

Summary of Discussions Emanating from the Informal Contact Group of Permanent Representatives to Member States on UN-Habitat Communications

**Tuesday 08 June 2021
10:00a.m. to 11:00 a.m. East African Time**

The following members attended the meeting: Kenya, France, China

The following members send their apologies: Poland, Mexico

Agenda Items	Comments	Discussion
<p>1. Implementation of action points from previous informal contact group</p>	<p>1) Newsletter updates from Member States</p> <ul style="list-style-type: none"> • Monthly updates from Member States includes stories on 2 complete projects • Urban impact newsletter with broadened range of content using links <p>2) Website and report dissemination improvements</p> <ul style="list-style-type: none"> • Continue to improve story style to make it less technical with feedback to writers and updated guidelines. • Fixed the counter downloads and view of publications and improved abstracts • Organized webpages, key messages and launches of the key reports • The publication committee is ensuring resources available for report launches and publicity <p>3) Increased websites and social platform outreach</p> <ul style="list-style-type: none"> • Increased website and social media outreach • Website improvements including improved search functions. There has been an 85% increase in page reviews 	<ul style="list-style-type: none"> • Members commended the Secretariat on the newsletter as it updates Member States on programs and the calendar of events. • Enquired whether UN-Habitat has received feedback or partnerships from the Urban Impact Newsletter. • Appreciated the challenges in the implementation of the “Donate Now” Button and enquired on its granularity. • Encouraged UN-Habitat to link the newsletters to the progress of the annual work programmes • Encouraged highlighting in the newsletters, reports or meetings of donations and frequency of donations from the “Donate Now” button • Encouraged documenting of monthly work progress/updates by UN-Habitat branches and sharing updates to the Secretariat of Governing Bodies for Communication to Member States. • Emphasized on the need to translate the “Cities and Pandemics” report to the other 6 UN official languages • Encouraged creation of hashtags and the use of Kenya Media channels of Kenya, which will create

	<ul style="list-style-type: none"> • 25-30 web stories have been documented each month from every region • Improving and expanding social media. Corporate twitter has 113,000 followers and Facebook 126,000 followers. <p>4) Donate Now Button</p> <ul style="list-style-type: none"> • Donate Now Button webpages will offer options to donate towards one region undergoing a humanitarian crisis. In this regard, UN-Habitat will pilot the Donate Now Button with the Arab region towards the humanitarian work. 	<p>hype around the upcoming the CPR meeting and reflect on UN-Habitat’s work</p> <p>In response of the views expressed, the Secretariat responded the following:</p> <ul style="list-style-type: none"> • Updated on an increase in partners in the advocacy unit as a result of the Urban Impact newsletter • Updated on UN-Habitat addressing the challenge on granularity by piloting the “Donate Now” button in different regions. Further updated the group that donations are quite small and an update on impact in the different regions will be communicated to all partners. • Welcomed suggestions from Member States to develop hashtags and liaise with Kenya on media and hashtags • Updated on working on a short action plan for Kenya, particularly of the month of June.
<p>2. UN-Habitat Communications Priorities and Updates</p>	<p>1) Urban Climate Action which presents a niche for UN-Habitat</p> <ul style="list-style-type: none"> • Climate Action4Cities campaign launched with 18 solutions on World Urban Campaign/Urban Agenda Platform • Urban October- Mitigation of World Habitat Day and resilience /Adaptation for World Cities Day. Also innovate 4 cities conference and UN biodiversity conference • During the World Habitat Day, UN-Habitat will present a scroll of honor and requested the Member States to encourage their partners and cities to send in their nominations by 8 August 2021 • The Executive Director honored the Turkey’s First lady as champion of Waste Wise Cities 	<ul style="list-style-type: none"> • Encouraged establishing relationships with international press. Further enquired on targeted media including French press, which would be strategic in promoting UN-Habitat’s work in the African-French speaking countries. Suggested co-signing of an African and French newspaper with the French International footballers Blaise Matuidi <p>In response of the views expressed, the Secretariat responded the following:</p> <ul style="list-style-type: none"> • UN-Habitat will build and expand on media targets. Acknowledged of a gap in French speaking media targets and will embrace the suggestion on signing an Op-ED with the new goodwill

	<ul style="list-style-type: none"> • Other events include World Environment Day, Waste Wise Cities in Karachi, World Bicycle day and the Executive Director’s Opinion piece of adaptation/resilience <p>2) COVID-19</p> <ul style="list-style-type: none"> • Launch of Cities and Pandemic report in March. • Upcoming launch of the Cities and Pandemic report in ROLAC on 18 June 2021 with the Mayor of Bogota and Mexico. • Opinion Piece on the Cities and Pandemics report on Thomson Reuters Foundation • Dissemination of data and tracking platforms <p>3) Maximizing visibility</p> <ul style="list-style-type: none"> • Excellent local media coverage of ED’s trips. The Executive Director is currently visiting Turkey Iraq and Lebanon • Widely promoting other priorities such as housing and VLRs through speeches, communication focal points • Enhanced communications around CPR including visits of the President of the General Assembly <p>4) Countdown to WUF 11</p> <ul style="list-style-type: none"> • Announced theme and launch in Katowice, developed branding and continue to build momentum <p>5) Focus on Africa</p> <ul style="list-style-type: none"> • Improved and expanded storytelling and raising awareness of work in Kenya • New goodwill Ambassador for Africa who is the French International footballers Blaise Matuidi • The Executive Director’s visit to Morocco, Cameroon, Burkina Faso was high profile. 	<p>Ambassador for Africa. UN-Habitat will also seek guidance from France on the French media.</p>
<p>3. UN-Habitat Upcoming Key</p>	<p>UN-Habitat presented a detailed calendar of key events for the year 2021as below:</p>	<ul style="list-style-type: none"> • Enquired on the modalities of UN-Habitat’s engagement in line with the presented multilateral

Communication Opportunities

12 June	Rome	G20 Urban 20 Summit
15 – 16 June	Virtual	European Development Days climate theme
21 – 25 June		Ministerial thematic forums for High Level Dialogue on Energy
20-24 Jun	Singapore	World Cities Summit 2021
26 June	Global	One year to opening of WUF11
29 June-1 July	Nairobi	High Level mid term review meeting of the CPR
?	NY	The Future of Cities UNSG speech
6-15 Jul	Virtual/NY	High Level Political Forum
6-9 July	Yokohama	Asia Pacific Climate Week
12 Aug	TBC	International Youth Day
19 Aug		World Humanitarian Day (OCHA)
23-27 Aug	Virtual	World Water Week
24 Aug-5 Sep	Tokyo	Tokyo Olympics
15-30 Sep	NYC	UN 76 th General Assembly (UNGA)
Sep (TBC)	NYC	General Assembly High-Level Dialogue on Energy (HLD)
1 Oct	Dubai	World Expo 2020 (Until 31 Mar 2022)
4 Oct	Global	World Habitat Day 2021 (WHD)
11 - 24 Oct	Kunming China	UN Biodiversity Conference
11 – 15 Oct	Virtual	Innovate4cities conference
24 Oct	Global	United Nations 76 Anniversary
27-29 Oct	Virtual	GWOPA 4 th Congress
30-31 Oct	Rome, Italy	G20 Leaders' Summit 2021
31 Oct	Global	World Cities Day 2021 (WCD)
1-12 Nov	Glasgow UK	UN Climate Conference (UNFCCC COP 26)
6-7 Nov	TBC	WHO Global Conference on Health and Climate Change
19 Nov	Global	World Toilet Day
25 Nov	Global	Int Day for Elimination of Violence against Women

For 2022 and 2023, UN-Habitat will keep building momentum on the sustainable urbanization particularly through some key New York events, Urban October and WUF 11 as follows:

2022	
April-GA-High Level meeting on the Review of the Implementation of the New Urban Agenda	
April	Africities, Kisumu
26-30 June	WUF 11, Katowice
June	State of the World Cities Report
UNSG Quadrennial Report	
October	Urban October
2023	
June	UN-Habitat Assembly

calendar of events. Further gave an example of the COP meetings and how the UN-Habitat's mandate is visible.

- Suggested to UN-Habitat to proactively provide expression of interests to global events which themes are linked to urbanization in order to promote UN-Habitat's work

In response of the views expressed, the Secretariat responded the following:

- In line with the COP meetings, the Climate task force has developed the climate calendar which is separate from the presented calendar of events
- It is in practice that UN-Habitat reaches out to partners to participate in their events in different capacities including speakers
- Emphasized that in each COP, UN-Habitat takes an active role as the Executive Director's participation is guaranteed. Recalled that in previous COP meetings, UN-Habitat would report to sub-committees of the previous governance structures on intended happenings and achievements during the COP meetings, as a standing item by the Governing Council. Informed that the same is to be mirrored in the Assembly to be held in 2023, which will invite a joint activity with UN-Habitat and UNEP.

<p>Other recommendations by Member States</p>	<p>Relationship and Engagement Between UNEP and UN-Habitat</p> <p>Members of the Group sought understanding on quality of relationship between UN-Habitat and UNEP. Emphasized that it is important for the two agencies to come up with joint programmes and activities. Enquired of UN-Habitat’s participation during UNEA, the joint activity between UNEP and UN-Habitat, to be held during the Assembly, and its subsequent replication during the upcoming Executive Board Meeting.</p> <p>In response of the views expressed, the Secretariat responded the following:</p> <ul style="list-style-type: none"> • Confirmed that the relationship between UNEP and UN-Habitat is solid. Updated that some of the joint initiatives with shared resources are the Geo for Cities and the Blue economy projects and also focused on joint reporting and communication, which has built the capacity of UN-Habitat on certain topics such as urban inputs on biodiversity. • Affirmed to the group that Bureau Members can recommend the item on joint activity between UN-Habitat ad UNEP as part of the Executive Board meeting. Reiterated its importance in drafting the agenda and increased awareness of the Member States of the joint work between UN-Habitat and UNEP. 	
<p>Any Other Business (A.O.B)</p>	<ul style="list-style-type: none"> • FRANCE expressed gratitude to the group and bid farewell to the team as her term is coming to an end. • The member states and Secretariat also expressed gratitude to France for her invaluable input • CHINA also encouraged UN-Habitat to keep a pool of experts including outgoing members of the group 	<p>Noted</p>
	<p>Next meeting of the Informal Contact Group of Permanent Representatives to Member States on UN-Habitat Communications will be scheduled after Urban October</p>	<p>Agreed</p>