

Strategic Communications Capacity for United Nations Police in Advancing A4P+

Brief description of the project

Objective: The United Nations Police, one of two uniformed components of UN peacekeeping, are among the most visible representatives of the Organization in settings where they are deployed by virtue of their operational activities and daily interaction and engagement with host-state counterparts and populations. Effectively communicating and highlighting their positive and lasting impact on the communities they serve is critical to the achievement of A4P+ and the fostering of peace, justice and strong institutions at the heart of Sustainable Development Goal 16. In close coordination with DPO's Strategic Communications Section (SCS), the project aims is to strengthen the Police Division's strategic communications capacity to engage host-state communities, current and potential police-contributing countries, and other stakeholders to highlight the work of the Police Division; increase its impact and effectiveness in the field; and enhance its ability to respond rapidly to incidents, developments and opportunities. It also seeks to address threats linked to misinformation, disinformation and hate speech by allowing the Police Division to better monitor and analyze content that may jeopardize the safety and security of peacekeepers, put local populations at greater risk, and fracture peacekeepers' relationships with local communities.

Why it is required: The Secretary-General's Action for Peacekeeping (A4P) initiative, launched in March 2018, and the Declaration of Shared Commitments of August 2018 reaffirmed UN peacekeeping as a critical contributor to peace, and a powerful demonstration of multilateral cooperation. The Secretariat has identified a further set of priorities ("A4P+") to advance the realization of A4P, including enhancing the Department's use of strategic communications to enable successful mandate implementation. Strategic communications is a specialized expertise, and the Police Division does not currently have dedicated capacity with the required communications and technical expertise to conduct it most effectively. With this expertise, the Police Division would be able to better advise mission public information personnel, who themselves might not be experts, to reach audiences more effectively, including through rapidly evolving communications tools and technologies, and maximize their impact. The Communications Officer would play an essential role in helping to advance other Organizational priorities, including the Uniformed Gender Parity Strategy and the 2030 Agenda and provide necessary support for high-level political and partnership events organized by the United Nations Police, such as the United Nations Chiefs of Police Summit. The Executive Committee in its recent decision (2021/33) called on the UN Police, with the support of SCS and DGC, to raise awareness regarding the positive multiplier effect of policing, as practiced by the UN, including through the design of a comprehensive and dedicated communications strategy.

Expected impact: Strategic communications can reduce violence and sustain peace while managing expectations about the work of UN peace operations. While public information and communication have long been recognized as important tools for UN peace operations, rapid changes in the communications landscape pose increased operational and reputational risks for UN missions. By strengthening its strategic communications capabilities, the United Nations Police can more adequately explain its work to national, regional, and international stakeholders, dispel misconceptions, build confidence, and deter potential spoilers.

Expected Outcomes, Outputs and Proposed Activities

Outcomes	Outputs	Proposed Activities
Greater awareness of UNPOL initiatives and achievements in missions and host communities and among Member States and throughout the Organization.	Cohesive communications strategy.	Prepare an overall communications strategy.
	Enhanced social media presence.	Redesign and overhaul the UNPOL website.

	Greater use of video and dynamic content.	Develop promotional materials.
Broader Police Division contribution to the realization of A4P commitments and A4P+ priorities, including strengthening strategic communications, reinforcing partnerships, and enhancing performance, accountability, safety and security, among others.	More impactful use of strategic communications to promote the work of UN Police specifically and UN peacekeeping generally. Greater UN Police contribution to Organizational and Departmental campaigns and initiatives.	Organize training initiatives with counterparts in the field to ensure cohesive and comprehensive messaging. Support field-based personnel in improving and further developing their own communications capacities.

- **Implementation Timeline:** 12 months initially.
- **Implementation of A4P commitments and A4P+ priorities:** Strategic communications must play an enabler and multiplier effect across all mandated areas and in support of the entire Declaration of Shared Commitments. Through inclusive engagement and storytelling, strategic communications can promote successes, manage expectations, and help address disinformation, misinformation and hate speech. It can bolster support for peacekeeping with all key audiences and stakeholders at the local, regional, and international level. Enhancing the UN Police's capacity in this area will enable it to innovate and modernize its public communication capabilities and therefore its contribution to the implementation of A4P/A4P+.
- **Gender aspects:** The Police Division Gender Affairs Officer reviews all public information content with a view to ensuring gender considerations are reflected and supports the operationalization of gender-responsive policing in line with Security Council resolution 1325 (2000) and successor resolutions, and the third report of the Secretary-General on United Nations Police (S/2018/1183), to further advance the Women, Peace and Security Agenda. The Communications Officer would lead Police Division efforts to highlight the work of women police peacekeepers and contribute to Departmental campaigns and initiatives to expand women police officers' participation in peacekeeping.
- **Brief explanation of any risks that the implementation of the project may face and how to mitigate them, including with regards to the impact of COVID-19 (if relevant):** Retaining communications expertise once the requested extra-budgetary funds subside will be a priority through advocacy with Member States on the benefits of this capacity and requests for additional regular and extra-budgetary support. Given that the majority of the work will be done remotely, COVID-19 is not expected to have a significant impact on implementation.
- **Proposed Budget**

Item	Brief Description	Total Amount (US\$)
Personnel	Salary for 1 P-4 post	\$295,995
Operating costs	Licenses for graphic design, video editing and other relevant software Printing of materials	\$10,000
Training	Workshops and training support for field-based public information officers	\$20,000
Programme Support Costs (13%)		\$42,379
Total		\$368,374