

**ECONOMIC COMMISSION FOR EUROPE**

**EXECUTIVE COMMITTEE**

Eighty-sixth Meeting  
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Item 10

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**Preparations for the Commission session:  
Enhancing the visibility of the UNECE work on economic integration and sustainable  
development towards 2030**

## **Enhancing the visibility of the UNECE work on economic integration and sustainable development towards 2030**

1. In 2017 UNECE is turning 70. The 70<sup>th</sup> anniversary is a unique opportunity to raise the public profile of the organization, not only by remembering the milestones of its history and achievements, but also by looking ahead towards its contribution to the 2030 Agenda for sustainable development.
  2. The one-year multi-media outreach campaign aims to enhance the visibility of UNECE and its contribution to economic integration in the region. The campaign will include events and on-line activities around the 70<sup>th</sup> anniversary session of the Inland Transport Committee (21-24 February 2016), the 67<sup>th</sup> Commission (25-27 April 2016), other sectoral Committee sessions and conferences in 2017, as well as on the occasion of the celebrations of international Days (e.g. International Day of Forests, World Environment Day, etc.).
  3. The campaign is addressed to UNECE policy and decision makers, Governments and public sector; UN system, other international organizations and NGOs; Current and potential stakeholders, business community /private sector; International media/Local media; General public. All UNECE member States are the intended beneficiaries.
  4. To implement the campaign, a number of communication tools will be produced, namely:
    - a) **Banners** (7 x14.5 m) to be placed on the facade of the Assembly Hall facing Palais des Nations visitors entrance. Tentative display time: February-April 2017 (approximate cost: \$14,000);
    - b) **UNECE Anniversary Logo in 3D** (Light Box) to be installed in the flags alley (Place des Nations entrance) and then inside the Palais. Tentative display time: February – December 2017 (approximate cost: \$12,000);
    - c) **UNECE on Video**, including a) 70<sup>th</sup> Anniversary corporate video, showcasing the organization's history and achievements, b) Testimonies/Messages-video greetings from high-level representatives (member States, international organizations, private sector, NGOs) on importance on UNECE programmes, norms, conventions). Tentative timeline: end 2016 – June 2017 (approximate cost: \$13,500);
    - d) **Anniversary Stamp** (300 sheets x10 stamps - to be printed and distributed by UN Postal Administration. Tentative timeline: end 2016 – April 2017) (approximate cost: \$4,500).
  5. Member States are invited to consider supporting the campaign with extrabudgetary funding.
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