

## 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)

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	<i>Implemented: 15 March 2015</i>
		<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	<i>Implemented: 30 March 2015</i>
		<ul style="list-style-type: none"> <li>Progress and results of this approach to be reviewed</li> </ul>	31 March 16	OES	<i>In progress: Group is operational, review scheduled for 2016</i>
		<ul style="list-style-type: none"> <li>Project proposal for fundraise to strengthen UNECE communications</li> </ul>	30 May 15	Information Unit	<i>In progress within discussion on 70<sup>th</sup> anniversary in 2017. Estimated May 2016</i>
2	Capitalize on Taskforce gains & formalize Communications Focal Points across the SPs in order to strengthen corporate UNECE communications	As per Recommendation 1			
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	<i>-Closed - (budget not available)</i>
		<ul style="list-style-type: none"> <li>Townhall event for all staff on updated Communications Strategy</li> </ul>	30 June 15	Information Unit/OES	<i>Implemented: addressed at Town Hall on 2 July 2015</i>
		<ul style="list-style-type: none"> <li>Allocate resources for the training plan</li> </ul>	30 April 15	OES	<i>Implemented: Training on PR for focal points covered by OES funds.</i>
4	Initiate limited stakeholder	<ul style="list-style-type: none"> <li>Work with subprogramme focal points to</li> </ul>	Ongoing	Information Unit/	<i>Implemented: Focal</i>

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	analysis to identify & prioritise key UNECE audiences	identify stakeholders and define a specific plan for events in the annual programme		SP Communications Focal Points	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> <li>• Disseminate the Communications Strategy to all staff</li> </ul>	31 July 15 31 July 15	OES All Directors	<p><i>Completed – Focal points revised strategy and sent to ES on 31 March 2016</i></p> <p><i>Not started: Pending adoption of Strategy at DM</i></p>
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> <li>• Implementation of new branding strategy throughout UNECE</li> </ul>	31 May 15  TBC	Information Unit for endorsement by Directors  All Directors	<p><i>Implemented: Adopted on 19 May 2015</i></p> <p><i>In progress: Ongoing mentioned at several DM</i></p>
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	<i>Not started: Scheduled for December 2016</i>
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> <li>• Develop an annual programme of events for 2016</li> </ul>	31 May 15  31 Dec 15	Information Unit  Information Unit	<i>Implemented – See 4 above</i>
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	<i>Implemented IU has weekly exchanges of information with 3 groups (ongoing)</i>

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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 2015	Information Unit	<p><i>Implemented</i></p> <p><i>Closed: discussed at focal points meeting 12.11.2015</i></p>
11	Strengthen media engagement more broadly and target specialist media in particular, more actively.	As per Recommendations 1, 4, 5, 8 & 10			<i>In progress</i>
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	<i>90% implemented, full implementation by end of February 2016</i>
		<ul style="list-style-type: none"> <li>• Ensure accuracy and quality of content on technical areas of website</li> </ul>	Ongoing	All Directors	<i>In progress</i>
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	<i>Closed - budget not available</i>
		<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	<i>In progress</i>
		<ul style="list-style-type: none"> <li>• Organize training for improving quality of written products in UNECE</li> </ul>	2015	Information Unit	<i>Closed- see 3 above</i>