



United Nations Communications Group- Tajikistan Terms of Reference (Draft)

Introduction

- i.** Set up in 2002 at the initiative of the United Nations Secretary-General, the United Nations Communications Group (UNCG) has emerged as a strong unifying platform for dealing with common communications challenges facing the United Nations.
- ii.** The Secretary-General, in his 2002 reform proposals, *Strengthening of the United Nations: an agenda for change (A/57/387)*, called for enhancing public information. “The United Nations has a compelling story to tell,” he said. “That story must be told well, because public support is essential for strengthening the Organization.” These stories originate not only at UN Headquarters, but also in locations all over the world, often involving not one but several UN organizations. The creation of the UN Communications Group was inspired by the challenge by the Secretary-General to strategically communicate the collective UN story and achieve the greatest public impact.
- iii.** The success of the UN Communications Group is largely determined by its ability to coordinate activities at country levels. While policies are made at the headquarters of UN organizations, the implementation of those policies depends on the ability of the country teams to cooperate and coordinate locally and/or regionally.

1. Purpose

- i.** The UN Communications Group (UNCG) – to be known as UNCG-Tajikistan – will seek to strengthen inter-Agency cooperation in the field of communications and to increase the media profile of United Nations activities in Tajikistan by:
 - providing leadership in communications for the UN Country Team;
 - identifying new and creative ways to show how UN programmes are delivering results (emphasizing inter-agency collaboration);
 - promoting a coherent image of the United Nations;
- ii.** UNCG-Tajikistan’s objectives are:
 - a. To project the UN in Tajikistan as a key contributor towards the improvement of the lives of Tajiks through its programmes and development cooperation with the government of Tajikistan
 - b. To promote UN’s work as contributing to Tajikistan’s developed goals as articulated in the Tajikistan’s National Development Strategy
 - c. To promote the principles of One UN in Tajikistan

2. Composition

UNCG-Tajikistan will include communications focal points of all United Nations entities operating in the country. It will be chaired by the most senior Communications Officer of any UN agency represented in Tajikistan and co-chaired by UN RC office (subject to discussion). An alternate will also be appointed whenever possible. UN RC office will act as the Secretariat for the UNCG. Members of the UNCG must use an approximate 5-10% of their time towards the objectives of the group. (subject to discussion)

3. Activities

UNCG-Tajikistan will carry out the following activities:

- i. Regular meetings:** The UNCG-Tajikistan will meet regularly (bi-weekly or monthly – subject to discussion) to discuss common communications issues and challenges, devise common responses and undertake collective action. Brief summaries or action points agreed will be prepared and circulated among all communications staff stationed in the country.
- ii. Communications strategies:** UNCG-Tajikistan will develop an annual communications strategy to undertake national public information activities on UN priority issues, adapting and localizing public information mandates to take into account the national media environment and local needs.
- iii. Advocacy Support to UNDAF:** The UNCG-Tajikistan will drive a communication strategy that is responsive to UNDAF 2010-2015, and apply annual priorities informed by UNDAF annual priorities and thematic focus agreed by UNCT. UNCG-Tajikistan will work with the 4 UNDAF pillars to identify thematic issues, which require a joint strategic approach in advocacy.
- iv. Press releases:** While each member of UNCG-Tajikistan will continue to issue individual press releases pertaining to individual organization's activities, joint press releases will be produced on key UN priority issues and activities, such as the Millennium Development Goals, UN reform, progress of UNDAF, joint UN projects/programs, key UN dates.
- v. Field Missions for Media –** The UNCG-Country will periodically organize joint field missions for members of the local media to showcase coordinated UN system activities in specific areas (e.g. visit to rural areas where Green Initiative for Tajikistan project is having an impact on the life of the poor).
- vi. Radio and TV Programmes –**UNCG-Tajikistan members will jointly contribute stories and news items to radio and TV programmes on issues pertaining to joint UN initiatives. The UNCG-Tajikistan will discuss and programme contents in advance within and guide the future programming.
- vii. Electronic newsletter:** - In order to highlight the inter-related nature of UN work and the extent of its involvement at the national level, UNCG-Tajikistan will circulate a newsletter every month/fortnight (subject to discussion), aimed at opinion leaders (Government officials, journalists, academics, NGO representatives etc). By providing highlights of current activities and informing readers about upcoming activities/events, the newsletter will serve as a clearing house of information and ideas.

viii. Website – The Resident Coordinator office will maintain a UNCT website – www.untj.net - providing access to the sites of individual agencies and highlighting collaborative activities of the UN System in that country. The website will offer a gateway to UN activities in the country and provide a platform for interaction with partners.

ix. Common observances of important dates and special occasions – Observance of UN Day (24 October) and other special occasions provide excellent opportunities to showcase the work of the United Nations and rally greater support for the Organization at the national level. The UNCG-Tajikistan will encourage relevant Government bodies to take leadership in recognizing key days, e.g. Human Rights Day, AIDS Day, World Health Day, etc. A working group created by UNCG-Tajikistan for each particular event will work directly with the concerned governmental agencies and ensure the involvement of as many local UN agencies as possible. In order to better coordinate inter-agency cooperation, an annual calendar of special days/events will be prepared and posted on www.untj.net website in consultation with all Agencies.

4. Reporting

UNCG-Tajikistan will report to the Resident Coordinator on UNCG activities at the country level. An annual review and evaluation of the Group’s activities will be conducted, which will form the basis of an annual progress report. This report will be forwarded to the UNCG secretariat at UN Headquarters for sharing with all UNCG members and for posting on the UNCG website.

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