

## Status of Implementation of the Management Response to the Review of the role of information and communication in promoting the visibility of the work of the UNECE (2015)

**Progress report as of 31 December 2018**

No	Recommendation	Action	Deadline	Responsible Unit	Date of Implementation /Comments
1	Strengthen the Information Unit with additional resources and clarify the responsibilities of the unit vis-à-vis the SPs	<ul style="list-style-type: none"> <li>Directors to identify one staff member per Division to dedicate 25% to communications</li> </ul>	ASAP	All Directors	Implemented: 15 March 2015
		<ul style="list-style-type: none"> <li>Standard role description to be defined and agreed, &amp; added to e-performance from 1 April 2015</li> </ul>	30 April 15	Information Unit/ Directors	Implemented: 30 March 2015
		<ul style="list-style-type: none"> <li>Progress and results of this approach to be reviewed</li> </ul>	31 March 16	OES	Implemented: Directors Meeting assessed progress on 7.10. 2016
		<ul style="list-style-type: none"> <li>Project proposal for fundraise to strengthen UNECE communications</li> </ul>	30 May 15	Information Unit	Implemented: Informal presentation at EXCOM on 16.09.16 in framework of 70 <sup>th</sup> anniversary preparations.
2	Capitalize on Taskforce gains & formalize Communications Focal Points across the SPs in order to strengthen corporate UNECE communications	UNECE accepts the recommendation to formalize the work of communications focal points in the subprogrammes, in line with the response to Recommendation 1.		Information Unit	Monthly meetings with Communication Focal Points since March 2015 chaired by Info Unit to share and disseminate communications best practices and enhance mobilization of subprogrammes for communication

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3	Institute broad and regular communications training	<ul style="list-style-type: none"> <li>Develop a training plan for communications in UNECE</li> </ul>	30 April 15	Information Unit	Closed (budget not available)
		<ul style="list-style-type: none"> <li>Townhall event for all staff on updated Communications Strategy</li> </ul>	30 June 15	Information Unit/OES	Implemented: addressed at Town Hall on 2 July 2015
		<ul style="list-style-type: none"> <li>Allocate resources for the training plan</li> </ul>	30 April 15	OES	Implemented: Training on PR for focal points covered by OES funds.
4	Initiate limited stakeholder analysis to identify and prioritise key UNECE audiences	<ul style="list-style-type: none"> <li>Work with subprogramme focal points to identify stakeholders and define a specific plan for events in the annual programme</li> </ul>	Ongoing	Information Unit/ SP Communications Focal Points	Implemented: Focal points completed plans in June 2015 and these have been updated since
5	Review Communications Strategy, disseminate across the organization & implement it	<ul style="list-style-type: none"> <li>Update the Communications Strategy</li> </ul>	31 July 15	OES	Implemented: Focal points revised strategy and sent to ES on 31 March 2016
		<ul style="list-style-type: none"> <li>Disseminate the Communications Strategy to all staff</li> </ul>	31 July 15	All Directors	Implemented: approved by ES
6	Standardize the UNECE brand	<ul style="list-style-type: none"> <li>Review all branding items (business cards, logos, email signatures, presentation templates, door name-plates), propose alternatives for endorsement</li> </ul>	31 May 15	Information Unit for endorsement by Directors	Implemented: Adopted on 19 May 2015

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		<ul style="list-style-type: none"> <li>Implementation of new branding strategy throughout UNECE</li> </ul>	End 2015	All Directors	Implemented: discussed at several DM
7	Review political communications	<ul style="list-style-type: none"> <li>Review progress &amp; impact of measures implemented by the Executive Secretary in October 2014</li> </ul>	31 Dec 16	OES	Implemented: updated communication with EXCOM; regular briefings with MS in Geneva and New York; informal dialogue with MS: ES and Director's interaction with MS.
8	Devise realistic annual programme of events & resource appropriately	<ul style="list-style-type: none"> <li>Develop an annual programme of events for 2015</li> </ul>	31 May 15	Information Unit	Implemented – See 4 above
		<ul style="list-style-type: none"> <li>Develop an annual programme of events for 2016</li> </ul>	31 Dec 15	Information Unit	Prepared for 2017 and 2018 through Communication Focal points
9	Strengthen partnerships with existing “force multipliers” to boost UNECE communications	<ul style="list-style-type: none"> <li>Develop a proposal for engagement with the UNOG Change Perception Project, UNIS and DPI</li> </ul>	30 June 15	Information Unit	Implemented: IU has weekly exchanges of information with 3 groups (ongoing)
10	Improve UNECE media briefings	<ul style="list-style-type: none"> <li>Liaise with UNIS for advice on improving media briefings</li> <li>Develop guidance for subprogrammes to prepare information for media briefings.</li> </ul>	30 April 215	Information Unit	Implemented in Q1 2015  Implemented: discussed at focal points meeting 12.11.2015

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11	Strengthen media engagement more broadly and target specialist media in particular, more actively.	As per Recommendations 1, 4, 5, 8 & 10			Implemented
12	Maintain primacy of UNECE website and continue with robust digital engagement	<ul style="list-style-type: none"> <li>Implement the next stages of the UNECE Website strategy</li> </ul>	30 June 15	Information Systems Unit	Implemented: 2016 onwards
		<ul style="list-style-type: none"> <li>Ensure accuracy and quality of content on technical areas of website</li> </ul>	Ongoing	All Directors	Implemented
13	Improve the quality of written products, & streamline publications	<ul style="list-style-type: none"> <li>Explore internal resources for dedicated professional editing, and from UNOG</li> </ul>	TBC	OES	Closed: no budget available
		<ul style="list-style-type: none"> <li>Quality assurance of publications in line with UN Policy Manual for Publications</li> </ul>	From June 15	All Directors	Implemented 2015 onwards.
		<ul style="list-style-type: none"> <li>Organize training for improving quality of written products in UNECE</li> </ul>	2015	Information Unit	Closed: see responses to recommendation 3 above