

Statement by Ms. Katharina Ahrendts, First Secretary, Permanent Mission of Germany to the United Nations, on behalf of the European Union (30 April 2007)

Mr. Chairman,

I have the honour to speak on behalf of the European Union. The Candidate Countries Turkey, Croatia and the former Yugoslav Republic of Macedonia, the Countries of the Stabilisation and Association Process and potential candidates Albania, Montenegro and Serbia as well as Ukraine and the Republic of Moldova align themselves with this declaration.

Let me, Mr. Chairman, congratulate you and the other members of the bureau on assuming the important duty of presiding over the work of this committee. I would also like to congratulate USG Akasaka on his nomination as the head of the Department of Public Information. I wish you all success, Mr. Akasaka, in fulfilling your mission to promote the United Nations, their objectives and their activities in an accurate and efficient way. We trust that we will be able to build a strong relationship, based on confidence. Let me assure you of

purposes of the United Nations by strategically communicating the activities and concerns of the Organization to achieve the greatest public impact.

We are convinced that successful communication rests on ever deeper knowledge of audiences and their expectations. Systematic impact reviews as conducted by DPI since 2002 are an important instrument to find out whether UN information meets the demands of the users. The EU commends DPI for its effort to target its products, services and activities even better at interested audiences, both in terms of relevance and quality. We encourage the Department to pursue and intensify its evaluation efforts and make it a common feature of its activities. In this context, the EU is pleased to see that with the completion of the three-year pilot project carried out in conjunction with the Office of Internal Oversight Services (OIOS), DPI has now integrated systematic evaluation of its activities and products.

United Nations Information Centres (UNICs)

Mr. Chairman,

The EU commends the Department of Public Information for the report on the activities and strategic directions of the network of UN information centres.

We appreciate the efforts undertaken by DPI with regard to the reform initiatives over the past five years. They have indeed resulted in a more strategic approach to the work of the network of UN information centres. The report mentions examples of communication campaigns, activities of the Communications Group and partnerships at the local level, especially with the civil society. We particularly welcome the promotion of model United Nations programmes in cooperation with local educational NGOs.

The EU welcomes the regionalization efforts of the department. We agree that the pursuit of regionalisation should take into account the circumstances in each region. In this regard the Western European model may not be applicable to all regions in the world. However, as we have pointed out on numerous occasions, the European Union lent its support to the Secretary General's proposals for regional hubs in 2002 hoping for real medium to lo0 Tc 0 Tw 18.305(b71.4)0.6 (

with OIOS, UNICs and every other valuable partner and report to all member states in a detailed way. We expect that the culture of evaluation successfully implemented within DPI Headquarters be expanded to cover the performance of all UNICs. This evaluation could highlight in particular how the resources reallocated are making a difference in those UNICs which benefited from the transfers.

United Nations Website

Mr. Chairman,

and the interested public and is growing in popularity as illustrated by an increasing number of visits. The European Union finds the UN Webcast a valuable service that provides instant information to member states and general public. (u)6320a vular.5 (h7

