. In November, the Envoy took part in the commemoration of the twenty-fifth anniversary of the International Conference on Population and Development in Nairobi, attended by nearly 10,000 participants, including 1,200 young people through scholarships. As a member of the Nairobi Summit’s international steering committee, the Envoy has been closely involved in the preparations for the Summit and its outcome. The Envoy featured as a speaker in the Summit plenaries and other segments, and engaged in dialogue around innovative and operational strategies and initiatives that are advancing youth mainstreaming in policymaking and in young people’s engagement in the implementation of the Programme of Action of the International Conference on Population and Development at the national, regional and global levels.

23. In December, the Envoy was the keynote speaker at the opening of the twenty-fifth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Madrid. In the same month, the Office of the Envoy co-organized, with the World Organization of the Scout Movement, the United Nations Children’s Fund (UNICEF) and the United Nations Population Fund (UNFPA), the World Non-Formal Education Forum to take stock of the latest developments in non-formal education to build important life skills. The Forum was attended by over 400 participants and culminated in the creation of the Rio Declaration on Non-Formal Education, an ambitious action agenda capturing the ideas and inputs of stakeholders at the Forum to lay the foundation of and define a direction for the future of non-formal education. The Envoy also took part in the first Global Refugee Forum, convened in Geneva at the ministerial level to announce concrete pledges and contributions towards the global compact on refugees.

B. United Nations Academic Impact

24. The United Nations Academic Impact initiative continued its outreach to engage university students, educators and researchers at more than 1,400 universities in 139 countries, with a reach of more than 23 million students. The engagement has resulted in hundreds of community-level activities undertaken by students, such as assistance programmes for refugees and migrants, community clean-up initiatives and activities to combat hunger, reduce carbon emissions and eliminate single-use plastics on campuses. In terms of research and scholarship, Academic Impact hub schools have courses devoted to the Sustainable Development Goals and have launched research projects devoted to all of the Goals, including agricultural studies related to food insecurity and research on energy efficiency, on access to clean water and sanitation for marginalized communities and on mitigating the impact of climate change on marine life and ocean sustainability. In October, the initiative commemorated the one-year anniversary of the launch of the Sustainable Development Goal hubs with a series of articles detailing their research and contribution to the work of the United Nations. In November, it held the sixth J. Michael Adams Lecture, examining the role of the United Nations in the twenty-first century ahead of its seventy-fifth anniversary, with more than 300 attendees. In February 2020, it launched a multilingual, multimedia series for college students on working for the Organization and hosted an online town hall to answer their questions and encourage them to consider careers in international civil service.

C. Model United Nations programmes and youth and educational outreach

25. From 15 to 18 July, the Department participated in the National High School Model United Nations Conference in Guangzhou, China, which involved 1,200 students from 130 schools across the country. Presentations focused on how the United Nations works, how the Department works with Model United Nations participants and how those participants can take action to help to advance the Sustainable Development Goals. The Department also provided advice to Chinese teachers on how to promote the Model United Nations in their classrooms.

26. On 20 September, the Department held its annual student observance of the International Day of Peace under the theme “Climate action for peace”. More than 700 high school and university students heard from the Secretary-General, Messengers of Peace Midori Goto and Yo-Yo Ma, and the Youth Director of Earth Guardians, Xiuhtezcatl Martinez. Students participating in New York and by video link from the United Nations Interim Administration Mission in Kosovo presented projects illustrating their actions to address climate change and thereby foster peace. According to a post-event survey, 89 per cent of respondents said they had learned that combating climate change was a way to protect and promote peace; 83 per cent had learned how they could take action to fight climate change; and 77 per cent were inspired to undertake a peace project in their community.

27. On 29 October, the Department launched a programme of engagement called “The real United Nations: an interactive briefing series for Model United Nations”. The objective is to allow United Nations staff and delegates to share their stories on a monthly basis with Model United Nations clubs and conferences in high schools and universities around the New York area and explain what they do to achieve United Nations mandates. According to surveys completed after the briefings, 100 per cent of respondents agreed or strongly agreed that their understanding of what it was like to work at the United Nations had increased, and 67 per cent said they would apply what they had learned to a related study or Model United Nations activities (see figures I and II).

Figure I

Percentage of respondents who thought that the briefing had increased their understanding of what it is like to work at the United Nations

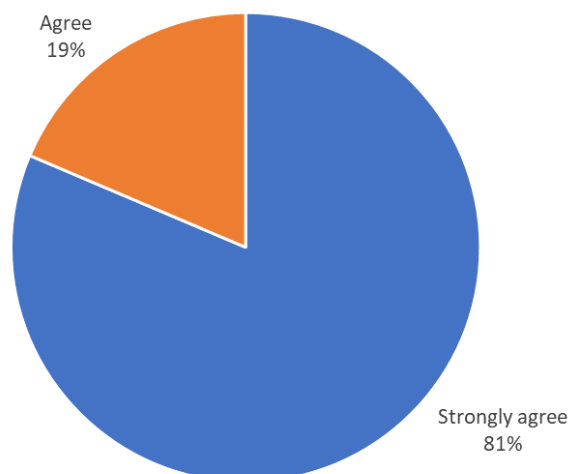
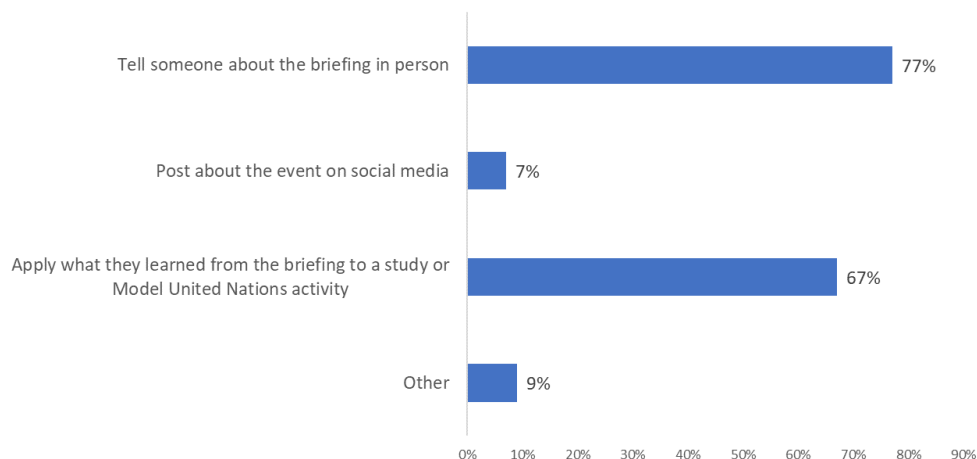


Figure II
Actions that respondents said they were likely to take after the briefing

(Percentage of respondents)



28. Continuing its efforts to ensure that Model United Nations simulations are conducted in accordance with actual United Nations procedures, the Department collaborated with United Ambassadors, a non-governmental organization, on a Model United Nations workshop held in Geneva on 27 and 28 November, which trained 120 students from around the world.

29. During the reporting period, the Department provided written and video messages from the Secretary-General to 54 Model United Nations conferences throughout the world, upon request.

D. Reham Al-Farra Memorial Journalists' Fellowship Programme

30. In 2019, 15 journalists – six men and nine women – participated in the Reham Al-Farra Memorial Journalists' Fellowship Programme, held in New York. The annual programme brings young journalists from developing and transition economies to New York to report on the opening meetings of General Assembly sessions. The journalists came from Bhutan, Brazil, Cameroon, Ecuador, Egypt, India, Indonesia, Jamaica, Nepal, Pakistan, the Philippines, Paraguay, South Africa, Thailand and Ukraine. Nine of the journalists work in print and web formats, while the rest work in television, radio, documentary and multimedia formats. Since its inception in 1981, 611 journalists from 168 countries have taken part in the Fellowship. Over the course of the Programme, from 16 September to 5 October, the journalists were provided with access to all the high-level summits, the general debate and related side events. They regularly attended press conferences and met and interviewed the Secretary-General, the Deputy Secretary-General, the President of the General Assembly, the Special Envoy for the 2019 Climate Action Summit and over three dozen Heads of State, ambassadors, United Nations officials, non-profit leaders and climate action advocates. Cumulatively, they produced 230 news pieces in nine languages throughout their stay at United Nations Headquarters.

VI. Library services

A. Steering Committee for Libraries of the United Nations

31. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva continued their cooperation in the efficient operation of a unified resource management system. The ALMA/Primo system, launched in 2016, caters to the demand for the collection, management and dissemination of non-United Nations content acquired by the two flagship libraries. In the period under review, the Dag Hammarskjöld Library partnered with the libraries in Geneva and the Economic Commission for Latin America and the Caribbean to jointly launch an improved interface for ALMA/Primo, allowing users to explore combined print and online resources, including the ability to search newspaper archives.

B. Library, research and knowledge services

32. During the reporting period, the Library (research.un.org) managed more than 100 research guides in the six official languages, the bulk of which were in English (51), French (20) and Spanish (18). There were close to 1.6 million total views, with average of 270,000 views per month. In October, the English guides recorded 271,341 views, with the climate change guide accounting for almost half of the views (108,517). The newly revamped “United Nations Member States on the Record” webpage had over 100,000 views, averaging over 16,000 views per month.

33. The knowledge base of frequently asked questions, “Ask DAG”, continued to record increased usage during the reporting period. The webpage recorded 732,622 views, of which 564,317 were in English, 167,076 in Spanish and 61,369 in French. The Library conducted 70 training sessions and briefings on United Nations documentation and on best-use practices for the United Nations Digital Library System, which were attended by 717 participants, including 247 delegates from 102 permanent missions.

C. Digitization services

34. The Dag Hammarskjöld Library contains approximately 17 million documents in paper format, of which around 2.5 million parliamentary documents, publications, maps and other related material have been identified as important. In the past 21 years, of those important documents, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva have digitized 490,000 documents and publications (some 6.4 million pages), including core Security Council documents and official records of the General Assembly, the Economic and Social Council and the Trusteeship Council. Another 2.5 million old, important print documents await to be digitized, of which 1 million are in dire condition owing to paper acidification and environmental risks. Given the magnitude of the task, it is estimated that it will take over three decades to complete digitization.

35. Therefore, and in response to General Assembly resolutions [52/214](#), [67/237](#), [68/251](#) and [69/250](#), as well as paragraphs 390, 398 and 405 of the report of the Board of Auditors on the financial report and audited financial statements of the United Nations for the year ended 31 December 2018 ([A/74/5 \(Vol. I\)](#), chap. II) and paragraphs 118, 122 and 124 of the report of the Secretary-General on the implementation of the recommendations of the Board ([A/74/323](#)), the Department has prepared a project proposal to outsource the preservation, including pragmatic metadata creation, of 1 million important parliamentary documents in dire condition. For the remaining 1.5 million documents not currently in dire condition, the Dag

Hammar skjöld Library would continue to preserve them through in-house digitization efforts, using the resources of the Department.

36. The Library requests \$10,513,432, covering a five-year implementation period, to achieve the full preservation of the 1 million important printed parliamentary documents and publications in dire condition held in the Library's basements before they are lost to history. Preservation includes outsourcing to a company that would work out of United Nations premises, the digitization of 1 million documents and the creation of pragmatic metadata, the introduction of a digital preservation management system, the first of its kind and scale in the United Nations Secretariat, and the enhancement of the digital repository system currently used into robust second-generation, open-source, repository management software, as well as the further diversification and evolution of electronic services offered in addition to the introduction of repository business metrics and analytics. Upon completion of the project, 50 years of deliberations of Member States would become available online in the United Nations Digital Library in preservable digital format. Communities across the world with access to the Internet would have direct and permanent access to important United Nations deliberations. The digitization would facilitate the creation of duplicate versions of United Nations documentation in locations where Internet connectivity is unreliable. People from every corner of the world can explore the fascinating history of multilateralism, gaining insight into and appreciation of the contributions of individual Member States and United Nations efforts on issues from those as long-standing as decolonization to the evolving frontier of climate change.

D. Digital and print curation services

37. The Dag Hammar skjöld Library introduced a new solution to enable access to subscribed electronic resources for telecommuting and travelling staff. In its first two months of operation, 160 staff members have already accessed the Library resources remotely. The Development Coordination Office joined the 53 members of the United Nations System Electronic Information Acquisition Consortium to benefit from discounts negotiated by the Library with the aim of providing resident coordinators and their country teams with access to intelligence and research databases.

E. Outreach and community engagement

38. During the reporting period, the Library organized several events as part of its Insight Series, reaching more than 200 individuals. Experts from various United Nations offices, funds and programmes shared knowledge and experience about indigenous languages, women's empowerment and the crafting of development policies based on sound evidence, while two events were organized in partnership with the American Library Association and the International Federation of Library Associations and Institutions exploring the theme of libraries partnering with community organizations to achieve the 2030 Agenda for Sustainable Development. New products for 2019 include "SDGs Insight", a newsletter highlighting content from numerous library resources in alignment with the Sustainable Development Goal of the month, and the "journal table of contents", an alerting service for articles, both reaching an audience of more than 1,000 per month. The Library's Twitter account recorded 61,100 followers as at November 2019 – a 6 per cent increase over 2018 – as a result of the Library providing more than 13,300 pieces of research information in English, French and Spanish, posted online and receiving more than 2 million views in 2019.

39. On 19 November 2019, the Library, in partnership with the Scholarly Publishing and Academic Resources Coalition, organized the first United Nations Open Science

Conference at United Nations Headquarters, under the theme “Towards global open science: core enabler of the 2030 Agenda”. The event assembled over 20 internationally renowned experts and advocates, and more than 2,000 people watched it online, either live or on demand.

40. The 350 United Nations depository libraries in 136 countries and territories currently receive a minimal number of United Nations publications in print as Headquarters ceased the dissemination of print publications to partner libraries in 2013.

F. Information systems and repository management services

41. During the reporting period, the Library retired several legacy applications and information systems. The United Nations Bibliographic Information System was retired and replaced with the United Nations Digital Library System, offering vastly improved dissemination capabilities and business continuity. The United Nations Info Quest (UNIQUE) knowledge base was retired and absorbed within the Library website and the Bibliographic Information System thesaurus is in the process of being migrated to the new platform to support semantic web and linked data initiatives. The United Nations Digital Library continued to grow, recording more than 3.2 million downloads from more than 70,000 cities worldwide during the period under review.

G. Information analysis service

42. During the reporting period, 11,456 official United Nations documents and other programme-related documents were analysed, indexed and added to the Digital Library, the Official Document System and other related online information services, enabling users worldwide to easily find, access and share official information and publications in a timely manner. New analytical records of 310 rounds of voting and 11,400 speeches made at meetings of the main deliberative organs of the United Nations were also created and made accessible online. The *Index to Proceedings of the Security Council* (seventy-third year) and the *Index to Proceedings of the Economic and Social Council* for the 2018 session were produced and disseminated to United Nations depository libraries, government officials, researchers and the public worldwide.

VII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

43. The Department’s Holocaust and the United Nations Outreach Programme worked with Member States and civil society to further Holocaust education and remembrance in 2019 under the theme “Holocaust remembrance: demand and defend your human rights”. The theme encouraged youth to learn from the perspectives provided by the Holocaust, act against discrimination and defend democratic values in their communities, at a time when the spread of neo-Nazism and hate groups is fuelling rising antisemitism and other forms of hatred.

44. On 18 October, the Department partnered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Office of the United Nations High Commissioner for Human Rights to organize a joint event at United Nations Headquarters on the theme “Preventing and combating antisemitism through education”. The event amplified the messages on combating antisemitism to eliminate discrimination and intolerance based on religion or belief contained in the report of the Special Rapporteur on freedom of religion or belief (see [A/74/358](#)). It included

input from the Office of Counter-Terrorism, the Special Rapporteur and civil society organizations.

45. To mark the anniversary of the Kristallnacht pogrom of 9 to 10 November 1938, the Department organized an interactive workshop for high school students on 8 November 2019 at United Nations Headquarters. One hundred students from schools in New York and New Jersey participated. A workshop on the theme “Defending human rights and justice for all: the legacy of Anne Frank” was organized in partnership with a non-profit organization, Facing History and Ourselves, and the Anne Frank Centre for Mutual Respect. It challenged students to consider what they could do to defend the rights of refugees and help to build a more just and peaceful world. The Under-Secretary-General for Global Communications and the Permanent Representative of the Netherlands to the United Nations delivered remarks.

46. In a post-event survey, 96 per cent of participants agreed that the event had increased their knowledge about Anne Frank. The responses also revealed that the workshop had had a positive impact on participants’ attitudes towards refugees, with 86 per cent of participants saying they would act to raise awareness of the rights of refugees.

47. The theme guiding Holocaust outreach for 2020 is “75 years after Auschwitz: Holocaust education and remembrance for global justice”. The Department held a programme of educational and commemorative events from 27 to 30 January at United Nations Headquarters. On 27 January, the Department marked the International Day of Commemoration in Memory of the Victims of the Holocaust at an official gathering in the General Assembly Hall. Speakers included the Secretary-General, the President of the General Assembly at its seventy-fourth session, the Permanent Representatives of Germany, Israel, the Russian Federation and the United States of America to the United Nations and the Under-Secretary-General for Global Communications. Two Holocaust survivors shared their experiences.

48. Three exhibits opened in the week of 27 January. The first, “Seeing Auschwitz”, was made possible through a partnership with Musealia and the Auschwitz-Birkenau State Museum. The exhibition will be shared with UNESCO in Paris. The second, “Some were neighbours: choice, human behaviour and the Holocaust”, was curated by the United States Holocaust Memorial Museum and endorsed by the United States Mission to the United Nations. The third, “Crimes uncovered: the first generation of Holocaust researchers”, was curated by the House of the Wannsee Conference and Touro College, Berlin, and was endorsed by the Permanent Mission of Germany to the United Nations. Guided visits to the exhibits by the Holocaust and the United Nations Outreach Programme were offered to the public, academic institutions, Member States and United Nations staff. During January, the Programme also organized a screening and discussion of the film *The Accountant of Auschwitz*, as well as a civil society briefing that examined hate speech, Holocaust denial and distortion and its relevance. The Permanent Missions of Israel and the Russian Federation to the United Nations organized a photo exhibit about the liberation of Auschwitz, and the Permanent Mission of the Russian Federation held a screening and discussion of the film *School of Executioners*.

49. The Department provided support, guidance and educational resources to the global network of United Nations information centres and resident coordinator offices for their Holocaust remembrance and education activities. The educational resources address such issues as racism, antisemitism, prejudice, choice and responsibility, and are available in the official United Nations languages. Some of the resources have also been translated into Dutch, German, Kiswahili, Portuguese and Ukrainian. Resident coordinators and United Nations information centres were also encouraged to consider building longer-term thematic outreach campaigns, rather than solitary events. Activities and programmes organized by the United Nations information centres and

resident coordinator offices included memorial ceremonies, student briefings, openings of exhibits, film screenings and discussions, round tables and social media campaigns.

B. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery programme

50. On 2 October, the Department collaborated with a non-governmental organization, Most Influential People of African Descent, to organize a screening and discussion of the film *Bigger Than Africa*, which shows how Yoruba culture survived the transatlantic slave trade and shaped the Americas. The event aimed to raise awareness and promote discussion of the legacies of the transatlantic slave trade and cultural links between people of African descent. The screening drew more than 500 participants, including high-level officials, such as the President of the General Assembly, the Permanent Representatives of Suriname and Trinidad and Tobago to the United Nations, and the Permanent Observer of the Caribbean Community to the United Nations.

51. The theme guiding the Remember Slavery programme activities for 2020 is “Confronting slavery’s legacy of racism together”. In preparation for the annual observance on 25 March, the Department subtitled *Bigger Than Africa* into French, Kiswahili, Portuguese, Russian and Spanish. It also worked with the Musée de l’Homme in Paris and UNESCO to produce the exhibit “Us and them: from prejudice to racism” in Arabic, English, French, Kiswahili, Portuguese, Russian and Spanish. Both products will be made available to United Nations information centres and resident coordinator offices.

VIII. Internal communication, knowledge solutions and design

A. iSeek

52. The primary internal communications platform for the global United Nations Secretariat, the United Nations intranet, iSeek, has been instrumental in fostering staff engagement and improving organizational efficiency. The contribution of iSeek to staff engagement was recognized by Secretariat staff, who voted it first place in the “staff engagement” category in the 2019 Secretary-General’s Awards.

53. As at July 2019, the migration of all peacekeeping mission intranets to iSeek was completed, connecting 18,000 staff members in the field to the rest of the Secretariat. This development has streamlined internal communications and increased efficiency by providing staff with reliable and trustworthy information on one intranet platform; iSeek now serves approximately 37,500 United Nations staff members throughout the world.

54. During the reporting period, iSeek published 624 stories, mainly in English with French translations, and approximately 2,500 global and local announcements on United Nations events, initiatives and management priorities. By allowing staff and offices a space to share their stories, iSeek has encouraged staff engagement and knowledge-sharing across the Organization.

B. Graphic Design Unit

55. The Department’s Graphic Design Unit provided visual communication and graphic design solutions for information campaigns, conferences and publications across Secretariat departments. The Unit designed social media and web graphics, brand identities, animations, special emblems, posters, signage and a variety of

promotional items. During the reporting period, the Unit completed more than 400 design products for high-level events and campaigns, including the seventy-fifth anniversary of the United Nations, the seventy-fourth session of the General Assembly, the “Safe ground: turning minefields into playing fields” campaign of the Mine Action Service, the United Nations System Mental Health and Well-being Strategy campaign, the high-level commemorative event to mark the thirtieth anniversary of the adoption of the Convention on the Rights of the Child and the International Day for Biological Diversity.

56. The Unit developed graphics for the Climate Action Summit website, which generated 1,183,250 page views during the high-level week of the seventy-fourth session of the General Assembly, from 21 to 27 September 2019. The Unit also revised, updated and maintained the graphic design files for the entire branding package of the Sustainable Development Goals.

57. The Unit supported multilingualism by creating products in the six official languages and German, Greek, Hindi, Hungarian, Indonesian, Italian, Kiswahili, Portuguese, Slovak, Slovene and Turkmen, among others.

IX. Relations with civil society organizations and exhibits

A. Civil society

58. The Civil Society Unit organized the sixty-eighth United Nations Civil Society Conference, on the theme “Building inclusive and sustainable cities and communities”, in Salt Lake City, United States, in August 2019. The conference was co-hosted by Salt Lake City and civil society organizations, was chaired by a civil society representative and was attended by a record-breaking 4,000 representatives from 1,708 organizations and 139 countries. Focal points from 11 United Nations entities led workshops, spoke on panels and provided exhibits. The President of the General Assembly at its seventy-third session received the outcome document and Youth Climate Compact from the Chair of the Conference at the closing session and distributed it to all Member States. The Conference featured strong youth leadership in planning and participation, with youth representing an estimated 40 per cent of attendees. The final Conference report was issued in January 2020.

59. The Unit organized a series of youth advocacy and engagement activities to promote awareness of the 2030 Agenda for Sustainable Development and inspire action at the grass-roots and community levels. Collaborating with its youth steering committee, the Unit has broadened its reach to young people aged 18 to 32 who are affiliated with civil society organizations and universities. Consequently, with the use of innovative approaches, including online interactive applications and software such as Mentimeter and Kahoot, online media platforms and digital tools, the Unit was able to bolster youth involvement in the United Nations agenda.

60. The Unit also organized four civil society briefings: “Focus on faith, climate responsibility”, in June; “Voices from the mine”, on the informal mining sector in Sierra Leone, in June; “United Nations Civil Society Conference outcomes”, featuring the Mayor of Salt Lake City, in November; and “One-on-one with the President of the General Assembly”, moderated by the Under-Secretary-General for Global Communications, in November.

61. On 14 November, the Department associated with 14 civil society organizations in the area of communications and outreach, bringing the number of such organizations working with the Department to 1,533.

B. United Nations Non-Governmental Liaison Service

62. The United Nations Non-Governmental Liaison Service was responsible for stakeholder engagement in high-level events at United Nations Headquarters and venues away from Headquarters. In collaboration with partners across the United Nations system, the Service secured space for more than 6,000 representatives from academic institutions, civil society organizations and private sector entities. At high-level events supported during the reporting period, speakers from civil society organizations were included in the programmes, further advancing partnerships across the United Nations system and with stakeholders in support of the 2030 Agenda.

63. The Service has also facilitated the special accreditation process for multiple events and conferences, including the commemoration of the thirtieth anniversary of the adoption of the Convention on the Rights of the Child, the midterm review of the Vienna Programme of Action for Landlocked Developing Countries for the Decade 2014–2024, the 2020 United Nations Conference to Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development, to be held in Lisbon in June, and its preparatory meeting, and the second Global Conference on Sustainable Transport, to be held in Beijing in May 2020.

64. The Service organized a one-day event, entitled “SDG youth action zone”, with the tagline “Commit, pledge, act” in the Sustainable Development Goals action zone on the sidelines of the Youth Climate Summit in September, highlighting actions taken by youth from civil society organizations and at the individual level that are aligned with the United Nations agenda on climate action. Specific focus was given to oceans, plastics, responsible consumption in the fashion and food industries, and spotlighting social media influencers with a special partnership with the Service and the Civil Society Unit.

65. As convenor of meetings of United Nations inter-agency focal points for civil society, the Service organized two meetings during the reporting period on engaging and cooperating with civil society.

C. Exhibits

66. The Exhibits Unit supported the work of multiple Secretariat departments and offices by facilitating the display of 16 exhibits in the Visitors’ Lobby of the General Assembly Building, each in connection with a specific priority theme of the 2030 Agenda for Sustainable Development. Highlights included “Planet or plastic” from National Geographic, in cooperation with the Office of the President of the General Assembly at its seventy-fourth session, showing the impact of plastic on the environment, allowing 900 visitors to pledge a usage reduction of 1.25 million plastic items through an on-site digital tablet, and launching the Secretariat’s campaign to ban single-use plastics, which is now the norm; “One day, I will”, with the Office for the Coordination of Humanitarian Affairs, documenting the hopes and dreams of girls caught in humanitarian crises around the world; and “Education transforms lives”, with UNESCO, examining the role of education in achieving the Sustainable Development Goals. The exhibits provided unique experiences, such as multimedia interactive spaces and opportunities to take action in digital campaigns. Information about the exhibits also reached a global audience of 40,000 through social media engagement across all United Nations channels and in all the official languages.

X. Highlighting United Nations priorities through the arts, special events and celebrity advocates

A. Outreach to the creative community

67. The aim of the Department's ongoing collaboration "All Aboard for Global Goals" with Mattel, with the hashtag #AllAboardForGlobalGoals, is to educate preschoolers and their families about the Sustainable Development Goals through the popular television series *Thomas and Friends*. As part of the collaboration, nine Goals-inspired episodes, seven educational YouTube videos, a suite of parent/teacher tips and a dedicated website have been created. As at November 2019, nine Goals-inspired *Thomas and Friends* episodes have aired in 36 countries in 19 languages. The seven educational YouTube videos, available in seven languages, have generated more than 5.3 million views globally.

68. The Department is collaborating with Sanrio to raise awareness of the Sustainable Development Goals among the followers of the Japanese animated character Hello Kitty. The collaboration, launched in September 2019, centres on a monthly series of Goals-themed videos that are released on the Hello Kitty global YouTube channel, in English and Japanese, under the hashtag #HelloGlobalGoals. The videos are produced through an inter-agency partnership with the United Nations Development Programme, the United Nations Environment Programme, UNFPA, UNICEF and the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women), coordinated by the Department. The videos show Hello Kitty learning about 6 of the 17 Goals (Goals 3, 4, 5, 11, 13 and 14) from United Nations experts and through visits to United Nations field projects. As at January 2020, the five videos already released had generated more than 154,200 views on YouTube, and the hashtag #HelloGlobalGoals had generated over 40,000 engagements on social media.

69. The Department partnered with Sony Pictures Entertainment on a climate change campaign, leveraging the popularity of its *Angry Birds 2* movie characters and voice actors in support of the United Nations "ActNow" campaign for climate action. The "Angry Birds, Happy Planet" social media and online campaign, launched in July 2019, featured two video public service announcements and weekly social media messaging leading up to the Climate Action Summit. The public service announcement videos had 1.2 million engagements on social media, including YouTube, Facebook and Twitter. They were distributed through Sony Pictures Television networks to 89 million international subscribers, as well as on social media, where they received over 1 million views.

B. Special events

70. Playing a coordination and facilitation role, the Department supported the Deputy Secretary-General in her on-stage participation at the Global Citizen Festival in Central Park, New York, on 28 September. The appearance was used to announce the decade of action for the Sustainable Development Goals to a live audience of over 60,000 people and global television and YouTube audiences. The festival was livestreamed over 14.2 million times on the Global Citizen Twitter and YouTube platforms and the MSNBC video was viewed over 6 million times.

71. On 24 October 2019, the Department coordinated the organization of the annual United Nations Day Concert, sponsored by the Permanent Mission of Qatar to the United Nations. The event featured female composer Dana al-Fardan, vocalist Aisha al-Zayani, pianist Hala al-Emadi and conductor Eimear Noone and the Qatar

Philharmonic Orchestra. The theme of the concert was “Building prosperity for all through culture, education, gender equality, sports and sustainability”, and included remarks from the Secretary-General, the President of the General Assembly (by video message), the Deputy Prime Minister and Minister for Foreign Affairs of Qatar, and the Secretary-General of the Supreme Committee for Delivery and Legacy of Qatar. The 2019 United Nations Day Concert received 19,877 live views and 33,899 on-demand views on the United Nations Web TV website.

C. Celebrity advocacy

72. The United Nations Messengers of Peace provided public support for the Department’s events and initiatives. Midori Goto and Yo-Yo Ma participated in the annual Peace Bell Ceremony, held on 20 September in observance of the International Day of Peace, on the theme “Climate action for peace”. Messengers of Peace Daniel Barenboim, Paulo Coelho, Leonardo DiCaprio, Michael Douglas, Jane Goodall, Lang Lang, Yo-Yo Ma, Malala Yousafzai and Midori Goto helped to amplify messaging for the Climate Action Summit on social media, both in the lead-up to and during the Summit. The Department coordinated collaborations between Mr. Ma and several United Nations country teams (Austria, Indonesia, Mexico and Peru) on joint outreach activities leveraging his high-profile Bach Project, a two-year worldwide tour where each concert is accompanied by a “day of action”. Ms. Goto travelled to Viet Nam from 18 to 27 December and visited and performed for several rural communities in collaboration with the International Fund for Agricultural Development. In February 2019, she spoke and performed at the forty-second session of the Fund’s Governing Council, calling on Pope Francis, the heads of the Rome-based United Nations agencies and other dignitaries to believe in the transformative power of women and girls in underserved remote communities.

XI. United Nations flagship publications

A. *Yearbook of the United Nations*

73. On the website of the *Yearbook of the United Nations*, the Yearbook Pre-press offered draft *Yearbook* chapters and detailed research outlines of the work of the United Nations system covering the years 2015 and 2016. The Yearbook Express, featuring summarized content from the *Yearbook of the United Nations* in all six official languages, continued to expand the scope of availability of this authoritative reference work to older volumes from previous decades.

B. *UN Chronicle*

74. In 2019, the *UN Chronicle* began publishing online only. The magazine’s new, fully redesigned website was officially launched in September, featuring new articles in the six official languages, a section highlighting major new reports of the United Nations system, and a new video interview section called “Chronicle Conversations”. Original content is published on a rolling basis, with topics and authors chosen to correspond with official international observances, the Sustainable Development Goal of the month and major United Nations meetings, conferences and other events. Since the launch, the *UN Chronicle* has published new articles by the Envoy of the Secretary-General on Youth; the Executive Director of the World Food Programme, David Beasley; the Nobel Peace Prize winner and Goodwill Ambassador for the United Nations Office on Drugs and Crime, Nadia Murad; and other experts, activists and United Nations officials.

C. United Nations seventy-fifth anniversary commemorative volume

75. For the seventy-fifth anniversary of the Organization, the Department is preparing a commemorative volume illustrating significant ideas and action by the United Nations that have helped to shape the world for the better. Selected themes in United Nations history from its foundation to the present, captured in a collection of vignettes, will showcase landmarks in political and security matters, human rights, economic and social questions, and international law.

XII. Sales and marketing: expanding access to knowledge and information

76. The Department oversees the distribution of print and digital United Nations publications as well as the United Nations Bookshops at Headquarters and the United Nations Office at Geneva. This allows for new avenues for outreach beyond traditional institutional audiences, particularly with the public, academia and the private sector globally. The Department focused its efforts on expanding the range of multilingual content for its online publishing platform, the United Nations iLibrary, as well as collaboration with the international publishing industry and academia to promote books targeting core United Nations-related themes and to encourage dialogue with the public.

77. On 20 November, the Department published a special edition of the Convention on the Rights of the Child and its three Optional Protocols, as well as a historical overview of children's rights to mark the thirtieth anniversary of the adoption of the Convention.

78. In January, the Department published the United Nations Guide to the Model United Nations. The book is designed for high school and university students and their teachers on how to organize a Model United Nations in accordance with United Nations practices. It offers practical guidance and information on how to prepare and conduct a Model United Nations.

A. In support of the Sustainable Development Goals

79. United Nations Publications collaborated with the 2019 Frankfurt Book Fair on the campaign "Create your revolution". The initiative was developed to help to publicize the Sustainable Development Goals, which were mainstreamed throughout the fair, including at the opening ceremony, with 3,000 high-level guests from around the world. The Frankfurt Book Fair is the largest book fair in the world, with 302,000 visitors, 10,000 journalists and bloggers and 7,450 exhibitors from 104 countries. Campaign visuals were displayed throughout the fair and the city of Frankfurt, Germany, with branding for the Goals. Thousands of booklets, bookmarks and buttons – all with the Goals branded on them – were distributed to attendees. The Department managed a dedicated United Nations stand at the opening ceremony and coordinated with the fair on the social media campaign and a special Sustainable Development Goals media zone in English and German, and a joint project with the United Nations Regional Information Centre for Western Europe Liaison Office and the Sustainable Development Goals Action Campaign, both based in Bonn, Germany. The media zone brought together authors, activists, politicians, journalists, artists and media partners to highlight actions and solutions in support of the Goals, and coverage was livestreamed on social media.

80. The Department continued to manage the international collaboration on the Sustainable Development Goals Book Club, launched in April 2019. The initiative brings together international associations of publishers, booksellers, librarians and children's book authors to curate a monthly reading list of books about the Goals for children aged 6 to 12 in all six official United Nations languages.

81. On 2 November 2019, the Department organized the fifth edition of the United Nations participation in the "Dash to the Finish Line" race in support of climate action. More than 350 United Nations staff, delegates and their family members wearing visible "Climate Action: A Race We Can Win" T-shirts participated in the run from United Nations Headquarters to the New York City Marathon's finish. The run was preceded by remarks by an official of the Department on the theme of climate action, inspiring 10,000 runners from more than 150 countries.

82. Efforts have continued to expand and reinforce a social media campaign to promote United Nations publications. During the reporting period, the number of Twitter followers of United Nations Publications reached 181,100, and its Facebook page had over 37,000 likes. United Nations iOS application downloads stood at approximately 137,000 and Google Play application downloads stood at approximately 191,000. The Department used social media to engage audiences by promoting specific publications in connection with United Nations days, events and commemorative anniversaries, as well as current events.

B. United Nations iLibrary and shop.un.org

83. In the period under review, the United Nations iLibrary, a comprehensive collection of knowledge about the United Nations launched in 2016, grew to contain more than 8,200 titles, including flagship and recurrent publications, five databases, and working papers, discussion papers and policy briefs aggregated from within the Secretariat and bodies of the broader United Nations system. Some 35 per cent of publications on the platform are multilingual (two or more languages in the same book) or translations.

84. The iLibrary provides fully searchable access to the aggregated publications located on a newly upgraded user-friendly and mobile-responsive platform to enable access for any user with an Internet connection. The e-commerce platform shop.un.org allows for the online sale of print and digital publications and is used to promote new publications in connection with priorities such as the Sustainable Development Goals, human rights, international peace and security, climate change, gender and migration, and special events.

C. United Nations Bookshop

85. To amplify current United Nations priorities, the United Nations Bookshop conducted public outreach through "Meet the author" events, topical publications and merchandise displays showcasing international days and special events. Five "Meet the author" events were held in the bookshop during the reporting period, on topics ranging from stakeholder democracy and negotiating at the United Nations to a Hiroshima survivor's tale on international justice in the United Nations system.

D. United Nations Development Business

86. United Nations Development Business is a trust fund located within the Department that produces an online subscription platform containing procurement

information related to international development projects. With more than 1,000 active subscribers representing a global audience in 150 countries, the Development Business website has an average of 183,000 monthly page views and publishes more than 11,000 procurement announcements every year. In line with United Nations priorities and pursuant to General Assembly resolution [57/279](#), Development Business continues to facilitate procurement opportunities for vendors from developing countries and countries with economies in transition. Development Business launched an improved website with a wealth of new features and updated functions.

XIII. Conclusions

87. During the reporting period, a wide range of outreach activities were organized that underscored the vitality of the Organization's engagement with global civil society and its representatives. Through events, publications, partnerships and the mobilization of young people, as well as the Internet and the use of a variety of different means, the Department continued to provide people around the world with information on the Sustainable Development Goals, human rights and gender equality, peace and security, the fight against climate change, the struggle against intolerance and xenophobia, the empowerment of young people and more.

88. The Department focused on several areas, with special emphasis on the Organization's upcoming seventy-fifth anniversary and its theme, "The future we want, the United Nations we need: reaffirming our collective commitment to multilateralism".

89. The Department also actively emphasized the importance of the Sustainable Development Goals as stepping stones for an array of activities, published outputs and social media contributions, including preparing for participation in the upcoming Expo 2020 in Dubai under the theme "We the peoples: shaping our future together".