

Take this opportunity to assure you, Mr. Chairman and the other members of the bureau of our

commitment to supporting your work and making the 34th session of the Committee on Information a success.

I would also like to thank Mr. Mahar Nasser, the Acting Head of Department of DPI for his statement. We commend the continued efforts of the Department of Public Information in communicating the ideals and work of the United Nations to the world in a fashion that is accessible, acceptable and understandable to the widest possible audience.

Mr. Chairman,

In the spring of last year, we witnessed the dawn of a new information order with ordinary citizens harnessing the power of social media to reestablish connection with the outside world and each other. It helped people in the Middle East to break through the barriers of censorship and repression, call out injustice, demand democratic change, and convey unique news to the outside world. Social media have undoubtedly become important tools for global communication. But it can not completely replace traditional journalism: traditional means of communication are essential to present the overwhelming deluge of data in a meaningful and veracious manner. The UN Department of Public Information (DPI) also needs to strike this balance when disseminating information on the UN work to millions of people around the world.

Looking at DPI's recent activities, let us highlight the efforts to catalyze support for the International Conference on Sustainable Development to be held in Rio de Janeiro next June. DPI's participation in the Secretary General's campaign "UNiTE to end violence against women" is also worth noting, as well as its fruitful collaboration with the Department on Peacekeeping Operations (DPKO) and the Department on Field Support (DFS). Let me here also refer to the efforts that have been made throughout this year to translate and make available in all UN official languages the new Website of the Department of Peacekeeping Operations. These efforts contribute to the overall mission of the Department to reach out to the peoples of the world and must be further expanded.

New information and communication technologies and social media do not only enable the UN to do all these numerous activities in a more cost-effective and environmentally friendly manner, but also allow it to connect with new audiences, such as the youth. In addition, it is

Mr. Chairman,

Before I close, let me reiterate how important multilingualism is for the European Union. It is a unique feature of the UN and a fundamental feature of multilateralism. It is a matter of accountability, transparency, ownership and, eventually, sustainability of the action carried out by the Organization. Every language equals a separate communication channel and DPI must work through all the necessary channels to get the message out. Multilingual considerations need to be front and center in the development of the UN webcast and other multimedia tools. Enhanced cooperation with the regional and local levels and partnerships with academic institutions have proven an efficient way to increase the number of web-pages available in all six official UN languages: that is why we would like to see more of them. We note with appreciation that over the past years, UN information centers have translated and produced publications in more than 150 languages. We commend these efforts to reach all corners of the world, including the often unreachable. We still see further potential to disseminate UN messages and to go even further in the area of multilingualism, including the use of the social media.

Mr. Chairman,

Let me close by recalling the progress made during the 33rd session for a streamlined and action-oriented resolution on "Questions relating to information". Let us work in the same cooperative spirit during the upcoming session with a view to provide better guidance to DPI allowing it to support the UN's core business of promoting peace and security, development and human rights in effective and cost-neutral manner.

Thank you.

*Notes:*

- *Croatia, the Former Yugoslav Republic of Macedonia, Montenegro and Serbia continue to be part of the Stabilisation and Association Process.*
- *Iceland continues to be a member of EFTA and the European Economic Area.*