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Proposed programme budget for 2025

Programme planning

Proposed programme budget for 2025

Part VII

Global communications

Section 28

Global communications

Programme 24

Global communications

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* [A/79/50](#).

** In keeping with paragraph 10 of General Assembly resolution [77/267](#), the part consisting of the programme plan and programme performance information (part II) is submitted through the Committee for Programme and Coordination for the consideration of the Assembly.

*** In keeping with paragraph 10 of General Assembly resolution [77/267](#), the part consisting of the post and non-post resource requirements (part III) is submitted through the Advisory Committee on Administrative and Budgetary Questions for the consideration of the Assembly.



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A. Proposed programme plan for 2025 and programme performance in 2023

Overall orientation

Mandates and background

- 28.1 The Department of Global Communications is responsible for communicating to the world the ideals and work of the United Nations; interacting and partnering with diverse audiences; and building support for the purposes and principles enshrined in the Charter of the United Nations. The mandate derives from the priorities established in relevant General Assembly resolutions and decisions, including resolutions 13 (I), 76/268 on multilingualism and 78/80 A and B on questions relating to information. The Department will leverage the power of communications to tell the United Nations story to global audiences in multiple languages and platforms in order to mobilize action in support of the United Nations agenda.

Strategy and external factors for 2025

- 28.2 The overall programme plan for 2025 reflects the Department's strategy to strengthen support for the work and purposes of the United Nations by engaging with audiences and encouraging them to act, through impactful storytelling and a focus on solutions. The Department takes the following core approaches in its work: strategic planning by identifying communications goals and target audiences; maintaining close working relationships with stakeholders, offices of the Secretariat, entities of the United Nations system and other key partners; enhancing audience reach through multilingualism and the parity of all six official languages in the preparation of news and communications products, including content on United Nations websites and social media accounts; targeted use of social and digital media to deliver information directly and instantaneously to key audiences; and using rigorous evaluation tools and processes to measure the impact of campaigns in order to improve the Department's work.
- 28.3 The Department, through its subprogrammes, delivers strategic communications campaigns to engage and inspire target audiences. It works through a global network of United Nations information centres, integrated with United Nations resident coordinator offices, to reach local audiences and provide content for global platforms. It produces accurate, objective and balanced multilingual news and communications products that convey authoritative information and solutions-based stories. It advocates on priority issues with Member States, civil society, academia, the media, young people and other partners. The Department contributes to the observance of international days and celebrations established by the General Assembly.
- 28.4 The Department also provides services to delegates and staff, including through the Dag Hammarskjöld Library, and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.
- 28.5 The Department continues to put accuracy, timeliness and trustworthiness at the centre of its work. In an age when misinformation, disinformation, information manipulation and hatred are disseminated to sow bigotry, promote discrimination and undermine civil discourse, United Nations communications, including crisis communications, serve as a source of reliable information.
- 28.6 The Department will lead and coordinate crisis communications by identifying crises and emerging reputational risks, strengthening the United Nations response through aligned messaging and mitigating risk by developing guidance on crisis communications.
- 28.7 With regard to cooperation with other entities at the global, regional, national and local levels, the Department will leverage partnerships with an array of partners, including from civil society, academia, the media and the private sector, to enhance its ability to target and deliver information to an even wider community, with a focus on young people around the world.

- 28.8 With regard to inter-agency coordination and liaison, the Department will continue to strengthen the coordination of communications across the United Nations system, including through United Nations communications groups at the country and regional levels. Coordination will also be strengthened through the integration of United Nations information centres with resident coordinator offices, in line with the implementation of the United Nations development system reform. The Department's field staff serve as communications officers and advisers to resident coordinators and work under their direct supervision. As part of the integration process, the Information Centres Service will continue its work with the Development Coordination Office to provide strategic communications support to resident coordinators in countries without an information centre presence to ensure the Department's reach.
- 28.9 With regard to the external factors, the overall plan for 2025 is based on the following planning assumptions:
- (a) All stakeholders and partners fulfil their responsibilities and obligations under service agreements and partnerships;
 - (b) Access by target audiences to programmes, products and services is not limited by communications technology, security or infrastructure conditions.
- 28.10 The Department integrates a gender perspective in its operational activities, deliverables and results, as appropriate. The strategic communications guidance of the Department mainstreams a gender perspective into the work of the Department as a matter of practice. For example, the Department will promote the balanced presence of women and men, as well as a multidimensional representation and portrayal of women and men, in all its products, campaigns, events and activities.
- 28.11 In line with the United Nations Disability Inclusion Strategy, the Department will use its network of focal points to help to develop a common and coordinated approach to the implementation of relevant General Assembly mandates and to making United Nations services and activities accessible for persons with disabilities. The focal points will provide communications support to the Strategy, including by setting accessibility standards for United Nations websites.

Legislative mandates

- 28.12 The list below, which was reviewed in the preparation of the proposed programme budget, provides all mandates entrusted to the programme.

General Assembly resolutions

13 (I)	Organization of the Secretariat	62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade
168 (II)	United Nations Day		
423 (V)	Human Rights Day	64/13	Nelson Mandela International Day
32/40 B	Question of Palestine	76/68	Follow-up to the Declaration and Programme of Action on a Culture of Peace
35/201	Annual Reham Al-Farra Memorial Journalists' Fellowship Programme	76/268	Multilingualism
36/67	International Year of Peace and International Day of Peace	77/24	Special information programme on the question of Palestine of the Department of Global Communications of the Secretariat
54/134	International Day for the Elimination of Violence against Women	77/87	United Nations Disarmament Information Programme
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development	78/80 A	Questions relating to information: information in the service of humanity
57/129	International Day of United Nations Peacekeepers	78/80 B	Questions relating to information: United Nations global communications policies and activities
60/7	Holocaust remembrance		
60/225	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence	78/100	Dissemination of information on decolonization

Section 28 Global communications

78/163	Follow-up to the Second United Nations Conference on Landlocked Developing Countries	78/233	Follow-up to the Fifth United Nations Conference on the Least Developed Countries
78/182	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly	78/234	A global call for concrete action for the elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action

Deliverables

28.13 Table 28.1 lists all cross-cutting deliverables of the programme.

Table 28.1
Cross-cutting deliverables for the period 2023–2025, by category and subcategory

<i>Category and subcategory</i>	<i>2023 planned</i>	<i>2023 actual</i>	<i>2024 planned</i>	<i>2025 planned</i>
A. Facilitation of the intergovernmental process and expert bodies				
Substantive services for meetings (number of three-hour meetings)	3	3	3	3
Meetings of:				
1. The Advisory Committee on Administrative and Budgetary Questions	1	1	1	1
2. The Committee for Programme and Coordination	1	1	1	1
3. The Fifth Committee	1	1	1	1

Programme of work

**Subprogramme 1
Campaigns and country operations services**

Objective

28.14 The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

28.15 To contribute to the objective, the subprogramme will:

- (a) Deliver communications campaigns related to United Nations priorities, including sustainable development, climate change, peace and security and human rights, directed by the global communications strategy for the United Nations and facilitated through a variety of communications tools, including audience-targeted messaging, issue-focused content and inspiring stories;
- (b) Promote strategic communications priorities of the United Nations through its information centres by developing multimedia content that supports targeted and localized messages and communications campaigns;
- (c) Provide strategic and crisis communications guidance to resident coordinator offices and United Nations country teams in their relevant regions;

- (d) Devise strategic guidance on countering misinformation, disinformation and information manipulation and develop and promote content to counter false narratives and build confidence among global audiences.

28.16 The above-mentioned work is expected to result in:

- (a) Increased knowledge and engagement of target audiences around the globe, and further action in support of United Nations priorities;
- (b) Global reach of communications campaigns available in the languages and on the platforms used by audiences, thus ensuring greater impact.

Programme performance in 2023

Inspiring action across the globe through communications in 159 languages

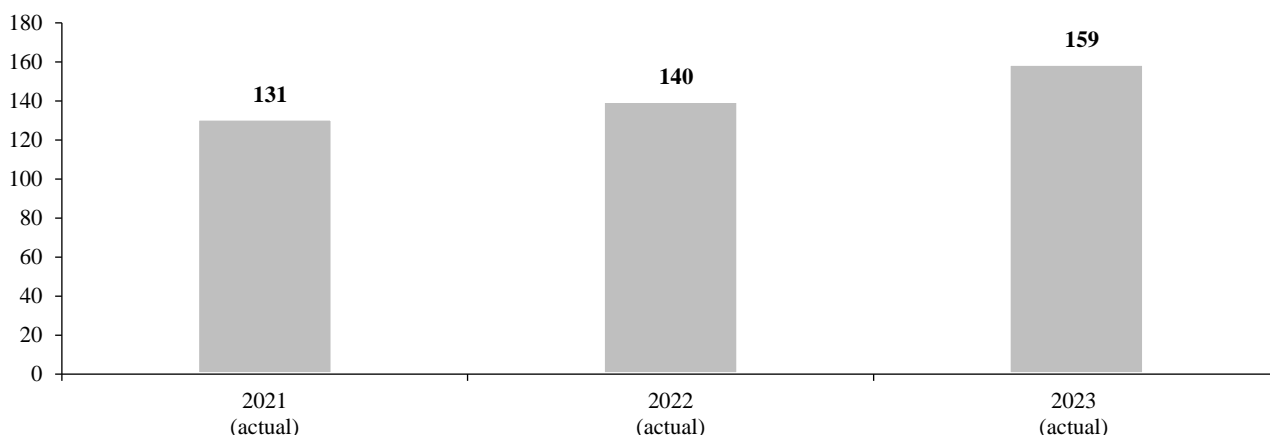
28.17 Whether by undertaking innovative approaches to communications or using more traditional means, United Nations information centres have achieved their greatest impact by engaging audiences in national or local languages. In 2023, information centres worked in 153 local languages, sign languages and Braille, in addition to the six official languages of the United Nations, to promote greater public understanding and inspire action on United Nations priority issues. For instance, the information centre in Pakistan, along with the resident coordinator office and the United Nations country team, engaged more than 1,200 Pakistani local leaders in conducting dialogues on the Sustainable Development Goals not only in Pashto, Sindhi and Urdu, but also in Balochi, Brahui, Dari, English, Hindko, Punjabi and Saraiki.

28.18 To commemorate the seventy-fifth anniversary of the Universal Declaration of Human Rights, the global network of United Nations information centres translated the Declaration into 13 local languages. The information centre in Trinidad and Tobago, which services the Caribbean, produced the first-ever translations of the Declaration in Jamaican Patois (Patwa) and Saint Lucian Creole (Kwéyòl). In Zambia, the information centre facilitated the production and conversion of the summary of the United Nations Sustainable Development Cooperation Framework 2023–2027 for Zambia into Braille. The finalized Braille document was launched in November 2023, together with a sign language video and audio versions of the Framework, and translations in seven Zambian languages. These examples represent just a fraction of the communications activities conducted by United Nations information centres across the world.

28.19 Progress towards the objective is presented in the performance measure below (see figure 28.I).

Figure 28.I

Performance measure: number of languages in which United Nations information centres produced or translated materials (cumulative)



Planned results for 2025

Result 1: increased engagement with global audience on United Nations priority themes

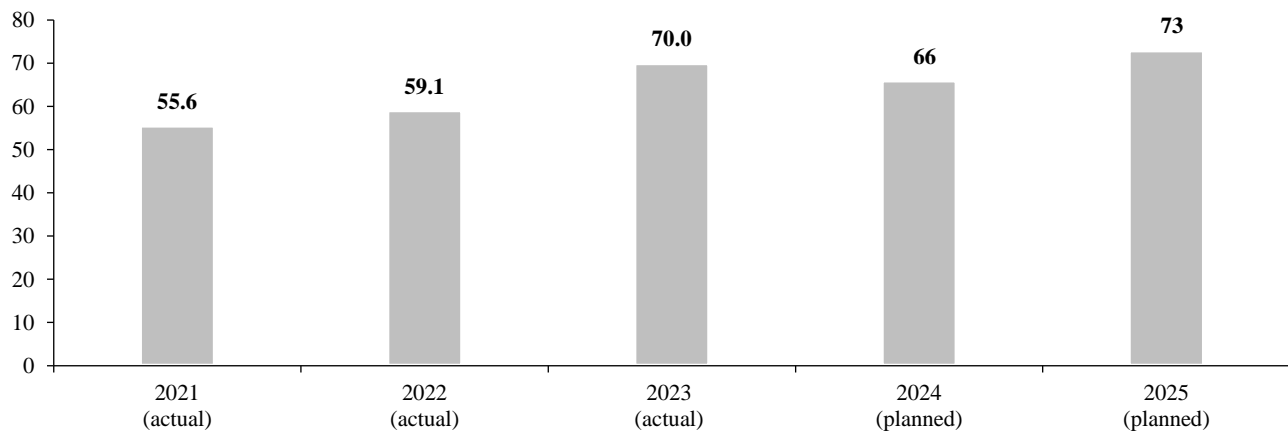
Programme performance in 2023 and target for 2025

- 28.20 The subprogramme's work contributed to gaining a total of 70 million followers across social media channels and languages, which exceeded the planned target of 63 million followers.
- 28.21 Progress towards the objective and the target for 2025 are presented in the performance measure below (see figure 28.II).

Figure 28.II

Performance measure: number of social media followers across platforms

(Millions)



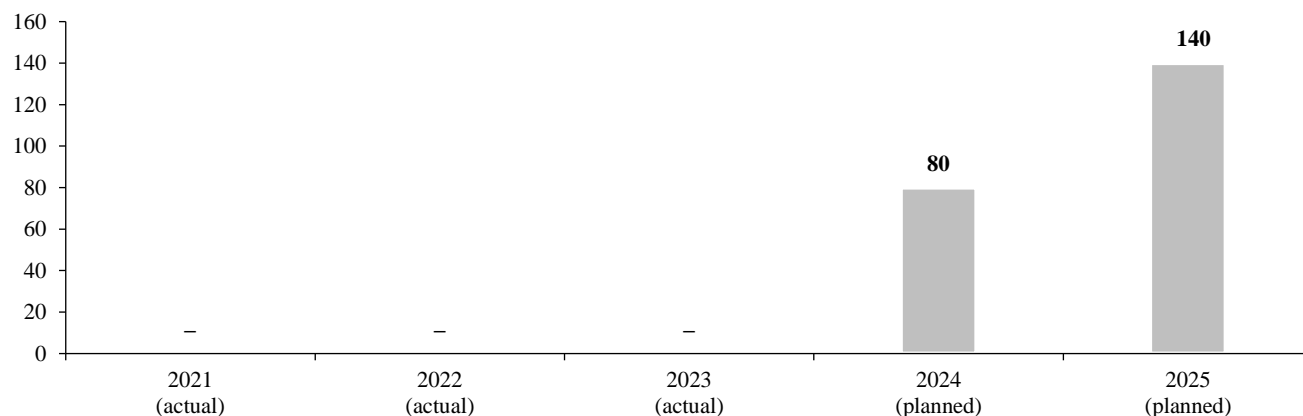
Result 2: increased public engagement with the global peace and security agenda

Programme performance in 2023 and target for 2025

- 28.22 The subprogramme's work contributed to progress towards the launch of a new peace and security website in 2024, which is intended to serve as an information gateway to United Nations peace efforts, from prevention and mediation to peacebuilding. In 2023, stakeholders, including the Departments of Political and Peacebuilding Affairs and Peace Operations and the Office of Disarmament Affairs, were consulted on substantive issues to prepare content for the website. Various strategic communication tools, including an audience survey of university students, were used to understand the interests and expectations of a younger target audience.
- 28.23 Progress towards the objective and the target for 2025 are presented in the performance measure below (see figure 28.III).

Figure 28.III
Performance measure: views of United Nations website on peace and security issues

(Thousands)



Result 3: increased action on the 2030 Agenda for Sustainable Development

Proposed programme plan for 2025

28.24 The 2023 Sustainable Development Goals Summit marked the beginning of a new phase of accelerated progress towards the Sustainable Development Goals. With the 2030 deadline approaching, this will be a moment for reinvigorated public engagement to support transformative and accelerated commitments and ensure that no one is left behind. The subprogramme launched the ActNow campaign for climate action in 2018 to engage audiences on steps that can be taken to curb emissions and preserve the environment. Users can log and track their actions through the ActNow mobile phone application.

Lessons learned and planned change

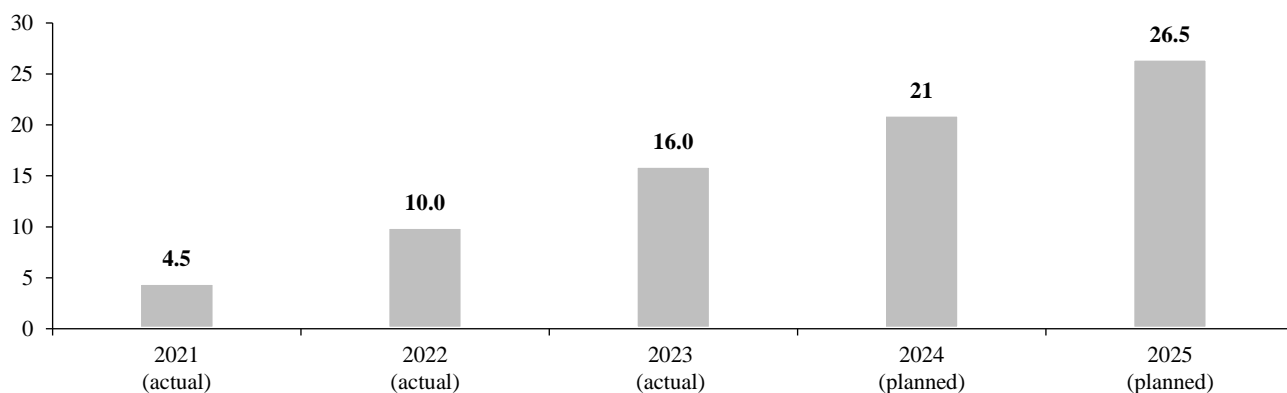
28.25 The lesson for the subprogramme was that interactive engagement through mobile phone applications can be effective in inspiring individual action and mobilizing support for global priorities. By the end of 2022, 10 million climate actions had been logged through the ActNow application. In applying the lesson, the subprogramme will expand the ActNow campaign in the lead up to the Sustainable Development Goals Summit to cover all of the Goals. This will allow users to choose and track their actions towards achieving the Goals and learn about sustainable development topics in interactive ways through activities such as quizzes and group challenges. The subprogramme will also engage in digital outreach through United Nations platforms, expand its circle of supporters of the Goals and strengthen media partnerships. These efforts will help to showcase the 2030 Agenda as the overarching road map for achieving sustainable development and highlight the urgent need to act to realize its vision.

28.26 Expected progress towards the objective is presented in the performance measure below (see figure 28.IV).

Figure 28.IV

Performance measure: number of individual actions logged through the ActNow campaign (cumulative)

(Millions)



Deliverables

28.27 Table 28.2 lists all deliverables of the subprogramme.

Table 28.2

Subprogramme 1: deliverables for the period 2023–2025, by category and subcategory

Category and subcategory	2023 planned	2023 actual	2024 planned	2025 planned
A. Facilitation of the intergovernmental process and expert bodies				
Parliamentary documentation (number of documents)	1	1	1	1
1. Report for the General Assembly on the dissemination of information on decolonization	1	1	1	1
B. Generation and transfer of knowledge				
Seminars, workshops and training events (number of days)	26	24	26	26
2. Training programme for Palestinian broadcasters and journalists	24	24	24	24
3. International Media Seminar on Peace in the Middle East	2	–	2	2
D. Communication deliverables				
Outreach programmes, special events and information materials: communications campaigns and strategic outreach events and programmes through the Department’s field offices reaching local audiences, including lectures, exhibits and the organization of more than 100 Model United Nations conferences on priority issues or special observances of the United Nations, with specific target audiences (e.g. civil society, young people, academia, Governments and the private sector) and working in some 124 languages.				
External and media relations: press conferences, briefings and panel discussions on United Nations priorities, activities, events, publications, reports and outcomes of negotiations or other United Nations activities; media outreach, including media interviews and/or placement of opinion articles; strategic partnerships with education institutions, the media, civil society, the private sector, the creative community and other partners; and radio and television programmes.				
Digital platforms and multimedia content: flagship and other social media accounts, campaigns and multilingual websites managed by United Nations information centres.				

Subprogramme 2 News services

Objective

28.28 The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

- 28.29 To contribute to the objective, the subprogramme will:
- Provide the timely delivery of accurate, impartial, comprehensive, balanced, coherent and objective news and information;
 - Produce customized news and information materials (textual, audiovisual and photographic);
 - Provide services to the media and other consumers, including through the use of the newest web-based and mobile distribution platforms, with an overall emphasis on multilingualism from the planning stage.
- 28.30 The above-mentioned work is expected to result in increased public awareness of and engagement with the United Nations through access to more user-friendly and diversified content and a broader range of options available to audiences, from traditional to social media.

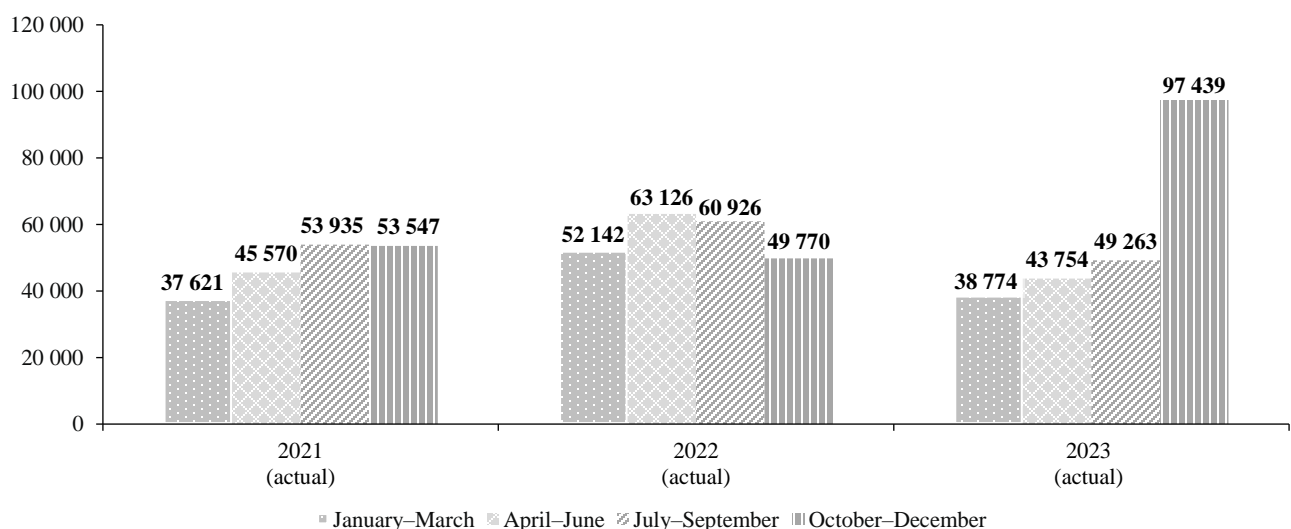
Programme performance in 2023

Increased usage of UNifeed video by digital media organizations covering global crises

- 28.31 UNifeed, a service managed by the subprogramme, provides broadcasters with raw source video footage of broadcast quality on a range of global issues from entities across the United Nations system. This footage covers topics such as climate change, peacekeeping and humanitarian emergencies, as well as economic and social conditions and sustainable development. During 2023, over 2,500 major news broadcasters and other news organizations continued to use UNifeed packages, especially during crises.
- 28.32 In September 2023, the subprogramme diversified its monitoring capacity to allow the tracking of UNifeed content usage by online platforms and has since measured a noticeable increase in the use of UNifeed video. As news audiences increasingly move to online media platforms, the subprogramme will look for opportunities to increase usage of UNifeed video by online media organizations.
- 28.33 Progress towards the objective is presented in the performance measure below (see figure 28.V).

Figure 28.V

Performance measure: number of times UNifeed videos have been used by broadcasters or online media platforms (annual)



Planned results for 2025

Result 1: increased access to United Nations News

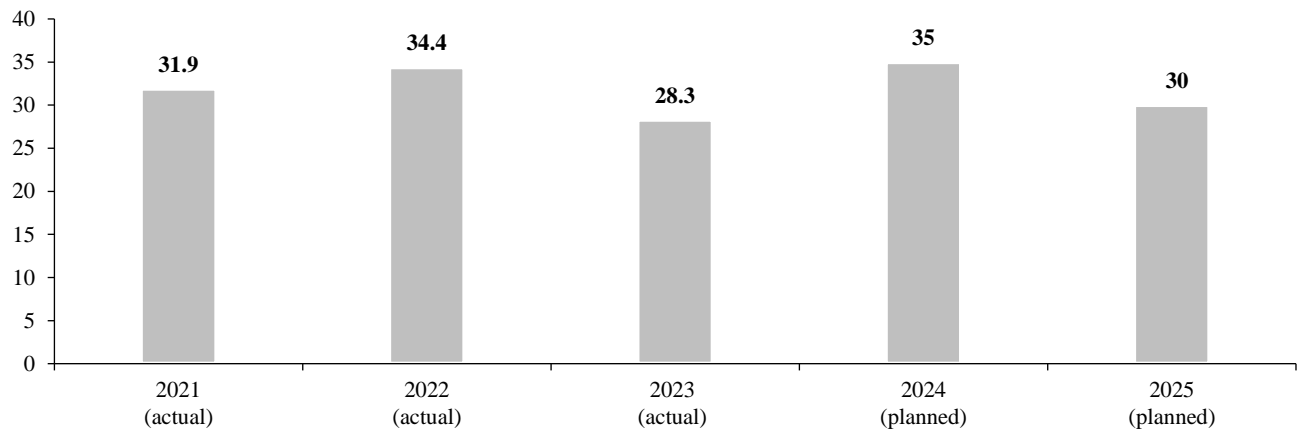
Programme performance in 2023 and target for 2025

- 28.34 The subprogramme's work contributed to increased access to the redesigned United Nations News website, with 28.3 million users in 2023, which did not meet the planned target of 34 million users. The target was not met owing to a confluence of factors, including the end of the coronavirus disease (COVID-19) pandemic as a global public health emergency (a topic which drove significant audience reach in 2022), as well as shifts in user preferences towards more visual and interactive content.
- 28.35 Progress towards the objective and the target for 2025 are presented in the performance measure below (see figure 28.VI).

Figure 28.VI

Performance measure: increased access to the redesigned United Nations News website (annual)

(Millions of users)



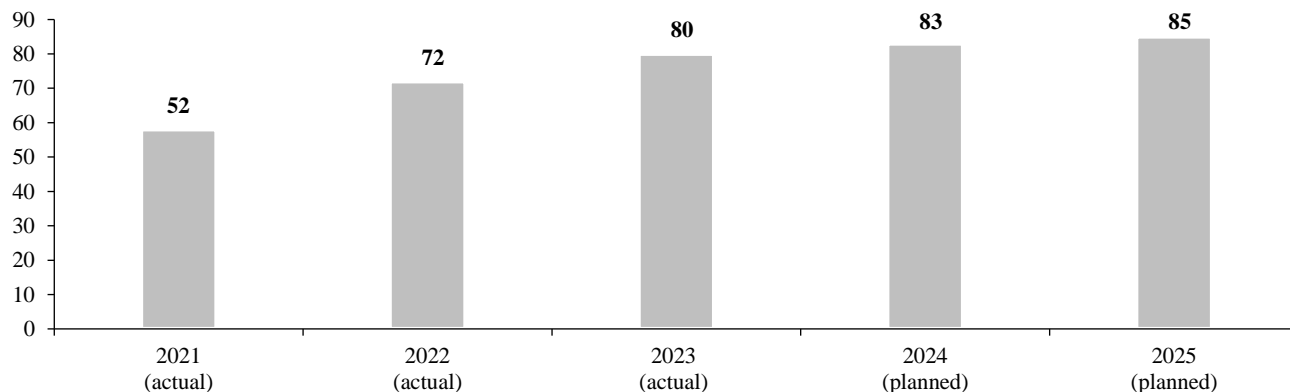
Result 2: increased global audience for the United Nations Web TV platform in the six official languages

Programme performance in 2023 and target for 2025

- 28.36 The subprogramme's work contributed to 80 million minutes of watch time on the United Nations Web TV platform in 2023, which exceeded the planned target of 78 million minutes. In 2023, United Nations Web TV became available in Arabic, Chinese, French, Russian and Spanish, ensuring that users can engage with content in any of the six official languages of the United Nations.
- 28.37 Progress towards the objective and the target for 2025 are presented in the performance measure below (see figure 28.VII).

Figure 28.VII
Performance measure: watch time on United Nations Web TV platform

(Millions of minutes)



Result 3: deeper engagement of audiences through live-blogging tools and formats

Programme performance in 2023 and target for 2025

28.38 When news breaks and major world events unfold, audiences frequently turn to and follow online channels to get the latest updates. Social media platforms have until recently provided the ideal channel for online audiences to remain informed. However, recent trends in online publishing have favoured live-blog style coverage, providing audiences with access to real-time, up-to-the-minute news and information from trusted, branded, media outlets. In 2023, the subprogramme piloted live-blogging exercises and experimented with different technical approaches, including for the high-level debate of the seventy-eighth session of the General Assembly and the twenty-eighth Conference of the Parties to the United Nations Framework Convention on Climate Change in the United Arab Emirates in 2023.

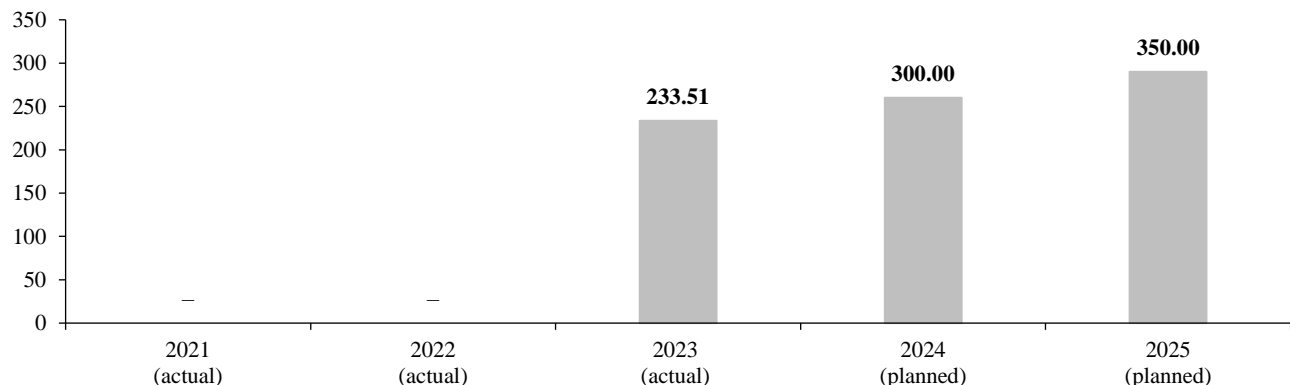
Lessons learned and planned change

28.39 The lesson for the subprogramme was that, on average, web pages containing live blogs experienced a higher number of views per user and a higher engagement time. In applying the lesson, the subprogramme will expand its coverage of newsworthy events using the live-blog format, with a view to increasing online audience engagement.

28.40 Progress towards the objective is presented in the performance measure below (see figure 28.VIII).

Figure 28.VIII
Performance measure: audience engagement time on live blogs (annual)

(Total time spent on page: hours.minutes)



Deliverables

28.41 Table 28.3 lists all deliverables of the subprogramme.

Table 28.3

Subprogramme 2: deliverables for 2025, by category and subcategory

Category and subcategory

D. Communication deliverables

External and media relations: accreditation of and services to 5,300 members of the media (including 1,100 long-term grounds passes, 2,200 temporary passes and 2,200 requests for media passes from Member States); covering United Nations meetings and issuing press releases in the six official languages; coverage of intergovernmental meetings; online publication and distribution of speeches and statements of the Secretary-General and the Deputy Secretary-General and transcripts of press encounters of the Secretary-General; and photo coverage of meetings of key intergovernmental bodies and activities of the Secretary-General, the Deputy Secretary-General and the President of the General Assembly.

Digital platforms and multimedia content: daily multimedia content – audio, video and text – in the six official languages and three non-official languages (Hindi, Kiswahili and Portuguese) disseminated through multiple platforms and channels, including online and on social media, and through partnerships with external media organizations; the core United Nations website (including the home page), 215 United Nations observances and major global campaigns in the six official languages; assistance to United Nations entities in the multilingual aspects of their websites (54 websites); live television coverage, including live streams, and the posting of on-demand webcasts of intergovernmental meetings and other newsworthy events taking place at Headquarters, including the Sustainable Development Goals Studio; and provision of audiovisual library services to delegates, media outlets and others.

Subprogramme 3 Outreach and knowledge services

Objective

28.42 The objective, to which this subprogramme contributes, is to mobilize audiences and strengthen support for the work, principles and purposes of the United Nations.

Strategy

28.43 To contribute to the objective, the subprogramme will:

- (a) Engage in advocacy with a broad and international range of academic institutions, students and educators, the creative community and civil society;
- (b) Organize briefing programmes, special events, guided tours and interactive workshops, and engage with organizers of Model United Nations conferences;
- (c) Organize outreach and education programmes on the Holocaust and the transatlantic slave trade and create publications, research guides and exhibits on the same priorities, with a special focus on young people;
- (d) Develop communications materials, visual identities and branding in support of United Nations priorities;
- (e) Develop and maintain strategic partnerships with the entertainment, advertising and publishing industries, major sports and international events and institutions of higher education and research, targeting young people in particular;
- (f) Work with partners to develop multilingual and effective educational resources and programmes, campaigns, projects and events to inspire and encourage action for the 2030 Agenda for Sustainable Development;
- (g) Facilitate knowledge-sharing and the preservation of United Nations information resources for internal and external audiences.

28.44 The above-mentioned work is expected to result in:

- (a) A better understanding of the principles and purposes of the United Nations and the mobilization of young people and student participation in local, regional or national political, non-governmental and intergovernmental processes;
- (b) Increased mobilization of youth and student activity to advance the achievement of the Sustainable Development Goals and foster a new generation of leaders committed to the principles and values of the United Nations;
- (c) Increased access to United Nations documentation and information by Member States, United Nations staff around the world, research institutions, young people, schools and the general public for improved engagement, awareness and decision-making.

Programme performance in 2023

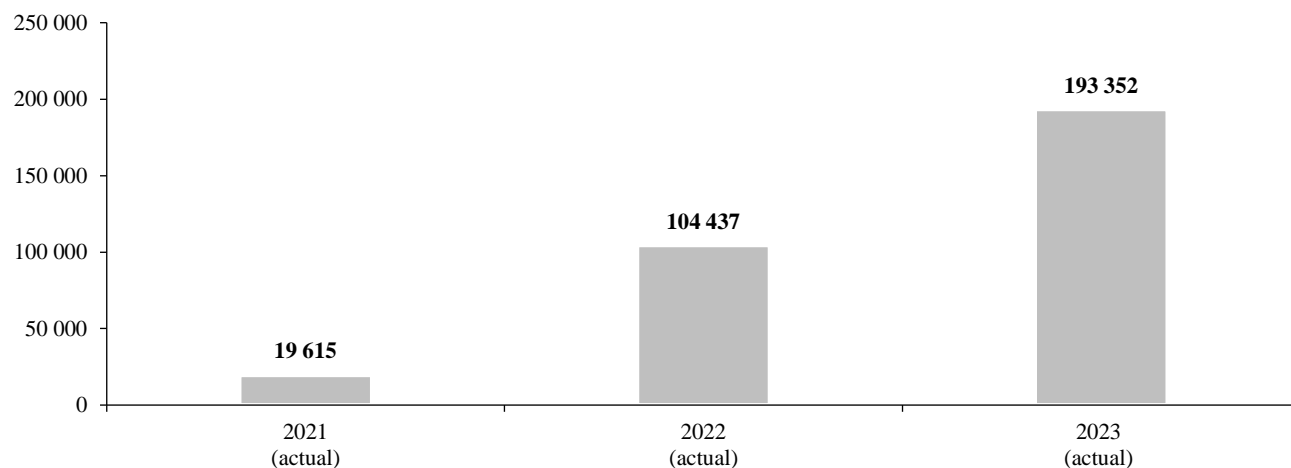
Public returns to the United Nations in New York

28.45 Following several years when public access to the United Nations in New York was restricted because of COVID-19, the subprogramme saw the public returning to visit Headquarters in 2023: the number of visitors touring Headquarters nearly reached pre-pandemic levels. The positive outcome is largely due to the portfolio of languages offered for guided tours in 2023 (the six official languages of the United Nations, as well as German, Greek, Hebrew, Italian, Japanese, Korean, Pashto, Portuguese and Urdu) and the range of thematic tours offered throughout the year, covering black history; women’s contributions to United Nations work on peace and security and human rights and development; the architecture and art at United Nations Headquarters; and a dedicated children’s tour.

28.46 Progress towards the objective is presented in the performance measure below (see figure 28.IX).

Figure 28.IX

Performance measure: number of visitors at the United Nations in New York (annual)



Planned results for 2025

Result 1: increased engagement and action for the Sustainable Development Goals through the global football community

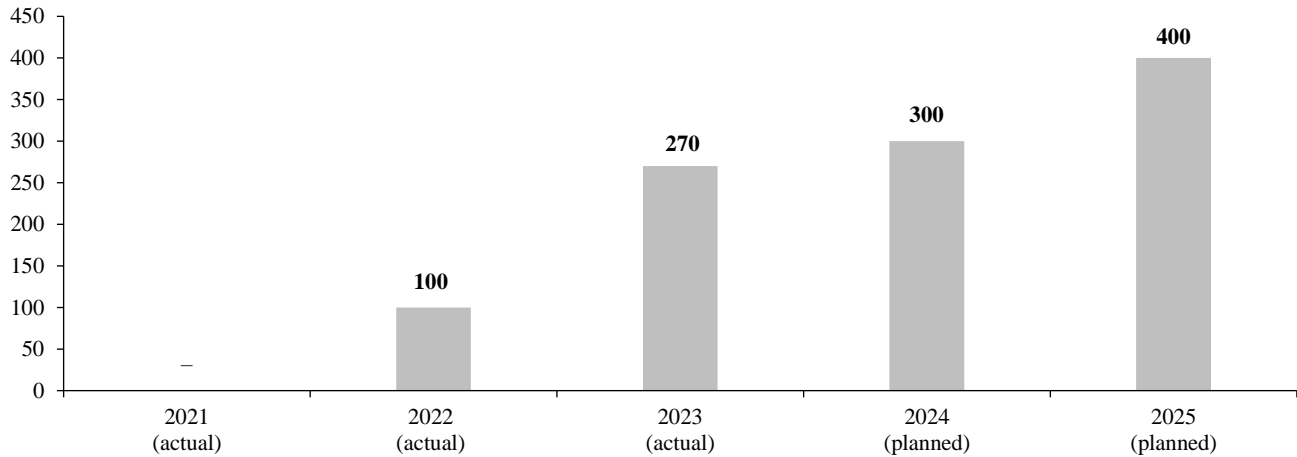
Proposed programme plan for 2023

28.47 The subprogramme’s work contributed to a total of 270 football-related organizations joining the United Nations “Football for the Goals” initiative, which exceeded the planned target of 25.

28.48 Progress towards the objective and the target for the target for 2025 are presented in the performance measure below (see figure 28.X).

Figure 28.X

Performance measure: number of partner entities engaged in the United Nations “Football for the Goals” initiative (cumulative)



Result 2: increased communication and advocacy regarding the Sustainable Development Goals

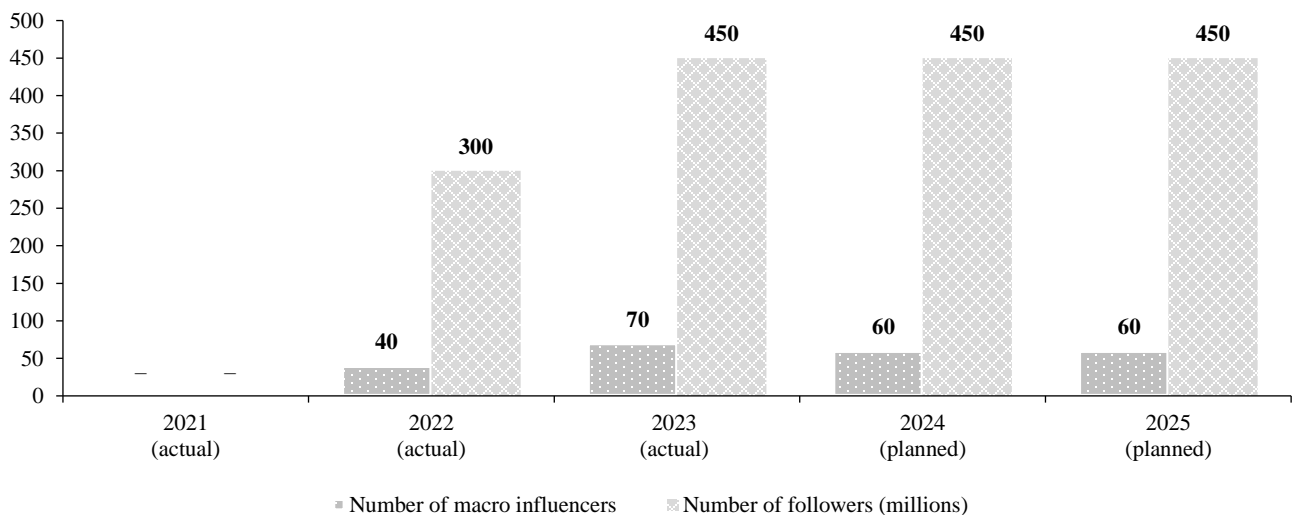
Programme performance in 2023 and target for 2025

28.49 The subprogramme’s work contributed to the participation of 70 macro influencers with a combined reach of 450 million followers in communications and advocacy efforts with regard to the Sustainable Development Goals, which exceeded the planned target of 50 macro influencers and 400 million combined followers.

28.50 Progress towards the objective and the target for 2025 are presented in the performance measure below (see figure 28.XI).

Figure 28.XI

Performance measure: number of macro influencers engaged and combined number of followers (annual)



Result 3: young journalists gain access and insight into the work of the United Nations

Proposed programme plan for 2025

28.51 The annual Reham Al-Farra Memorial Journalists' Fellowship Programme provides a unique opportunity for young working journalists from developing countries and countries with economies in transition to cover the opening of the General Assembly for their news outlets. Fellows attend special briefings, interview senior officials, engage with international media outlets and exchange ideas with colleagues from around the world. Through the Programme, journalists can gain a better understanding of the work of the United Nations, enabling them to produce responsible and nuanced reporting on global issues in their communities. In 2023, after four years, the Programme returned to an in-person format.

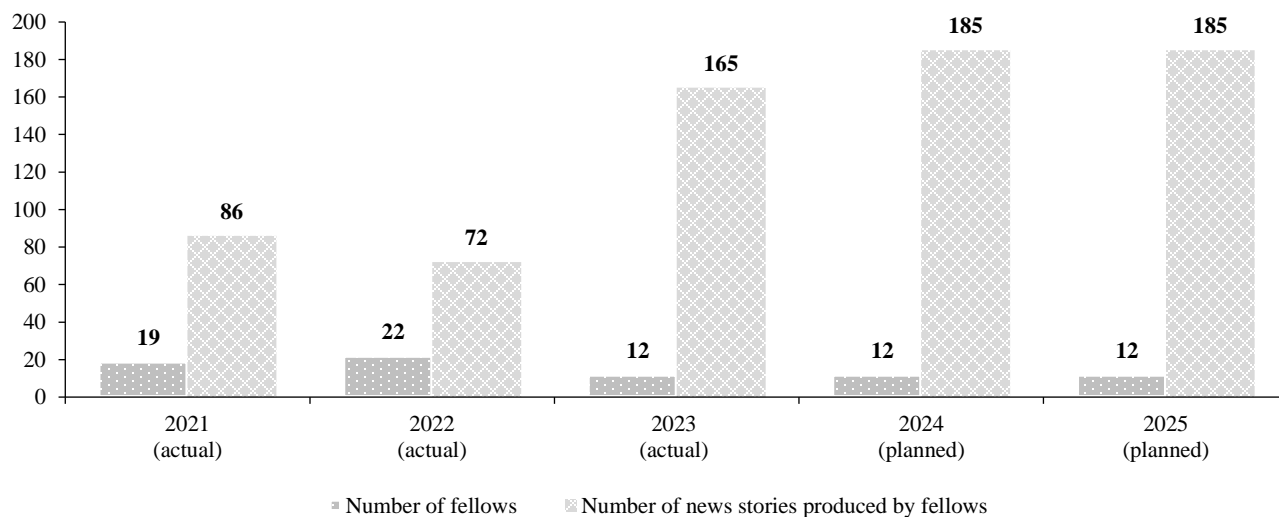
Lessons learned and planned change

28.52 The lesson for the subprogramme was that while virtual versions of the Programme enabled broader participation, the in-person format delivered a more meaningful and impactful experience for journalists. It provided more opportunities to interact directly with representatives of Member States and United Nations officials and led to an increase in the number of news stories produced by the fellows. In applying the lesson, the subprogramme will strive to hold the Programme in person and to create additional opportunities for interactions with a wide range of internal and external entities.

28.53 Expected progress towards the objective is presented in the performance measure below (see figure 28.XII).

Figure 28.XII

Performance measure: number of young journalists participating in the Programme and number of news stories produced by fellows (annual)



Deliverables

28.54 Table 28.4 lists all deliverables of the subprogramme.

Table 28.4

Subprogramme 3: deliverables for the period 2023–2025, by category and subcategory

<i>Category and subcategory</i>	<i>2023 planned</i>	<i>2023 actual</i>	<i>2024 planned</i>	<i>2025 planned</i>
A. Facilitation of the intergovernmental process and expert bodies				
Parliamentary documentation (number of documents)	4	4	4	4
1. Reports for the General Assembly on questions of information and on the activities of the Department: strategic communications services, news services and outreach and knowledge services	4	4	4	4
Substantive services for meetings (number of three-hour meetings)	20	15	20	20
2. Meetings of the Committee on Information	20	15	20	20
B. Generation and transfer of knowledge				
Seminars, workshops and training events (number of days)	361	447	370	370
3. Workshops on intergovernmental engagements for non-governmental organizations and orientation programme for newly associated non-governmental organizations	40	53	40	40
4. Training event on Dag Hammarskjöld Library services and training courses for iSeek content creators, editors and focal points	300	353	300	300
5. Training event on journalism as part of Reham Al-Farra Memorial Journalists' Fellowship Programme	21	41	30	30
C. Substantive deliverables				
Consultation, advice and advocacy: guidance and expert advice to the Model United Nations; and conferences on subjects such as slavery and the transatlantic slave trade and Holocaust remembrance.				
D. Communication deliverables				
Outreach programmes, special events and information materials: partnerships with civil society, academic institutions and other entities; educational and promotional materials, such as <i>UN Chronicle</i> ; responses to public enquiries; exhibits at United Nations Headquarters and online; multilingual guided tours; outreach programme with prominent personalities, including Messengers of Peace and other celebrities; special events and observances of selected commemorative days and years; Creative Community Outreach Initiative to feature the United Nations or a United Nations issue in a film, television or theatre product; and graphic design products in support of United Nations branding, and communication campaigns.				
External and media relations: press conferences and press releases to announce new outreach partnerships and special events; and exhibit openings.				
Digital platforms and multimedia content: iSeek; e-DeleGATE; shop.un.org ; and United Nations Development Business.				
Library services: a secure digital United Nations central repository (United Nations Digital Library) in the six official languages; online library products for the Library's global public, loan and related services and the provision of direct and targeted research to representatives of Member States; management of the United Nations System Electronic Information Acquisition Consortium and the United Nations Depository Library Programme; and curation of diverse library content.				

B. Proposed post and non-post resource requirements for 2025

Overview

28.55 The proposed regular budget resources for 2025, including the breakdown of resource changes, as applicable, are reflected in tables 28.5 to 28.7.

Table 28.5

Overall: evolution of financial resources by object of expenditure

(Thousands of United States dollars)

Object of expenditure	2023 expenditure	2024 approved	Changes				2025 estimate (before recosting)	
			Technical adjustments	New/expanded mandates	Other	Total		Percentage
Posts	86 282.2	91 587.6	–	–	–	–	–	91 587.6
Other staff costs	4 845.9	9 960.8	(22.5)	–	–	(22.5)	(0.2)	9 938.3
Hospitality	14.0	28.0	–	–	–	–	–	28.0
Consultants	86.0	–	–	–	–	–	–	–
Travel of representatives	4.2	–	–	–	–	–	–	–
Travel of staff	570.5	289.3	–	–	6.3	6.3	2.2	295.6
Contractual services	6 724.0	8 318.3	(76.1)	137.9	2.3	64.1	0.8	8 382.4
General operating expenses	5 498.3	5 704.6	–	–	(3.7)	(3.7)	(0.1)	5 700.9
Supplies and materials	201.5	569.7	–	100.0	(1.0)	99.0	17.4	668.7
Furniture and equipment	649.0	734.2	(24.9)	–	–	(24.9)	(3.4)	709.3
Improvement of premises	7.9	–	–	–	–	–	–	–
Grants and contributions	243.0	724.2	–	–	(3.9)	(3.9)	(0.5)	720.3
Other	(17.4)	–	–	–	–	–	–	–
Total	105 109.1	117 916.7	(123.5)	237.9	–	114.4	0.1	118 031.1

Table 28.6

Overall: proposed posts and post changes for 2025

(Number of posts)

	Number	Details
Approved for 2024	686	1 USG, 3 D-2, 18 D-1, 34 P-5, 71 P-4, 105 P-3, 57 P-2/1, 7 GS (PL), 197 GS (OL), 143 LL, 50 NPO
Post changes	–	–
Proposed for 2025	686	1 USG, 3 D-2, 18 D-1, 34 P-5, 71 P-4, 105 P-3, 57 P-2/1, 7 GS (PL), 197 GS (OL), 143 LL, 50 NPO

Note: The following abbreviations are used in tables and figures: GS (OL), General Service (Other level); GS (PL), General Service (Principal level); LL, Local level; NPO, National Professional Officer; USG, Under-Secretary-General.

Table 28.7
Overall: proposed posts by category and grade

(Number of posts)

Category and grade	Changes					2025 proposed
	2024 approved	Technical adjustments	New/expanded mandates	Other	Total	
Professional and higher						
USG	1	–	–	–	–	1
D-2	3	–	–	–	–	3
D-1	18	–	–	–	–	18
P-5	34	–	–	–	–	34
P-4	71	–	–	–	–	71
P-3	105	–	–	–	–	105
P-2/1	57	–	–	–	–	57
Subtotal	289	–	–	–	–	289
General Service and related						
GS (PL)	7	–	–	–	–	7
GS (OL)	197	–	–	–	–	197
LL	143	–	–	–	–	143
NPO	50	–	–	–	–	50
Subtotal	397	–	–	–	–	397
Total	686	–	–	–	–	686

28.56 Additional details on the distribution of the proposed resources for 2025 are reflected in tables 28.8 to 28.10 and figure 28.XIII.

28.57 As shown in tables 28.8 (1) and 28.9 (1), the overall resources proposed for 2025 amount to \$118,031,100 before recosting, reflecting a net increase of \$114,400 (or 0.1 per cent) compared with the approved budget for 2024. Resource changes result from technical adjustments and new and expanded mandates. The proposed level of resources provides for the full, efficient and effective implementation of mandates.

Table 28.8
Overall: evolution of financial resources by source of funding, component and subprogramme

(Thousands of United States dollars)

(1) Regular budget

Component/subprogramme	2023 expenditure	2024 approved	Changes					2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
A. Executive direction and management	2 615.5	2 831.4	–	–	–	–	–	2 831.4
B. Programme of work								
1. Campaign and country operations services	41 737.0	44 675.3	–	214.8	–	214.8	0.5	44 890.1
2. News services	35 276.3	43 018.8	(98.6)	23.1	–	(75.5)	(0.2)	42 943.3

Part VII Global communications

Component/subprogramme	2023 expenditure	2024 approved	Changes					2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	Percentage	
3. Outreach and knowledge services	21 270.9	23 025.5	–	–	–	–	–	23 025.5
Subtotal, B	98 284.2	110 719.6	(98.6)	237.9	–	139.3	0.1	110 858.9
C. Programme support	4 209.4	4 365.7	(24.9)	–	–	(24.9)	(0.6)	4 340.8
Subtotal, 1	105 109.1	117 916.7	(123.5)	237.9	–	114.4	0.1	118 031.1

(2) *Other assessed*

Component/subprogramme	2023 expenditure	2024 estimate	Change	Percentage	2025 estimate
A. Executive direction and management	–	–	–	–	–
B. Programme of work					
1. Campaign and country operations services	433.0	551.4	(9.3)	(1.7)	542.1
2. News services	262.9	331.8	(5.6)	(1.7)	326.2
3. Outreach and knowledge services	–	–	–	–	–
Subtotal, B	695.9	883.2	(14.9)	(1.7)	868.3
C. Programme support	–	–	–	–	–
Subtotal, 2	695.9	883.2	(14.9)	(1.7)	868.3

(3) *Extrabudgetary*

Component/subprogramme	2023 expenditure	2024 estimate	Change	Percentage	2025 estimate
A. Executive direction and management	–	–	–	–	–
B. Programme of work					
1. Campaign and country operations services	1 246.4	1 413.4	294.1	20.8	1 707.5
2. News services	2 816.3	2 947.0	155.7	5.3	3 102.7
3. Outreach and knowledge services	4 285.3	7 496.6	2 308.7	30.8	9 805.3
Subtotal, B	8 348.0	11 857.0	2 758.5	23.3	14 615.5
C. Programme support	970.8	750.0	50.0	6.7	800.0
Subtotal, 3	9 318.8	12 607.0	2 808.5	22.3	15 415.5
Total (1+2+3)	115 123.8	131 406.9	2 908.0	2.2	134 314.9

Table 28.9

Overall: proposed posts for 2025 by source of funding, component and subprogramme

(Number of posts)

(1) *Regular budget*

Component/subprogramme	2024 approved	Changes				2025 proposed
		Technical adjustments	New/expanded mandates	Other	Total	
A. Executive direction and management	16	–	–	–	–	16
B. Programme of work						
1. Campaign and country operations services	333	–	–	–	–	333
2. News services	181	–	–	–	–	181
3. Outreach and knowledge services	134	–	–	–	–	134
Subtotal, B	648	–	–	–	–	648
C. Programme support	22	–	–	–	–	22
Subtotal, 1	686	–	–	–	–	686

(2) *Other assessed*

Component/subprogramme	2024 estimate	Change	2025 estimate
A. Executive direction and management	–	–	–
B. Programme of work			
1. Campaign and country operations services	2	–	2
2. News services	2	–	2
3. Outreach and knowledge services	–	–	–
Subtotal, B	4	–	4
C. Programme support	–	–	–
Subtotal, 2	4	–	4

(3) *Extrabudgetary*

Component/subprogramme	2024 estimate	Change	2025 estimate
A. Executive direction and management	–	–	–
B. Programme of work			
1. Campaign and country operations services	–	–	–
2. News services	–	–	–
3. Outreach and knowledge services	7	–	7
Subtotal, B	7	–	7
C. Programme support	–	–	–
Subtotal, 3	7	–	7
Total (1+2+3)	697	–	697

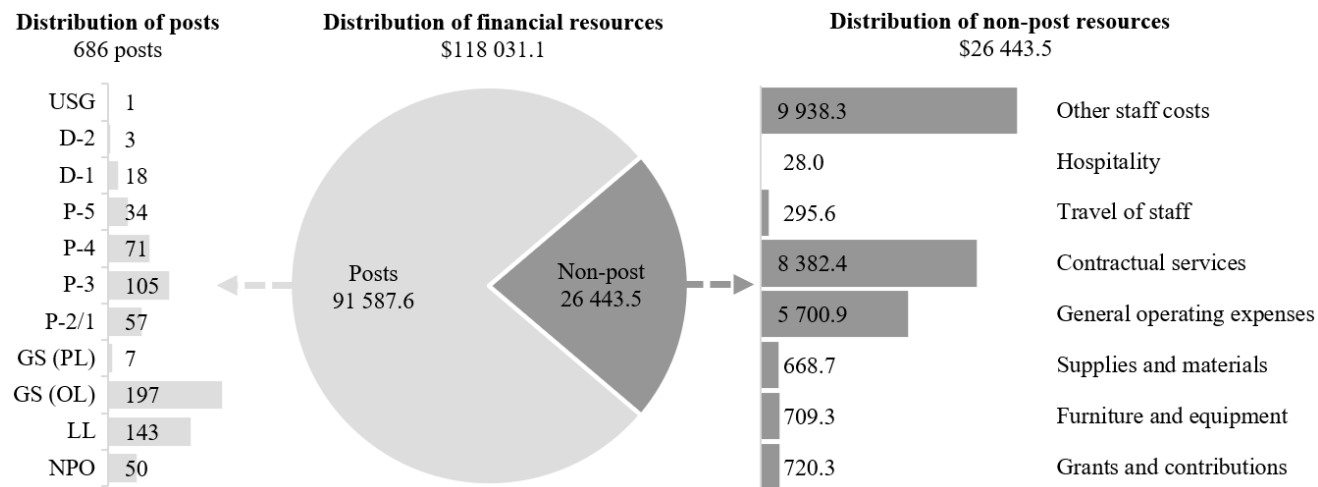
Table 28.10
Overall: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes				2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other	Total	
Financial resources by main category of expenditure							
Posts	86 282.2	91 587.6	–	–	–	–	91 587.6
Non-post	18 826.9	26 329.1	(123.5)	237.9	–	114.4	26 443.5
Total	105 109.1	117 916.7	(123.5)	237.9	–	114.4	118 031.1
Post resources by category							
Professional and higher		289	–	–	–	–	289
General Service and related		397	–	–	–	–	397
Total		686	–	–	–	–	686

Figure 28.XIII
Distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



Explanation of variances by factor, component and subprogramme

Overall resource changes

Technical adjustments

28.58 As shown in table 28.8 (1), resource changes reflect a decrease of \$123,500, as follows:

- (a) **Subprogramme 2, News services** (decrease of \$98,600). The decrease of \$98,600 relates to the removal of non-recurrent provisions under other staff costs (\$22,500) and contractual services (\$76,100) for webcasting and public information services that are no longer required in 2025, and that were approved pursuant to General Assembly resolutions [76/232](#), [76/307](#), [77/246](#), [77/249](#) and [77/250](#);
- (b) **Programme support** (decrease of \$24,900). The decrease of \$24,900 relates to the removal of non-recurrent provisions under furniture and equipment associated with the acquisition of

office automation equipment required for newly established general temporary assistance positions that were approved for 2024, pursuant to Assembly resolution [78/252](#).

New and expanded mandates

28.59 As shown in table 28.8 (1), resource changes reflect an increase of \$237,900, as follows:

- (a) **Subprogramme 1, Campaigns and country operations services** (increase of \$214,800). The increase relates to:
 - (i) Non-post resources under contractual services of \$29,800, relating to webcasting services, pursuant to General Assembly resolutions [78/20](#) and [78/238](#);
 - (ii) Non-post resources totalling \$100,000 (under contractual services of \$40,000 and under supplies and materials of \$60,000), relating to the translation of promotional products, the coordination of communications work and promotional activities across the United Nations information centre network for the Fifteenth United Nations Congress on Crime Prevention and Criminal Justice, pursuant to Assembly resolution [78/223](#);
 - (iii) Non-post resources totalling \$85,000 (under contractual services of \$45,000 and under supplies and materials of \$40,000), relating to the translation of promotional products, the creation of videos, the creation of digital and branding assets and promotional activities across the United Nations information centre network for the fourth International Conference on Financing for Development, pursuant to Assembly resolution [78/271](#);
- (b) **Subprogramme 2, News services** (increase of \$23,100). The increase relates to non-post resources under contractual services, relating to webcasting services, pursuant to Assembly resolutions [78/271](#), [78/47](#) and [77/335](#).

Other assessed resources

28.60 As reflected in tables 28.8 (2) and 28.9 (2), other assessed resources amount to \$868,300. The resources would complement regular budget resources and provide for the requirements indicated in the report of the Secretary-General on the budget for the support account for peacekeeping operations for the period from 1 July 2024 to 30 June 2025 ([A/78/746](#)).

Extrabudgetary resources

- 28.61 As reflected in tables 28.8 (3) and 28.9 (3), extrabudgetary resources amount to \$15,415,500. The resources would complement regular budget resources and would be used to provide for seven posts (1 P-3 and 6 GS (OL)) and non-post resources that would be used to support the Department's capacity-development work; support specific communications campaigns at Headquarters and in the field; support multimedia and operational activities in Hindi; provide webcast and website support activities; and conduct activities in support of United Nations Development Business, United Nations Academic Impact and United Nations System Electronic Information Acquisition Consortium programmes, and the United Nations presence at Expo 2025 in Osaka, Japan.
- 28.62 The extrabudgetary resources under the present section are subject to the oversight of the Department, which has delegated authority from the Secretary-General.

Executive direction and management

- 28.63 The executive direction and management component comprises the Office of the Under-Secretary-General.
- 28.64 The main responsibilities of the executive direction and management component include:
- (a) The overall direction and strategic management of United Nations communications in the implementation of the Department's mandates and its approved programme of work, both at Headquarters and in the field;

- (b) The establishment of departmental strategy, policies and guidelines, while dealing with specific policy and management issues and problems;
 - (c) The administrative, financial and personnel management of the Department;
 - (d) The direction of liaison functions performed by the Department with regard to intergovernmental bodies, such as the Committee on Information, and with the United Nations Communications Group;
 - (e) Oversight of crisis communications and reputation management, convening relevant United Nations entities and partners within crisis cells to align approaches and messaging, and providing crisis communications policy, guidance and training;
 - (f) The establishment of United Nations communications priorities, identifying opportunities to communicate about these within a congested media landscape, and providing coordination across the United Nations system by strengthening the United Nations Communications Group, including at the country level through United Nations information centres and the resident coordinator system;
 - (g) The promotion of information integrity in public information, including the monitoring and analysis of, and response to, digital content hostile to the United Nations, its staff and operations.
- 28.65 In accordance with the 2030 Agenda for Sustainable Development, in particular target 12.6 of the Sustainable Development Goals, in which organizations are encouraged to integrate sustainability information into their reporting cycles, and in compliance with the cross-cutting mandate set out in paragraph 19 of General Assembly resolution [72/219](#), the Department is integrating environmental management practices into its operations. The Department will, where feasible and effective, continue to make all official documentation, publications, brochures, and communications and advocacy materials available online, rather than in print, in order to reduce its carbon footprint and save energy. It will also continue to adopt a range of sustainability practices, including reducing the photocopying and printing of internal documents, and will promote videoconferencing, in order to reduce the travel undertaken, where possible. The Department will also continue to support internal and external communications on United Nations system sustainability efforts and will encourage staff to join the ActNow campaign and other Secretariat initiatives focused on individual action related to climate change and sustainability.
- 28.66 Information on the timely submission of documentation and advance booking for air travel is reflected in table 28.11. With regard to the advance booking for air travel, the Department has implemented the requirement for the traveller to request approval from the Under-Secretary-General for Global Communications for cases that do not comply with the policy and to provide a reason for the delayed request and justification for travel. In addition, the Department closely reviews the exceptions sought and regularly sends communications to directors, managers and staff to raise awareness of the policy requirement and the importance of minimizing the instances of exceptions.

Table 28.11

Compliance rate

(Percentage)

	2021 <i>actual</i>	2022 <i>actual</i>	2023 <i>actual</i>	2024 <i>planned</i>	2025 <i>planned</i>
Timely submission of documentation	100	100	89	100	100
Air tickets purchased at least 2 weeks before the commencement of travel	56	55	67	100	100

- 28.67 The proposed regular budget resources for 2025 amount to \$2,831,400 and reflect no change compared with the approved budget for 2024. Additional details on the distribution of the proposed resources for 2025 are reflected in table 28.12 and figure 28.XIV.

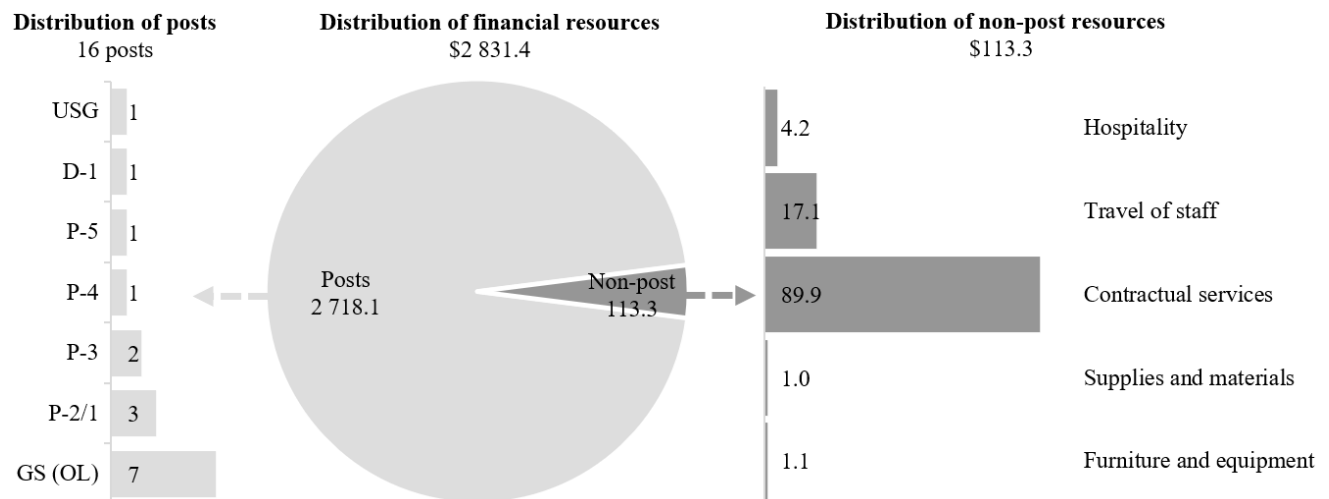
Table 28.12
Executive direction and management: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes			Total	Percentage	2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other			
Financial resources by main category of expenditure								
Posts	2 504.1	2 718.1	–	–	–	–	–	2 718.1
Non-post	111.4	113.3	–	–	–	–	–	113.3
Total	2 615.5	2 831.4	–	–	–	–	–	2 831.4
Post resources by category								
Professional and higher		9	–	–	–	–	–	9
General Service and related		7	–	–	–	–	–	7
Total		16	–	–	–	–	–	16

Figure 28.XIV
Executive direction and management: distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



Programme of work

**Subprogramme 1
 Campaigns and country operations services**

28.68 The proposed regular budget resources for 2025 amount to \$44,890,100 and reflect an increase of \$214,800 compared with the approved budget for 2024. The proposed change is explained in paragraph 28.59 (a). Additional details on the distribution of the proposed resources for 2025 are reflected in table 28.13 and figure 28.XV.

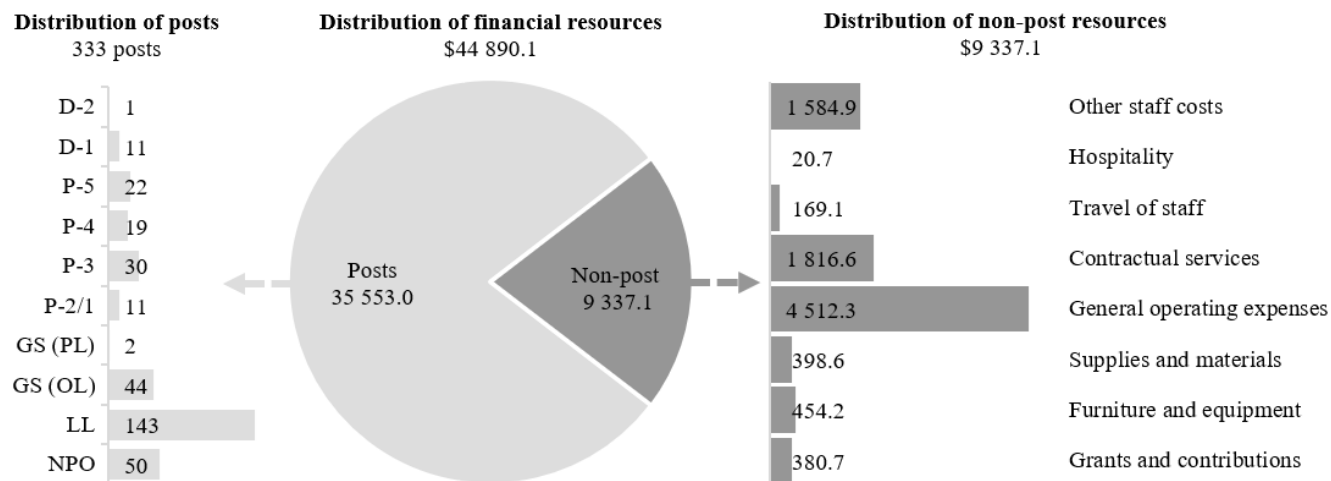
Table 28.13
Subprogramme 1: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes			Total	Percentage	2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other			
Financial resources by main category of expenditure								
Posts	34 341.0	35 553.0	–	–	–	–	–	35 553.0
Non-post	7 396.0	9 122.3	–	214.8	–	214.8	2.4	9 337.1
Total	41 737.0	44 675.3	–	214.8	–	214.8	0.5	44 890.1
Post resources by category								
Professional and higher		94	–	–	–	–	–	94
General Service and related		239	–	–	–	–	–	239
Total		333	–	–	–	–	–	333

Figure 28.XV
Subprogramme 1: distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



**Subprogramme 2
 News services**

28.69 The proposed regular budget resources for 2025 amount to \$42,943,300 and reflect a net decrease of \$75,500 compared with the approved budget for 2024. The proposed change is explained in paragraphs 28.58 (a) and 28.59 (b). Additional details on the distribution of the proposed resources for 2025 are reflected in table 28.14 and figure 28.XVI.

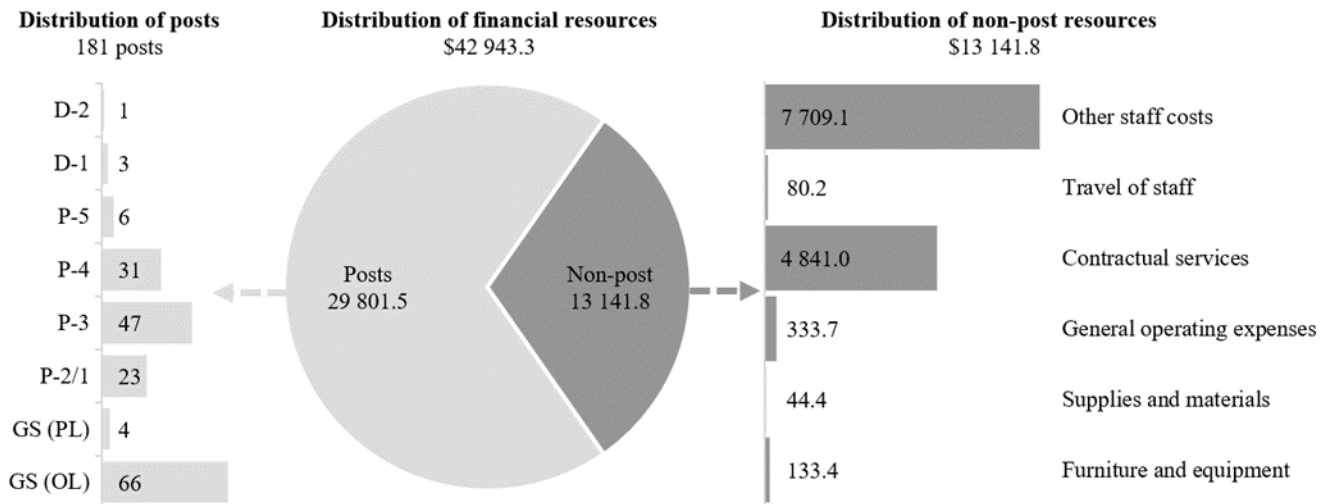
Table 28.14
Subprogramme 2: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes				2025 estimate (before recosting)	
			Technical adjustments	New/expanded mandates	Other	Total		Percentage
Financial resources by main category of expenditure								
Posts	27 273.4	29 801.5	–	–	–	–	–	29 801.5
Non-post	8 002.9	13 217.3	(98.6)	23.1	–	(75.5)	(0.6)	13 141.8
Total	35 276.3	43 018.8	(98.6)	23.1	–	(75.5)	(0.2)	42 943.3
Post resources by category								
Professional and higher		111	–	–	–	–	–	111
General Service and related		70	–	–	–	–	–	70
Total		181	–	–	–	–	–	181

Figure 28.XVI
Subprogramme 2: distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



**Subprogramme 3
 Outreach and knowledge services**

28.70 The proposed regular budget resources for 2025 amount to \$23,025,500 and reflect no change compared with the approved budget for 2024. Additional details on the distribution of the proposed resources for 2025 are reflected in table 28.15 and figure 28.XVII.

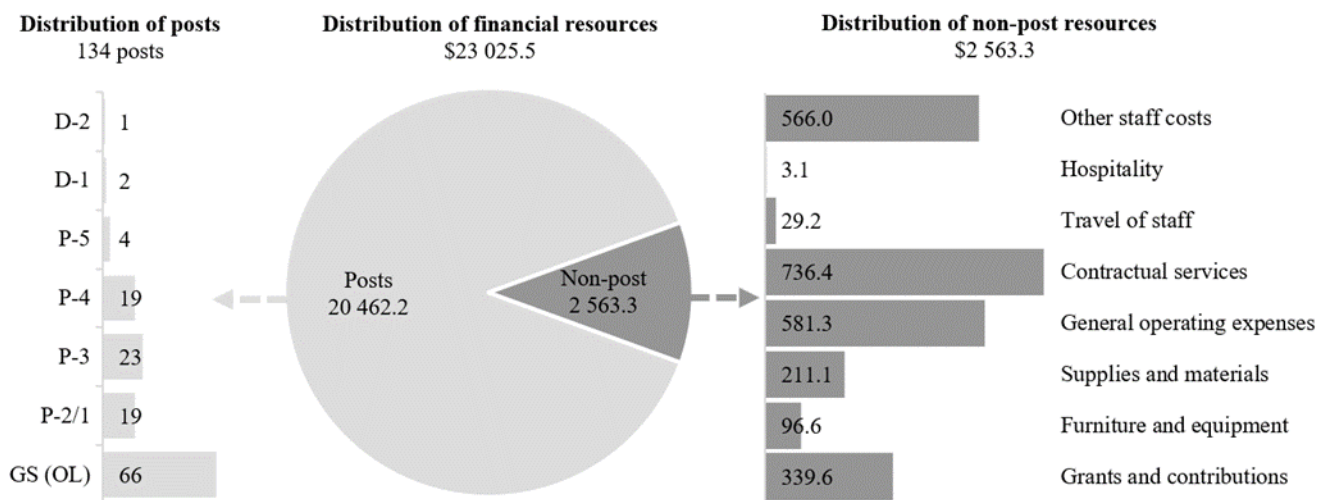
Table 28.15
Subprogramme 3: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes				2025 estimate (before recosting)	
			Technical adjustments	New/expanded mandates	Other	Total		
Financial resources by main category of expenditure								
Posts	19 166.5	20 462.2	–	–	–	–	–	20 462.2
Non-post	2 104.4	2 563.3	–	–	–	–	–	2 563.3
Total	21 270.9	23 025.5	–	–	–	–	–	23 025.5
Post resources by category								
Professional and higher		68	–	–	–	–	–	68
General Service and related		66	–	–	–	–	–	66
Total		134	–	–	–	–	–	134

Figure 28.XVII
Subprogramme 3: distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



Programme support

28.71 The proposed regular budget resources for 2025 amount to \$4,340,800 and reflect a decrease of \$24,900 compared with the approved budget for 2024. The proposed change is explained in paragraph 28.58 (b). Additional details on the distribution of the proposed resources for 2025 are reflected in table 28.16 and figure 28.XVIII.

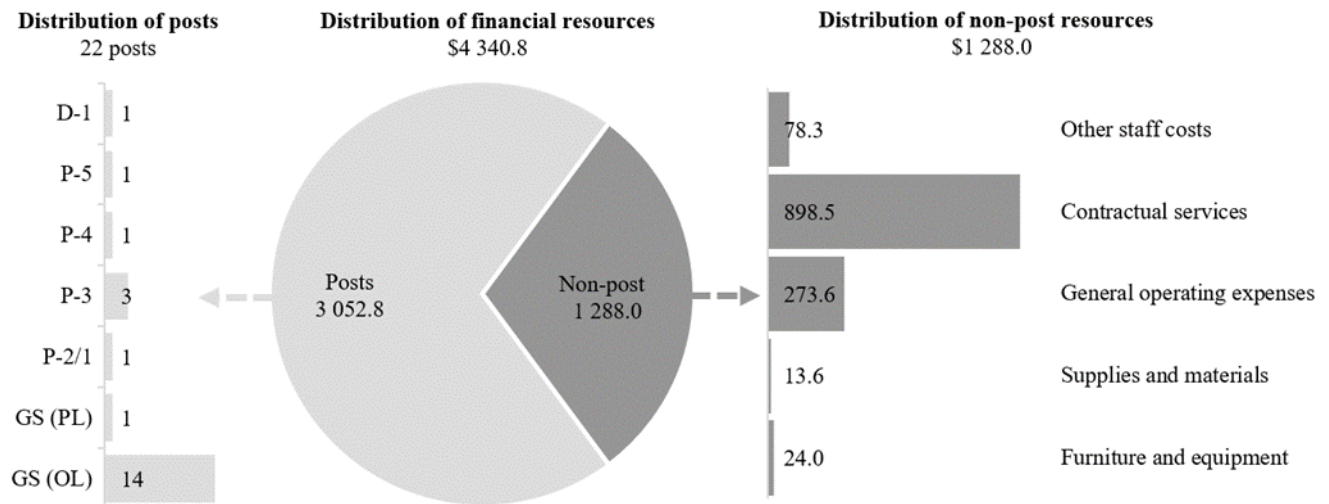
Table 28.16
Programme support: evolution of financial and post resources

(Thousands of United States dollars/number of posts)

	2023 expenditure	2024 approved	Changes				Total	Percentage	2025 estimate (before recosting)
			Technical adjustments	New/expanded mandates	Other				
Financial resources by main category of expenditure									
Posts	2 997.1	3 052.8	–	–	–	–	–	3 052.8	
Non-post	1 212.2	1 312.9	(24.9)	–	–	(24.9)	(1.9)	1 288.0	
Total	4 209.4	4 365.7	(24.9)	–	–	(24.9)	(0.6)	4 340.8	
Post resources by category									
Professional and higher		7	–	–	–	–	–	7	
General Service and related		15	–	–	–	–	–	15	
Total		22	–	–	–	–	–	22	

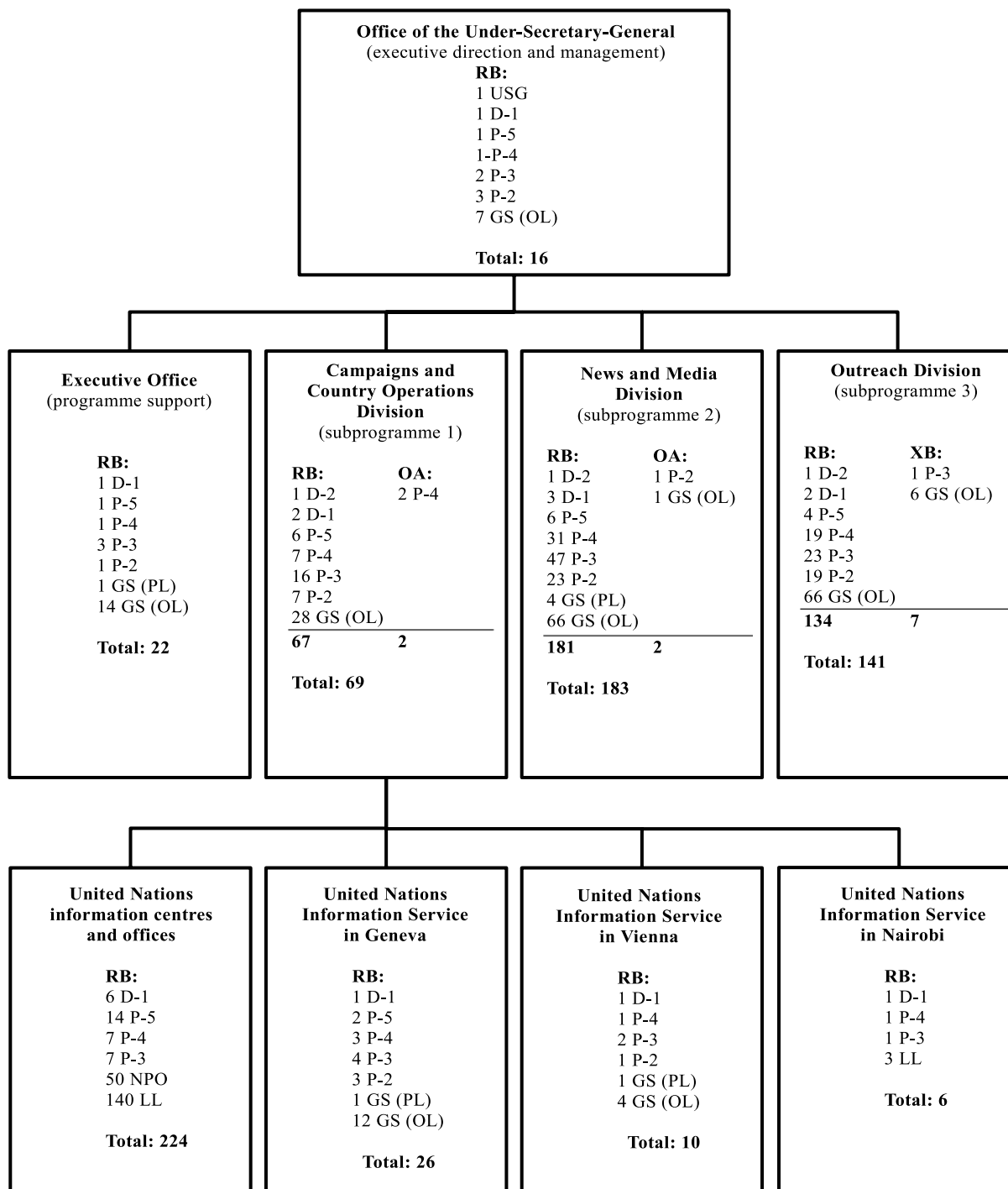
Figure 28.XVIII
Programme support: distribution of proposed resources for 2025 (before recosting)

(Number of posts/thousands of United States dollars)



Annex

Organizational structure and post distribution for 2025



Abbreviations: GS (OL), General Service (Other level); GS (PL), General Service (Principal level); LL, Local level; NPO, National Professional Officer; OA, other assessed; RB, regular budget; USG, Under-Secretary-General; XB, extrabudgetary.