



Meeting of the United Nations Development Group (UNDG)

Communications and Advocacy Working Group

27th April 2016. 8:30 to 10 AM. Venue: UNICEF

1) Summary of Action Points:

Result Area 1: Increasing the share of UN Country Teams with a UN Communications Group and a joint communications strategy

- To boost support for UN Country Teams (UNCTs) that still lack a joint communications strategy, a targeted approach will be taken:
 - WHO tentatively agreed to focus on those missing strategies that have a UN Communications Group. (Mongolia, Chile, Fiji, Malaysia, Syria, Guinea Bissau, Saudi Arabia, Kuwait, Angola, Timor Leste, Peru). WHO will inform the secretariat by 3 May as to which UNCTs they will approach. UNICEF offered to assist where WHO does not have a presence.
 - UNDP to reach out to those countries with no UN Communications Group and no joint strategy (Democratic People's Republic of Korea, Equatorial Guinea, Mauritius, State of Palestine, Suriname, UAE, Tajikistan, Turkmenistan, Iraq) .
 - UN DOCO will reach out to those which are Delivering As One countries, and those countries where the Resident Coordinator Office has communications capacity (Seychelles, El Salvador, Venezuela, Guinea, Chad, Cote D'Ivoire, Sierra Leone, DRC, Kosovo¹ and Serbia).

Result Area 2: Supporting UNCTs to lead advocacy and public engagement around the SDGs

¹ All references herein are made within the context of UN Security Council Resolution 1244 (1999).



- Three advocacy case studies (Montenegro, the Pacific, and the third TBD) will be produced for our next meeting.
- The takeaways from the SDG-Communications and Advocacy Joint Task Team exercise should feed into the 'principles of joint advocacy' document.

Result Area 3: Strengthening the linkages between joint communications strategies and UNDAFs

- Deep dive into this Result Area at our next meeting, likely in June.

Organization	Name	Organization	Name
Co-Chair:	Yoka Brandt	ILO	Kevin Cassidy
DPI	Janos Tisovszky	UN Women	Nanette Braun
DPI	Francyne Harrigan	SDG Action Campaign	Mitchell Toomey
UNHCR	John Solecki	SDG Action Campaign	Sering Falu Njie
Office of the UN Secretary's Office on Youth	Lucie Gareton	UNFPA	Jacqueline Daldin
UNICEF	Paloma Escudero	UN DESA	Monica Nogare
UNICEF	Miguel Mateos	UNDP	Caroline Hooper Box
UNIDO	Jason Slater	WHO	Mariana Crespo
Executive Office of the Secretary General	Itai Madamombe	DOCO	Gina Lucarelli Peter Serenyi



UN Habitat	Jessica Gonzalez	Consultant	Jim Shultz

2) Purpose of the meeting

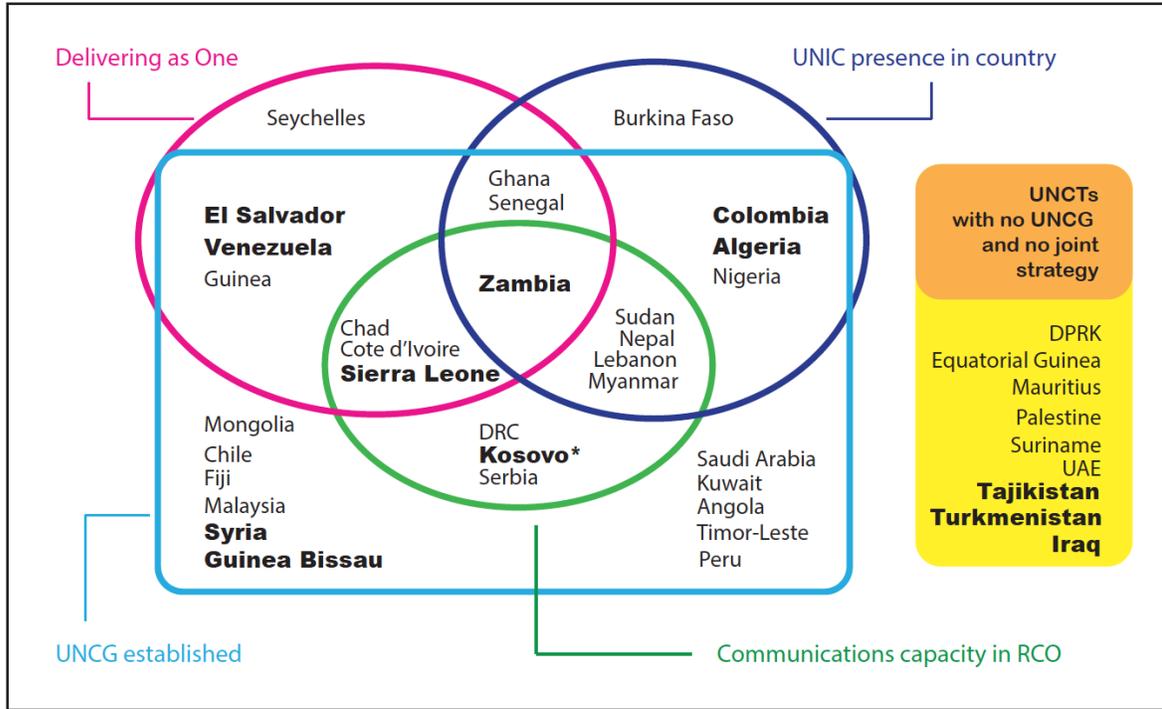
- The purpose of the meeting was to brief Working Group members on progress in Result Areas One and Two of our workplan, to solicit volunteers to take the work forward under Result Area 1, and to agree on a framework for the joint advocacy case studies under Result Area 2.

3) DEEP DIVE: WORKPLAN RESULT AREA 1: Supporting UN Country Teams to establish UN Communications Groups and joint communications strategies

- The background document, "Concept Note: Supporting UNCTs on Communicating As One," was adopted as a targeted strategy supporting Country Teams to establish UN Communications Groups and develop joint communications strategies, as Core Elements of the Standard Operating Procedures for countries adopting the 'Delivering as One' approach.
- UN DOCO (Peter) noted that 91 percent of UNCTs now report having a UN Communications Group. The number of UNCTs with joint communications strategies is at 68 percent. He proposed a focus now to support UN Country Teams that don't have a joint communications strategy (see diagram below). The UN System Staff college training taking place this week on 'Communicating As One' was meant to provide support on this specific issue. Two other sessions are coming in June (Panama) and November (Dakar).



Countries where UNCTs don't have a joint communications strategy



- DPI (Janos) reported that DPI has reached out to 11 UNCTs where there is a DPI UN Information Centre (Burkina Faso, Ghana, Senegal, Zambia, Colombia, Algeria, Nigeria, Sudan, Nepal, Lebanon, Myanmar). He noted that many who reported in the IMS not having a strategy actually have one, or they will have one soon.
- UN Women (Nanette) pointed out that Results Areas 1 and 3 are linked. Thus the knowledge sharing groups called for under each of these Result Areas should be the same.
- UNHCR (John Solecki) noted that it would be useful to also look at the capacity of the UN Communications Group, not simply whether one exists or not.
- *Follow up:*



- To implement a targeted approach to our support, it was agreed that UNDP (Caroline) will contact the countries and territories with no UN Communications Groups and no strategy (those in yellow above).
- WHO (Mariana) will see, of those UN Country Teams that have a UN Communications Group (the light blue rectangle), which also have a WHO presence. WHO will let the secretariat know by 3 May which countries they can reach out to.
- DOCO will reach out to Delivering As One countries (those in the pink oval) and to those country teams where the RC office has communications capacity (the green oval).

- The co-chair offered UNICEF's help in reaching out to countries.

4) **DEEP DIVE: WORKPLAN RESULT AREA 2:** public engagement and advocacy around the SDGs

- The co-chair noted that Result Area 2 consists of two parts: 1) working towards a '*principles of joint advocacy*' document, which will build upon three case studies and a series of interviews, and 2) an exercise to learn from the public engagement experiences of Montenegro, the Philippines and Uganda. (The exercise is being led by a Joint Task Team with the Sustainable Development Working Group.)
- Currently the case studies will focus on the joint advocacy experiences of Montenegro, the Pacific and a third country which will be identified shortly (Argentina, Colombia or Bangladesh).
- The consultant (Jim Shultz) who is supporting the working group to write the three case studies, produce the '*principles of advocacy*' document, and potentially lead a workshop on UN advocacy in the fall, reported to the Working Group that the case studies will focus on how UN country teams have pursued joint advocacy in their own specific contexts. The '*principles of joint advocacy*' document will capture and synthesize the collective wisdom on joint advocacy based on the case studies and a number of interviews. The (potential) workshop



would be an opportunity to react to the case studies and validate the 'principles of joint advocacy' document so that it best supports country-level work in this area.



The Dance Between the Elements of Advocacy Strategy and the Challenges of Joint Advocacy

Strategy Elements

- Picking objectives
- Analyzing the political map
- Forming alliances
- Message development
- Dealing with public officials
- Dealing with the media

Key Challenges

- Whose priorities?
- Who gets attention and credit?
- Who's putting in resources?
- Who leads?
- Proprietary relationships with public officials, the media, etc.

*The Goal: A set of principles for joint advocacy
that are sensible, not a shotgun wedding.*

- On behalf of the joint task team to support SDGs advocacy with the UNDG Sustainable Development Working Group, the SDG Action Campaign (Mitchell) reported on what has been learned from an information gathering exercise with Montenegro, the Philippines, and Uganda. He noted that while the resources provided by DPI through [Trello](#) are well appreciated, country teams would benefit from more advice on joint messaging and how to form stronger partnerships with civil society actors.
- A toolkit will be produced to support UNCTs in advocating for the SDGs.



- The co-chair noted that the learning from the information gathering exercise (Montenegro, the Philippines and Uganda) should feed into the 'principles of joint advocacy' document.

5) Summary of Action points

Result Area 1: Increasing the share of UN Country Teams with a UN Communications Group and a joint communications strategy

- To support UN country teams develop joint communications strategies: UNDP to reach out to those countries which don't yet have a UN Communications Group or a strategy (Democratic People's Republic of Korea, Equatorial Guinea, Mauritius, State of Palestine, Suriname, UAE, Tajikistan, Turkmenistan, Iraq).
- WHO will inform DOCO by 3 May which countries they can approach (out of those which have a UN Communications Group -- Mongolia, Chile, Fiji, Malaysia, Syria, Guinea Bissau, Saudi Arabia, Kuwait, Angola, Timor Leste, Peru). UNICEF offered to assist where WHO does not have a presence.
- DOCO to reach out to Delivering As One countries and to those UNCTs where the Resident Coordinator's Office has communications capacity (Seychelles, El Salvador, Venezuela, Guinea, Chad, Cote D'Ivoire, Sierra Leone, DRC, Kosovo and Serbia).

Result Area 2: Supporting UNCTs to lead advocacy and public engagement around the SDGs

- The advocacy case study framework is now adopted. Work will now commence on the development of advocacy case studies (Montenegro, the Pacific and a third TBD) which will be produced for our next meeting.
- Lessons learned from the SDG-Communications and Advocacy joint task team exercise will feed into the 'principles of joint advocacy' document.



Result Area 3: Strengthening the linkages between joint communications strategies and the UNDAF

- Deep dive into this result area at our next meeting, likely in June.