

**Statement by the Delegation of Trinidad and Tobago on behalf of GRULAC,  
at the Sixty-Seventh Session of the Working Party on the Strategic Framework and  
the Programme Budget**

**Wednesday, 12 March 2014**

Mr. President, H.E. El-Murtada Moubarak  
Mr. Petko Draganov, Deputy Secretary-General of UNCTAD  
Excellencies,  
Distinguished delegates

1. The Group of Latin America and the Caribbean (GRULAC) wishes to congratulate you, Excellency on assuming the Chairmanship of this 67<sup>th</sup> Session of the Working Party on the Strategic Framework and the Programme Budget. Chair, you can count on GRULAC's support and positive engagement throughout the Session.

2. We thank the Deputy Secretary-General for his introductory remarks at this morning's session and we express our appreciation to the UNCTAD Secretariat for the detailed reports made available for the meeting.

3. The Members of GRULAC, who are members of the G77 and China, wish to align themselves with the statement made by the delegation of Ethiopia on behalf of the G77 and China.

4. Chair, GRULAC Members attach great significance to this meeting at which we will have the opportunity to review the implementation of the Organization's communications strategy and publications policy, as well as discuss the draft fundraising strategy.

5. The interconnectedness of these issues cannot be ignored: a clear, focused, well-coordinated communications strategy is indispensable in building awareness of the Organization and attracting support for its work.

6. It is with this in mind that GRULAC welcomes the Secretariat's on-going valuable work aimed at increasing the effectiveness of UNCTAD's communications strategy. Some of the initiatives are worthy of special mention. They are:

1. Efforts aimed at enhancing the Organization's web presence: Noteworthy activities in this regard include the new sub-site dedicated to the work on the post-2015 process; the development of online tools and portals dedicated to issues of key importance; and technical enhancements to the UNCTAD website at unctad.org;
2. Increased presence on Social media; and,
3. Increased production of a range of communication and outreach documentation including policy briefs, newsletters, press releases, media alerts and information notes.

7. Stakeholder engagement is also a key element of any successful communications strategy. In this regard, GRULAC commends the Secretariat's efforts to strengthen its relationship with key stakeholders including policymakers, Member States, civil society, the media, private sector and academia.

8. Special mention must be made of the Secretary-General's leadership role in this regard, with his outreach programme, which includes one-on-one meetings with Ambassadors for an exchange of views. GRULAC Ambassadors were privileged to participate in one of those meetings last November. We encourage Secretary-General Kituyi to continue and strengthen this form of engagement with the Membership.

9. Mr. Chair, with respect to **the publications policy**, for GRULAC this is an issue of considerable importance, since this is one of the avenues through which one of UNCTAD's pillars – its analysis and research pillar – is showcased.

10. The Group welcomes the Secretariat's efforts to ensure effective and efficient dissemination of the Organization's publications, in particular, the flagship reports. We encourage the Secretariat to pursue its efforts in this regard, by inter alia, making available UNCTAD's publications in mobile-friendly formats.

11. The Group also took special note of the very positive results of the readership survey of the main publications of UNCTAD in 2013. GRULAC encourages the continuation of the survey, particularly the in-depth review element. While we noted that the response rate had improved over the previous year's, the Group wishes to encourage the Secretariat to seek innovative ways of improving the response rate, particularly from Governments. In that regard, it may be advisable that the Secretariat makes use of e-mail alerts for improving the response rate of the survey.

12. Chair, while the Secretariat has made progress in a number of areas with regard to the implementation of the publication policy, there is one area in which there is still much room for improvement; that is, the translation of publications. The limited number of publications being translated and the long translation times goes against the principles of multilingualism in the UN and remains an issue of concern for GRULAC Members.

13. With regard to **the fundraising strategy**, it is an issue that we remain seized of within GRULAC, since this goes hand in hand with the Organization's technical cooperation programme. In light of this, GRULAC Members remain concerned over the limited financial resources available for technical cooperation activities and therefore support efforts to formulate an effective and efficient fundraising strategy. In this regard, GRULAC will continue to engage with our partners to work on the goals for the fundraising strategy, as was agreed last year. We look forward to the continued support of the developed members in this regard.

14. In conclusion, Chair, I wish to underscore GRULAC's commitment to working with our partners and the Secretariat, to preserve and enhance UNCTAD's profile. And we wish you a successful meeting.

Thank you Chair.