

MEMORANDUM

To: All UN-Habitat Staff Reference: UNH-OED-M-20190301-02

From: Maimunah Mohd Sharif Under-Secretary-General and Executive Director Date: 1 March 2019

Subject: **Establishment of a UN-Habitat Communications Working Group**

1. The UN-Habitat Communications Working Group will ensure agency-wide coherence on internal and external communication. The Working Group will advise on coordination and upscaling of communication and advocacy on urbanization by UN-Habitat to ensure that its mandate, normative and operational work, and leadership and convening role are widely recognised.
2. The Working Group will also provide strategic advice on the finalization of the Communication Strategy and oversee its implementation. It will set the direction and tone of internal and external communication across the organization.
3. The Working Group will be chaired by the Director of External Relations Division, with the Advocacy, Outreach and Communication Branch as secretariat and will be composed of the following members:
 - Ms. Modupe Adebajo, Programme Division
 - Mr. Dyfed Aubrey, Programme Division
 - Ms. Lucia Kiwala, External Relations Division
 - Mr. Eduardo Moreno, Research and Capacity Development Branch
 - Ms. Shipra Narang Suri, Urban Planning and Design Branch
 - Ms. Susannah Price, External Relations Division
 - Mr. Douglas Ragan, Youth and Livelihoods Unit
 - Mr. Pacome Kossy, Office of the Executive Director
4. The roles and responsibilities of the Working Group will include:

Coordination

- Ensure that UN-Habitat is speaking with one voice on all issues, through the production of coherent messaging and collaboration with branches and regional offices;
- Facilitate wide coverage and recognition of UN-Habitat's work through collaboration with branches and regional offices; and

- Ensure that communication focal points in branches and regional offices are consistently kept informed and are supported.

Monitoring and Reporting

- Validate the Communication Results Framework of the Strategic Plan and Work Programme and Budget by continuously tracking and reporting on progress made, making adjustments where required; and
- Provide feedback to the Advocacy, Outreach and Communication Branch from divisions, branches and regional offices on communication work.

Advocacy and Communications

- Discuss and agree on priority areas for advocacy and communication for the medium and long term including types of campaigns, outlets and messaging;
- Identify partners for advocacy opportunities; and
- Suggest new ideas for innovating on communication.

5. The External Relations Division front office will provide secretariat functions for the Working Group.

Frequency

6. The Working Group will meet quarterly.

Best regards.