

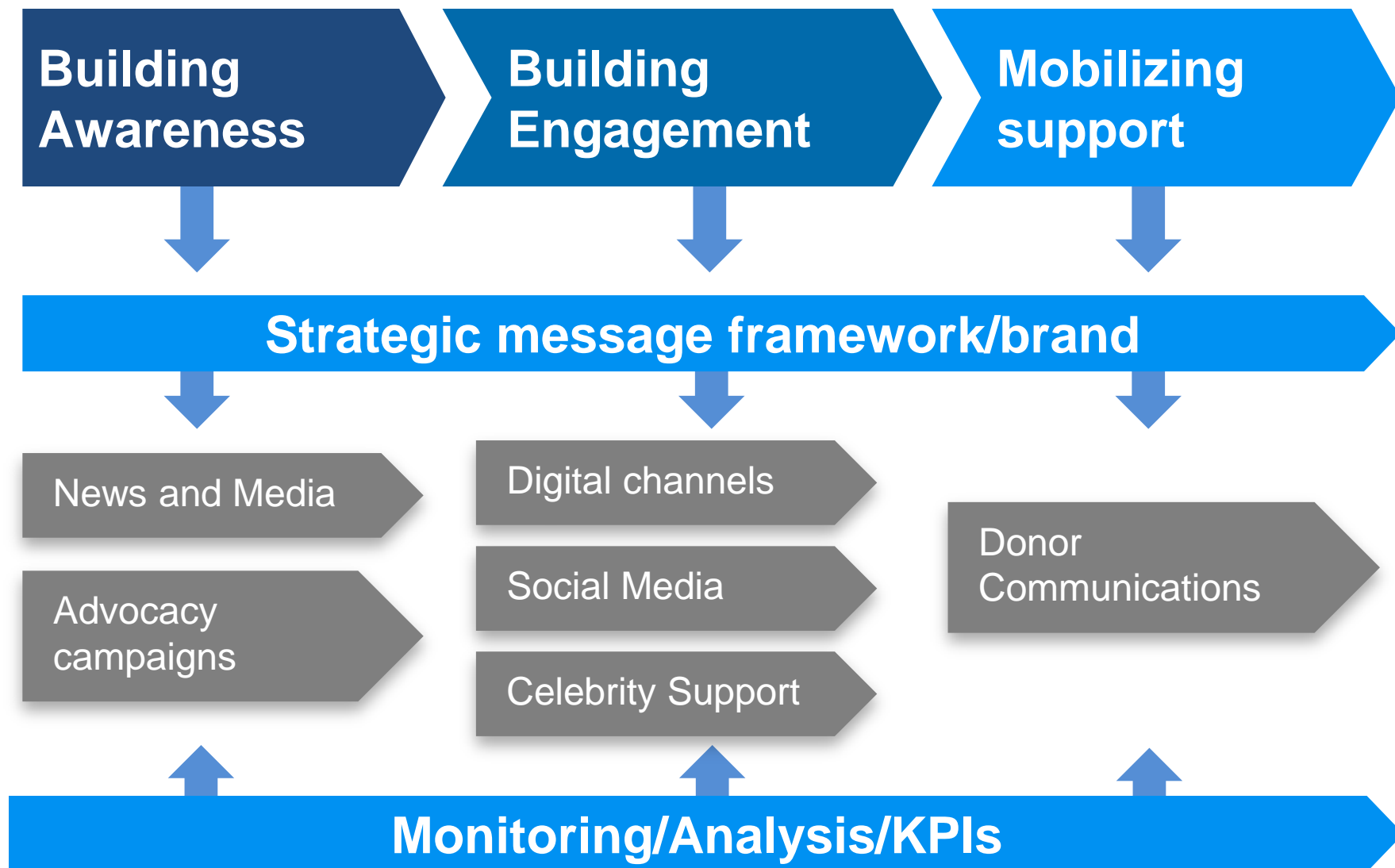


# UNHCR's Global Communications Strategy

Mr. Daniel Endres  
Director, Division of External Relations

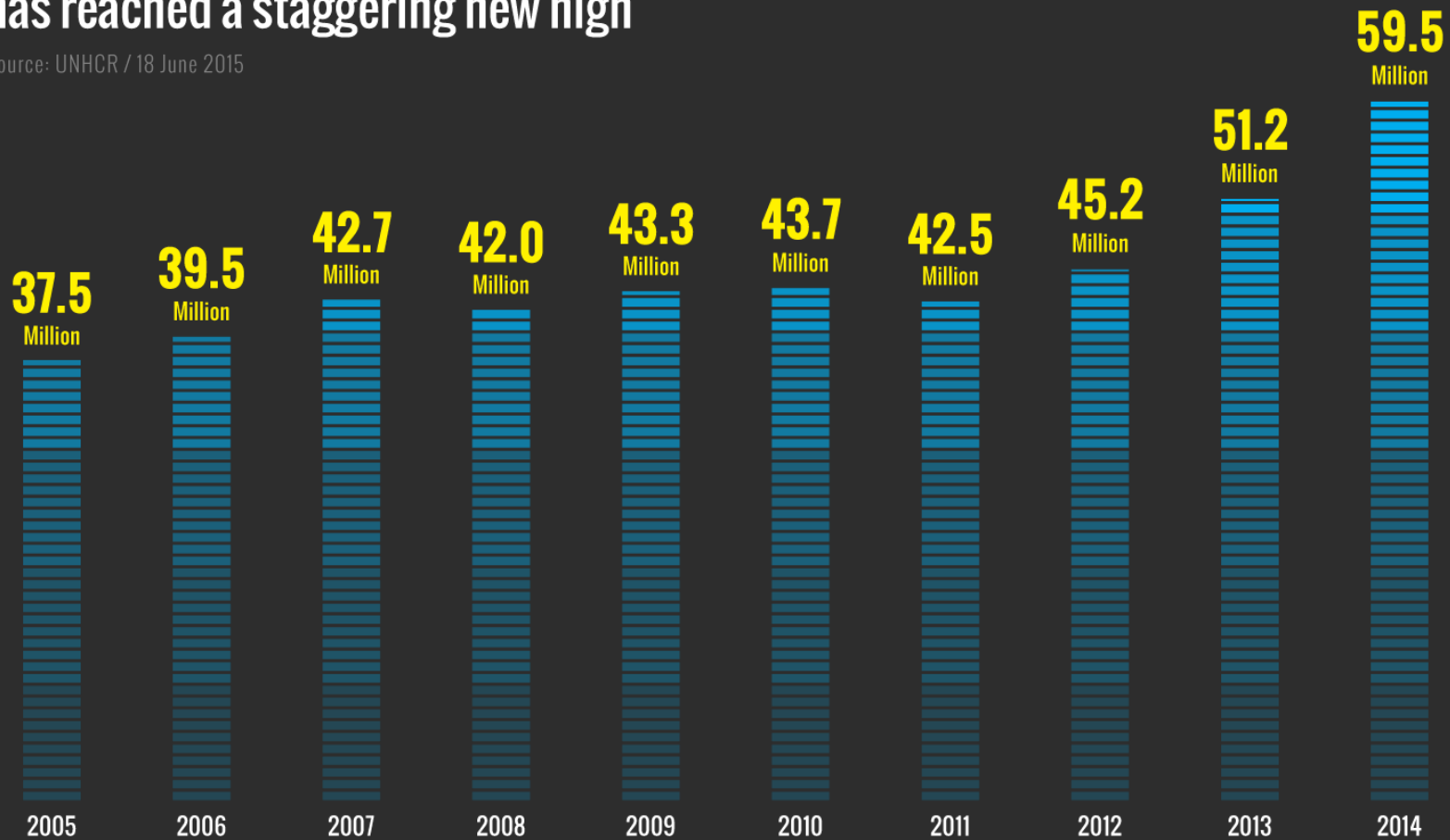
63<sup>rd</sup> Meeting of the Standing Committee  
24-26 June 2015

# GLOBAL COMMUNICATIONS OBJECTIVES



## The number of people displaced by war has reached a staggering new high

Source: UNHCR / 18 June 2015



## #IBELONG

Join us in our campaign to end statelessness



**10 MILLION PEOPLE IN THE WORLD  
HAVE NO NATIONALITY**

Without a nationality, people can remain  
invisible from cradle to grave.

- Communication as an additional tool to advocate for **enhanced protection**
- Importance of **issue-based reports**
- Communications as a **protection advocacy tool**
  - “#IBELONG# campaign
  - Protection at sea



# INCLUSIVE COMMUNICATIONS



- Communications **reflect the reality of UNHCR's work**
- Telling the **human stories** and **recognizing the talent** of refugees and persons of concern
- Recognition of **partners** and contributions from **donors and host countries**

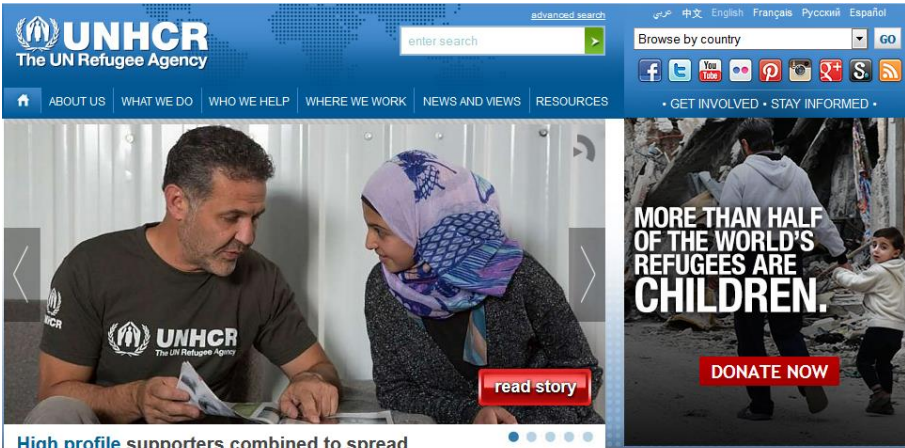


## STRENGTHENING PUBLIC INFORMATION AND COMMUNICATIONS CAPACITY

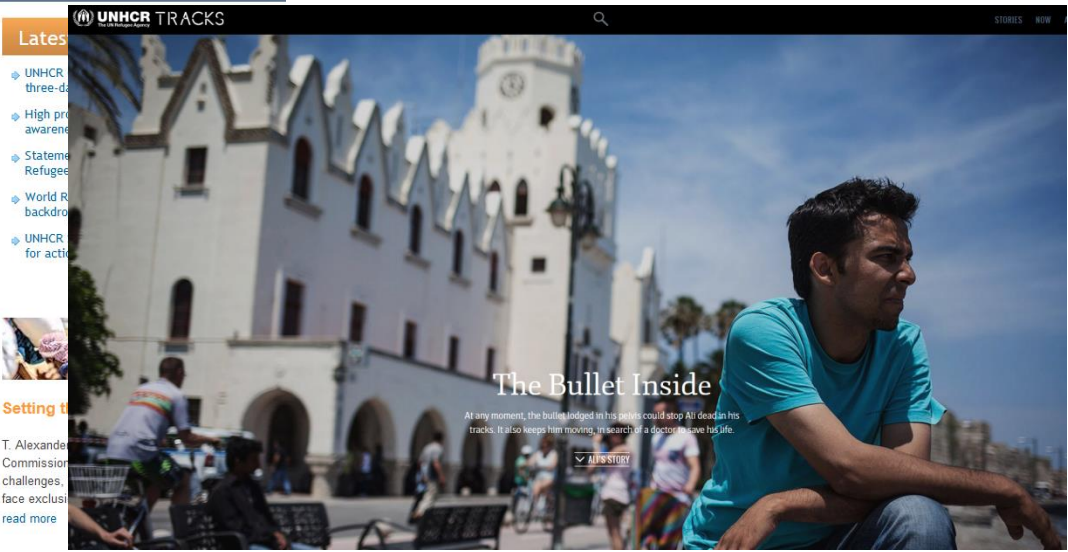
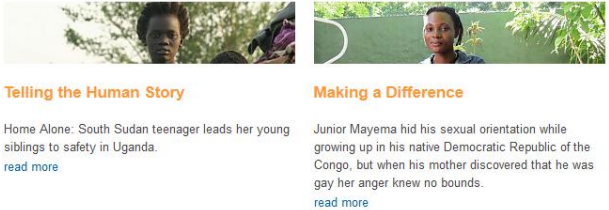
- Public information officers in major field operations
- Enhanced reporting, briefing notes and outreach tools
- Communications templates
- Communications training
- Etc.



# CONSOLIDATING UNHCR's INTERNATIONAL DIGITAL PRESENCE



- Currently: **more than 70** distinct country and regional **websites**
- Reconfigured and redesigned [unhcr.org](http://unhcr.org) in 2016 integrated with [tracks.unhcr.org](http://tracks.unhcr.org)



# BUILDING ENGAGEMENT



"I'm not studying right now, I would love to go back to school. But to be honest I am worried about my future."

Back in Syria, Amy, 18, was in her final year of a degree in Pharmacy.

Our colleague Bathoul met her in a Syrian town in the Kurdistan region in northern Iraq. Bathoul

"Stories like Amy's break my heart. Not only do they show the pain of displacement but also the realization that you might not be able to return home. The opportunity to go back to school is a bitter pill to swallow."

51% of Syrian refugees are women. Many of them are young women who live in limbo waiting for an opportunity to go back to school and there is a chance that all is not lost and there is a still a chance for a better future.

Saying goodbye, Amy said: "It was nice to meet you and to talk to you. You are very lucky to have someone who is doing what you love. I would really love to see you again."

Photo: UNHCR/B.Ahmed



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9,106 others like this.

1,107 shares



Melissa Fleming @melissarfleming · Jun 18

People forced to flee per day:

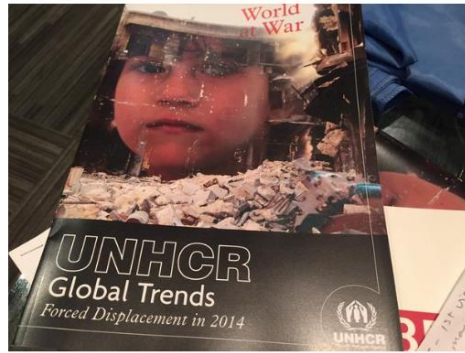
2014: 42,500

2013: 32,200

2012: 23,400

2011: 14,200

2010: 10,900



RETWEETS 176

12:35 ar

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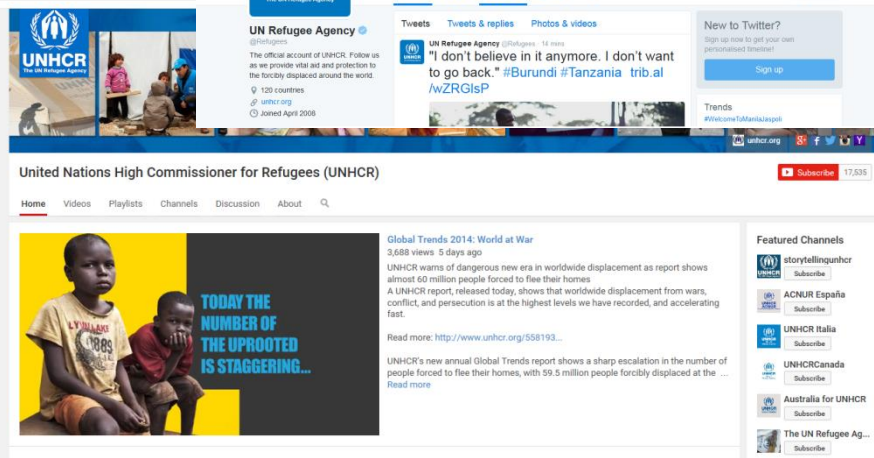
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## Strong presence on social media and other channels

- Facebook
- Twitter
- Youtube

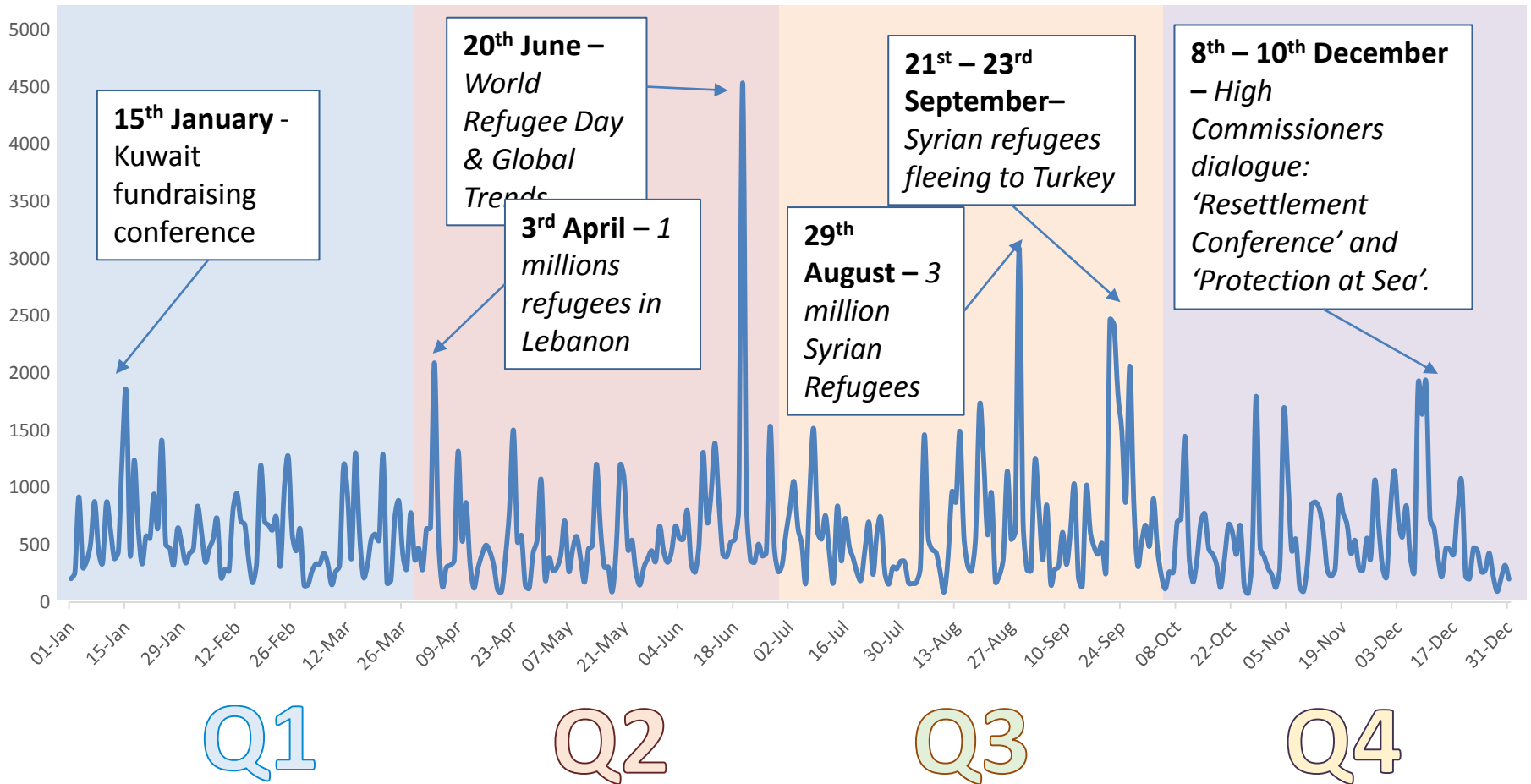






- Based on **previous work** to strengthen the UNHCR brand
- Research shows our brand position can positively be improved
- Building the brand **raises awareness, engagement and ultimately support**
- **Global Brand Took** kit to help UNHCR staff with verbal and visual consistency of the organisation will be an output of the brand strengthening work

## 2014 Trends – Coverage Peaks





**Thank you!**

Namibia/DYSWIS/Osire camp workshop participants practicing the photography skills learned during UNHCR workshops.  
Isabel vondlia/UNHCR/B. Bannon/October 2007