

Communication Challenges of the UN Mission in BiH

By: Asja Cengic, Independent Communications Consultant (BiH)

October 2011



Content

What UN stands for?

UN in Bosnia and Herzegovina

Communications Challenges of UN in BiH

Communications Challenges of the UN World Wide

What can we do locally?



What UN Stands for?

UN – intergovernmental organization which promotes:

- peace and security
- human rights
- gender rights
- positive human development



UN in Bosnia and Herzegovina

- In BiH from 1992;
- 1996 - UN Country Team; 12 UN organizations;
- From post conflict aid to soft development;
- Implementation of Millennium Development Goals (MDGs) to support EU accession agenda;



Communications Challenges – UN BiH

- Reputation;
- Challenging media landscape;
- Complex political setup;
- Low level of internet penetration;
- Managing ever changing technology



Communications Challenges - UN World Wide

- Managing technology;
- Managing reputation;
- shift in how the PUBLIC accept the ideas;
- What is Social Media about?



Overcoming the Challenges – HOW?

- **ADAPT! Employ ADVOCACY JOURNALISM - Seek for opportunities!**
- **Overcome crisis in traditional media!**
- **Lear to maximize small budgets and cutbacks!**



Overcoming the Challenges – HOW?

- **Create demand for quality media materials!**
- **Create media content!**
- **Create front row for issues and stop talking about the institution!**



Overcoming the Challenges – HOW?

Production and distribution of content in **partnerships**

UN has global presence in...

Television, photo, print, radio and social media



Overcoming the Challenges – HOW?

Example 1: Cooperation with media

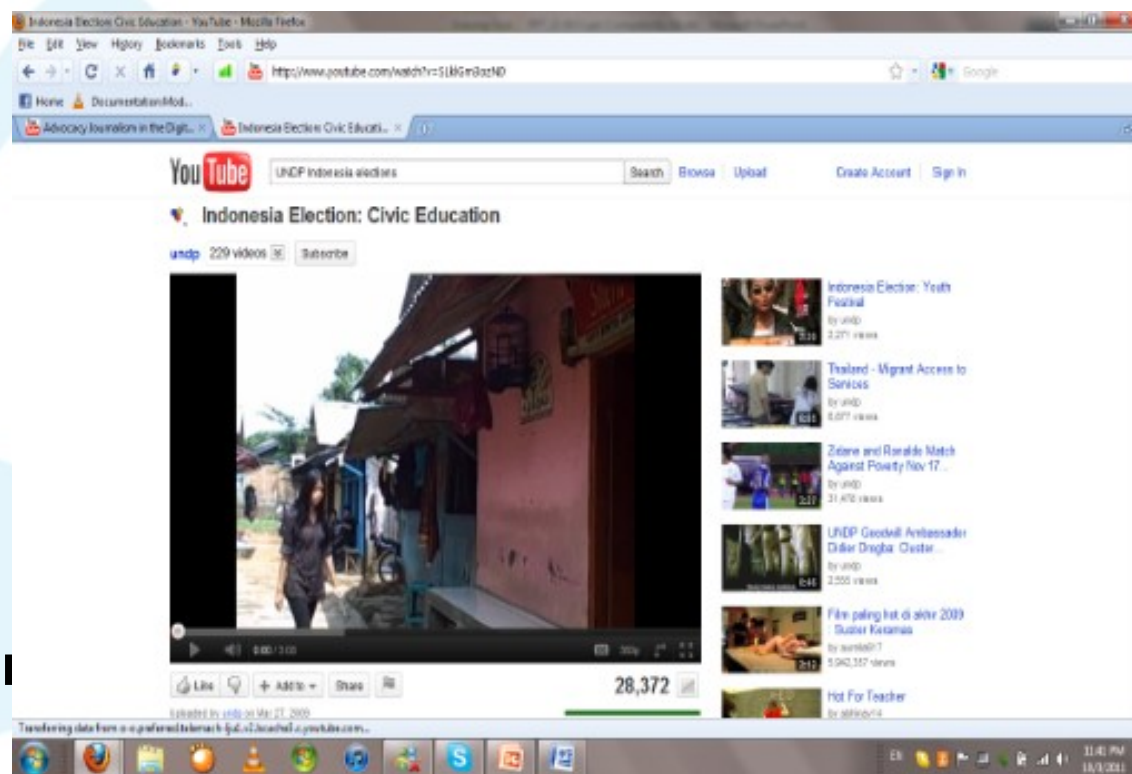
UNDP Flipcam Project

**FlipCams distributed to 40 UNDP Country Offices
World Wide**



Overcoming the Challenges – HOW?

Over 80 times aired and reproduced



Indon

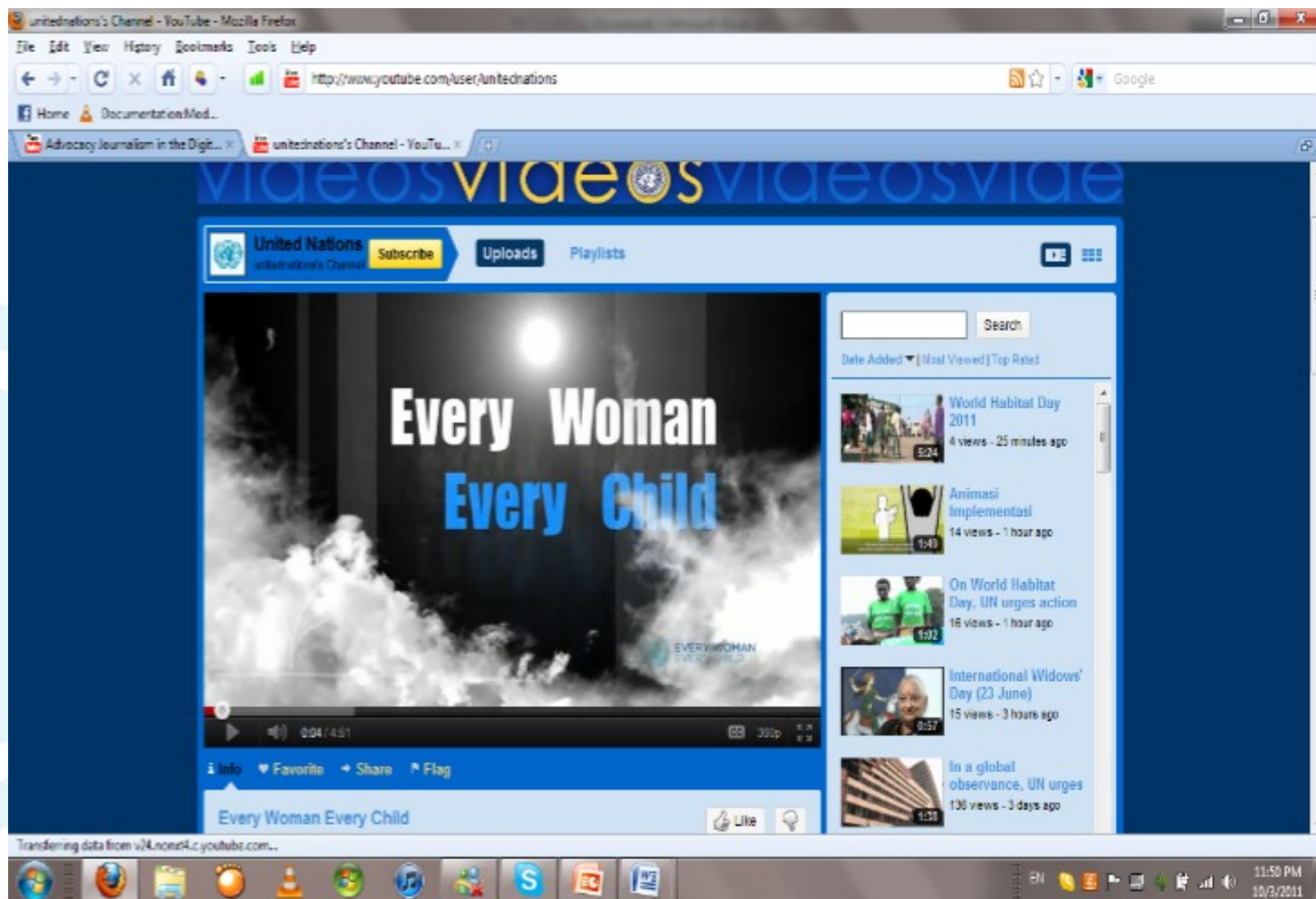
over 30



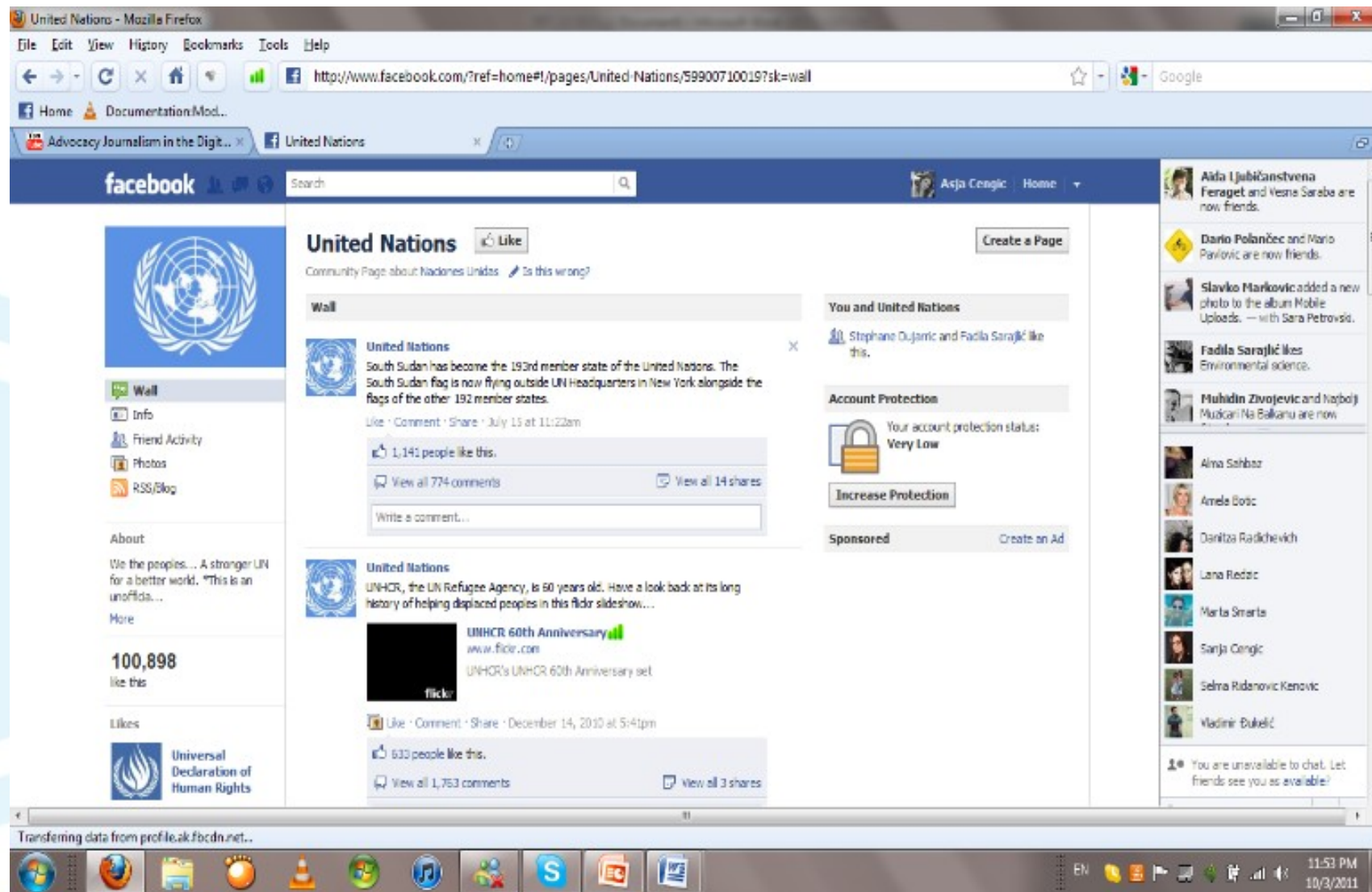
Overcoming the Challenges – HOW?



Overcoming the Challenges – HOW?



Overcoming the Challenges – HOW?



Overcoming the Challenges – HOW?

Example 2: Cooperation with filmmakers and Vimeo

ONE DAY ON EARTH 10/10/10

120 HD Cameras

100 UNDP Country Offices

8000 filmmakers around the world



Overcoming the Challenges – HOW?



Overcoming the Challenges – HOW?

Example 3: Social Media



Overcoming the Challenges – HOW?



Example 3: Social Media



What Can We Do Locally?

For effective communications...

- Manage reputation - honesty, impartiality and transparency
- Research internet users
- Create partnerships with local media (engage them in content production);

If media is small it does not mean it' insignificant!



What Can We Do Locally?

- Use hybrid journalism – use social media to stir discussions (promote topic not an institution)
- Engage local experts and prominent public figures;
- Participate in success stories production;
- Tell the World about it!
- Use existing networks – regionally and internationally



What Can We Do Locally?

Example 1: Advocacy journalism

MDG-F Youth Employability and Retention Programme

Joint programme of 5 UN agencies - UNDP, UNICEF, UNFPA, IOM and UNV

Footage produced by UN Comms Unit



What Can We Do Locally?

Distribution: CNN, UN BiH Web, regional news portal, thematic Facebook page, e-Newsletter, local TV stations



What Can We Do Locally?

Example 2: Promote the issue through Social Media

National Public Information Campaign – UNDP and UNICEF

“VatreNO oružje: Ko je sljedeća žrtva?”

“Firearms: Who is the next victim?”



What Can We Do Locally?

Over 800 participants in discussion on firearms issues in BiH; one year after the campaign daily postings/comments still vibrant!



What Can We Do Locally?

Future UN projects in BiH...

Gender based violence national campaign

3 UN agencies – UNDP, UNFPA and UN Women

Awareness raising through: theater play, media campaign, articles, social media, ambassadors, partnerships with NGO sector and governmental bodies...

UNited against GBV – ONE VOICE!



CONCLUSION

To get message across UN has to:

- OPEN THE DOOR
- Transform local messages to global level
- Use advocacy journalism as a key tool
- Engage in partnerships with media, CSO and private sector



COMMENTS

?

QUESTIONS

?
**THANK YOU FOR
ATTENTION!**

OBSERVATIONS

?

