

UN  HABITAT
FOR A BETTER URBAN FUTURE

*A better quality of life for all
in an urbanizing world*

Communication and Outreach Priorities

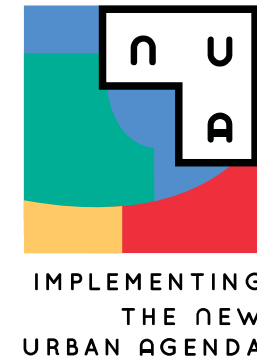
Our focus and plans for 2022

Presentation by: K. Bezgachina
Date: 31 January 2022

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UN-Habitat image and positioning

- Develop consistent global messages and focus on selected themes
- Develop newsletters, corporate brochures, and videos
- Develop ideas and proposals for brand campaigns and seek resources
- Support the office of the Executive Director, messages for missions and public appearances



Create engaging stories

- Provide support to flagship programs
- Identify impact stories and develop engaging stories
- Work with regional offices to produce one visual story from each region



Urban Impact Newsletter

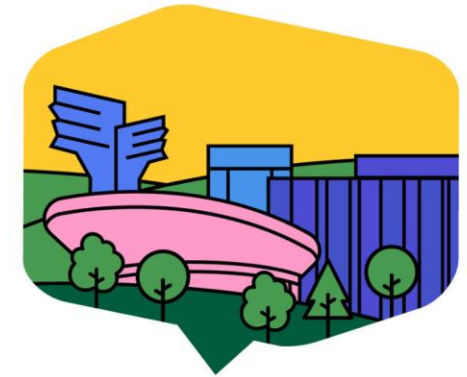
- Revisit scope of the newsletter
- Use email templates and track readership data
- Less stories and updates, focus on impact



Publications and events

- Support key publications: Annual Report 2021, World Cities Report
- Support key events: High-Level Meeting, WUF11, Africities, World Habitat Day and World Cities Day
- Support advocacy: World Urban Campaign: The City We Need Now!

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FORUM**
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KATOWICE, POLAND | 26-30 JUNE 2022

Developing skills

Trainings and capacity building for communications:

- Regular comms focal points calls
- Training on media monitoring system
- Storytelling workshop



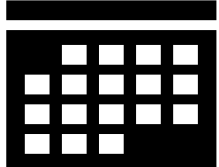
Contact group on communication

- Quarterly meetings on communication matters
- Look into setting up meetings with regional comms teams
- Engagement in imaging and positioning work through workshops

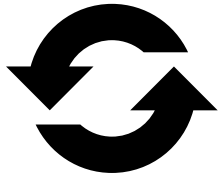
Joint processes and tools



Boards with social media cards and messages ahead of key events and activities



Editorial calendar with key events and milestones from each region and key project



Collecting **updates and stories** from the region



Talkwater media monitoring system

Questions or comments?

Thank you!



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