



United Nations Conference on Trade and Development
Working Party on the Strategic Framework and the Program Budget
(Communication Strategy and Publications Policy)

67th session

Geneva, 12-14 March 2014

Statement by Greece

on behalf of the European Union and its Member States

DRAFT

Geneva, 3 March 2014

CHECK AGAINST DELIVERY

UNCTAD
Working Party on the Strategic Framework and the Program Budget
67th session
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*Item 3: Review of the implementation
of the communications strategy and publications policy of UNCTAD*

EU Statement

Mr Chairman,
Excellencies,
Distinguished Delegates,
Dear Colleagues,

I have the honour to speak on behalf of the European Union and its Member States.

At the outset, we would like to congratulate you, Mr. Chairman, upon your election as Chair for this 67th session of the Working Party on the Strategic Framework and the Program Budget.

We would like also to thank UNCTAD Secretariat for the documents prepared timely for this session regarding the implementation of the communications and publication policy according to the strategy adopted in the Trade and Development Board in 2009.

The EU and its Member States welcome the valuable work initiated by the new Secretary General to improve internal and external communication of the secretariat. In terms of external communication, we commend the increased use of new technologies to promote the work of UNCTAD, in particular the use of social media. We welcome Dr. Kituyi's twitter activities and encourage other UNCTAD officials to do so as well. SG Kituyi has at several occasions stated that it is his intention to publish a vast amount of the UNCTAD publications bi-annually. Furthermore he announced changes with regard to the internal organizational arrangements concerning UNCTAD's publications. Finally, he stressed several times that publications should spur discussion and should therefore be as independent as possible, offer several policy alternatives and be less conclusive. The EU and its members states would

appreciate that these points be more reflected in the Communications Strategy and Publications Policy.

Reviewing the **communications policy** for 2013 we recognise the efforts of, first, providing an introduction course for new diplomats following UNCTAD and second, the introductory guide which proves to be very concise and informative. We welcome the recent progress of greening UN, aimed to create one and effective communication way with member states.

We acknowledge the recent decision of the Secretariat to gather all divisions external WebPages under one UNCTAD website. The further development of the website with the publication of future vacancies is an important step towards more transparency and openness to a broader public. The creation of a subsite concerning the post-2015 process offers is adding value to the dialogue on this pertinent issue. Moreover, important information, like the statistics on the composition of the personnel, is made available on the Delegates' portal.

We'd be interested to develop access and content on the organization chart of UNCTAD's Divisions and Offices, both in the website and in the Delegates Portal.

Furthermore, the EU and its Member States in an effort to improve the implementation of Communications Strategy propose to further develop and improve the use of indicators and web statistics.

While we support the efforts in external communication, we would also like to stress the importance of internal coordination. We note with satisfaction the new attitude inside UNCTAD and towards its personnel initiated by the new SG. The development of intranet will offer a new and useful tool towards this goal. We appreciate the efforts undertaken, in line with the JIU's recommendations, to overcome silo structure and weak communication culture between the top management and staff.

In terms of dissemination and outreach, we encourage the secretariat to look at best practice developed by other organizations like ITC and identify ways of improving in particular the technical aspects of dissemination and the outreach when implementing projects in-country.

Concerning the UNCTAD's **publication policy** activities we would like to highlight the following:

We are pleased with the progress made in the release and translation of meeting documents and encourage the Secretariat to continue in this direction.

We recommend reducing further the dissemination of hard copies. In particular, we think there is no need to continue sending hard copies of meetings' documents to Permanent Representations, since they are accessible on-line and distributed during the sessions. We would like to see further progress in the electronic (paperless) publication of some of the flagship reports.

The format of the publications can greatly aid their impact and usefulness. We urge the Secretariat to continue seeking improvements in this area, in particular noting the importance of having clear and concise overviews, endeavouring to keep reports under 100 pages for readability, and having clearly demarcated section for policy recommendations.

We encourage the Secretariat to seek more coordination inside the publication committee in order to avoid duplication and ensure more coherence. We reiterate the importance of working in synergy with the Secretariat during the different stages of the procedure of choosing the future editions, especially on flagship reports as Trade and Development and World Investment Reports. We would like to recall that cross-cutting issues, such as gender and other inequalities, remain important.

On these two aspects of the publications policy: the hard-copy policy and the functioning of the editorial board, we'd be interested to receive more detailed information from the Secretariat during the session.

We wish to reiterate the importance of more interaction between Member-States and Secretariat keeping in mind the aim to strengthen the diffusion and outreach of the information. The ultimate goal is the enhancement of the role and impact of the organization through concrete and tangible results on the ground.

In conclusion and in view of UNCTAD 50th Anniversary to be celebrated in June 2014, we believe that this is a great opportunity to encourage an international debate on UNCTAD's contribution to development in a challenging multilateral environment.

The EU and its Member States remain committed to a cooperative and constructive engagement with all partners to ensure the success of this event to the benefit of UNCTAD, its Members and the continuation of an efficient work.

Thank you very much for your attention.

