

**Follow-up to the Meeting with the Informal Contact Group of Representatives of Member States
on UN-Habitat Communication held on 9 July 2020**

A. Issues raised faced by Member States

1. Member States called for improved branding, taking examples from other UN agencies, to increase brand recognition and confidence in the organization and find measures to enhance the capacity of the communication function within current resources.
2. Member States called for content on UN-Habitat's website and other communications on programmes and countries which demonstrate tangible results and UN-Habitat's value-add using concrete examples, human impact stories and indicating what would happen if UN-Habitat had not intervened. They also requested greater focus on progress and outcomes of programmes, including flagship programmes, and on products such as guidelines and information of interest to target audiences.
3. Member States called for broad dissemination of information to mobilize partners and their networks to enhance collaboration in delivery of UN-Habitat's mandate. Proposals included increasing social media outreach and reaching out to educational institutions to attract new followers.
4. Member States requested consistent facts and figures across all UN-Habitat online platforms and communications and clear, succinct presentation of financial information.
5. Member States called for improvements in communications with them including monthly meetings with the Executive Director and the Dean of Regional Groups to understand issues of interest to regions; timely information on events and timely reports of intergovernmental body meetings; streamlined email communication with regard to meetings of the intergovernmental bodies that link to documents on the Governance website instead of attachments .

B. Proposed solutions

Immediate actions

1. Improved communication to Members States regarding meeting notifications and follow-up is being streamlined through fewer emails with condensed information and links to additional information and documentation on the Governance website.
2. Regular meetings between the Executive Director and regional groups.
3. Monthly updates to Member States on UN-Habitat's financial situation and quarterly updates through the Urban Impact newsletter on major developments including impact stories at regional and country level.

Short term

1. Review of the website Governance pages to highlight most important content for Members States.

2. Standard Operating Procedures to ensure consistency of facts and figures, sources and terminology across UN-Habitat's websites.
3. Continuing efforts with Communication Focal Points to provide results-focused, human interest stories based on existing guidelines on how to write such material.

Medium term

4. Enhancement of open.unhabitat.org,, which uses International Aid Transparency Standards, to showcase all of UN-Habitat's programmes and how they contribute to the achievement of the urban dimensions of the SDGs.
5. Launch Urban Agenda Platform that demonstrates partner actions and collaboration with UN-Habitat to implement the New Urban Agenda and urban dimensions of the SDGs.
6. Establishment of roster of editors conversant with urban issues to ensure that the language of UN-Habitat's public communications is clear, that content demonstrates UN-Habitat's value add and the human impact of the organization's work.
7. Revised digital strategy to increase its online visibility and public recognition to include streamlining of UN-Habitat's websites, social media presence and outreach to new audiences.

Long term

8. Scale up outreach of UN-Habitat brand to clearly demonstrate UN-Habitat's niche and value-add and thus raise the profile, visibility of the organization and attract increased financial support for its work with support from external expertise.