

## UNO Kiev Report 2011-2012

Supporting the overall goal of the UN Department of Public Information - to help achieve the UN's substantive goals within the three broad pillars of its work – **development, human rights, and peace and security**, UNO Kiev focused in its work on priorities reflecting thematic areas within the three pillars, the Secretary-General's strategic priorities for 2011-2012 and priorities of the United Nations Country Team in Ukraine.

Among other documents there were used for planning and performing UNO Kiev's activities in 2011 and 2012 were the Calendar of Key Activities and Events and 2011 and 2012, International Observances and Years.

### *Development*

Throughout the period UNO Kiev organised information campaigns to highlight flagship activities of the UN in the area of sustainable development. The information was widely spread among mass media and public regarding International Year of Forests, World Water Day, focus on urban water and sanitation, International Day for Biodiversity with the focus on forests, DPI/NGO Conference – “Sustainable Societies, Responsive Citizens” in Bonn, Launch of Human Development Report on theme of sustainable development and Report of the Secretary-General's High-level Panel on Global Sustainability, Launch of MDG Report 2011, World AIDS Day, Launch of the World Economic Situation and Prospects report.



UNO Kiev and UNFPA organized a multimedia youth contest to the “Day of 7 Billion” aimed at attracting young people's attention to the Attract attention of youth to the issues of population, including healthy life style, ‘green’ thinking, human rights, census, and development of joint programs, finding solutions for common problems.

Over 50 videos of young artists were received and winning films were demonstrated at the press event dedicated to the 7 Billion Day.

Another outreach activity was organized to mark World Environment Day with focus on forests.



Initiated by the UN office in Ukraine under the auspices of the Ministry of Education and Science of Ukraine and Ministry of Ecology and Environmental protection, International Drawing Contest “Draw for the planet – Draw for the Future” was designed for 5<sup>th</sup> – 8<sup>th</sup> grades students to promote environmental protection and natural resources savings. The contest started in March and continued throughout the spring time up to the 5<sup>th</sup> June – World Environment Day, when the official awarding ceremony took place at “Rakushka” stage in Mariyivskiy park, devoted to the World Environmental Day. More than 2000 drawings were sent from all regions of Ukraine.

An award ceremony for winners of the International Drawing Contest ‘Draw for the Planet – Draw for the Future!’ launched the celebration, followed by the concert ‘Sounds of Nature’ performed by various Kyiv children and students of Kyiv National Institute of Culture and Art. Apart from the concert, visitors were able to dip into numerous master classes organized by over 20 unique craftsmen such as potters, spinners, embroiderers and knitters. Over 40 volunteers from Ekochashka, Alternative V, and the GEF NGO network in Ukraine organized special drawings and sport activities for more than 1000 children and adults.



New initiative within the “Plant for the Planet: Billion Tree Campaign”, a worldwide tree planting initiative facilitated by the UNEP was held with the support of UNO Kiev.

United Nations Resident Coordinator, Heads of UN Agencies and Director of the Fomin Botanical Garden launched a “UN Green Alley” at the Botanical Garden in Kyiv and planted a magnolias alley.

Another “UN Green Alley” was planted in cooperation with Vlada Prokaeva Foundation “Gifted Children – the Future of Ukraine” and is located at the Gryshko Botanical Garden in Kyiv.



## *Peace and security*

Ukraine is widely regarded as a country actively supporting UN peacekeeping operations. To mark Ukraine’s contribution and stress on the importance of the peacekeeping activities of the United Nations a series of events were initiated and organized by the Ukrainian Peacekeepers Association with support of the Ministry of Defence, the Ministry of Internal Affairs, the Ministry of Foreign Affairs and the UN office in Ukraine to observe the tenth International Day of UN peacekeepers and the 20th anniversary of Ukraine’s participation in UN peacekeeping operations.

On 29 May 2012 representatives of the Ministry of Defense, the UN office, and the Associations of Peacekeepers took part in the ceremony of wreaths-laying in the UN alley of the Staronovodnitsky park to honour memory of those who have lost their lives in the cause of peace.



On 27 May an official gathering took place on the occasion of International Day of UN Peacekeepers in the Central House of Officers of Military Forces of Ukraine in Kyiv. Mykhaylo Yezhel, Ministry of Defense, UN Resident Coordinator ai, Oldrich Andrysek, Heads of Departments of Ministry of Defense and Ukraine's Military Forces General Headquarters, military officials – participants of peacekeeping operations, representatives of veteran peacekeeping operations took part in the event.

In 2011 and 2012 UNO Kiev and UN Resident Coordinator's office continued their support to Club of Young Peacekeepers, whose activities in 2011 were extended and new Club was opened in Kharkiv embracing more than a 1000 children in Kharkiv and Kam'yanets-Podilsky.

The main purpose of the Club of Young Peacekeepers is to protect the social, national and cultural interests of children; to develop a young peacemaker as a patriot of their homeland; to promote healthy lifestyles, moral, spiritual and family values. The organization promotes formation of a young peacemaker as a human with democratic views, who respect human rights and freedoms, traditions, culture, religion and language of communication among the Nations.

## ***Human Rights***

A number of information campaigns and events were organised and co-organised by UNO Kiev in order to address human rights issues critical for Ukraine and globally.

Observance of the International Holocaust Commemoration Day in Ukraine took place in January 2012. The round table for professors, scientists and students under the theme "Ukrainian society and the Holocaust memory: scientific and educational aspects" was held in Kyiv *in the frame of the global observance of the International Day of Commemoration in memory of the victims of the Holocaust.*

The main goal of the round table was to spur discussion about the historic memory of Holocaust and to delineate guidelines for the Holocaust education in Ukraine. Among other issues the challenges and perspectives of studying the history of the Holocaust in contemporary Ukraine, the historical memory of Holocaust and ways to resist actual anti-Semitism and xenophobia etc. were discussed.

UNO provided informational and organizational support to UNAIDS colleagues in observance of the International AIDS Memorial Day: AIDS Memorial Quilt in Kyiv. "NAMES" - AIDS Memorial Quilt event, organized by the All-Ukrainian Network of People Living with HIV and supported by UN System will honor the lives lost to AIDS and raise social consciousness about HIV epidemics.

UNO Kiev took an active part in preparation of the outreach project "Let's Do It Together", which was launched on the International Day of Families. The initiative aims at healthy and responsible behavior promotion among children and youth, violence and sexual exploitation prevention, combating human trafficking and racial discrimination.

The project envisages a public information outreach campaign "Red Card", children's/youth football tournaments "Volunteer - Trainers", series of events for children and youth "Second

Time” in all regions of Ukraine from May 2011 until the final match of the European Football Championship 2012.



Creation of the web-site of the project was supported by UNO Kiev: <http://www.davajrazom.com.ua/index.php>.

### **Promoting human rights through Human Rights Film Festivals**

Visual Arts have the power to cross cultural, linguistic and geographical borders, and influence millions of people in the conduct of daily life. They promote respect for the rights and dignity of the individual - forms the basis for international freedom, justice and peace in the world.

UNO Kiev supported three Film Festivals focusing on Human Rights issues: the Docudays in Kiev, the STEPS in Kharkiv and the International Kiev Film Festival. Overall the audience of approximately 5000 spectators was targeted.



On June 2011 the UN office in Ukraine in partnership with the Ministry of Justice, IOM, UNHCR, Office of the Ombudsman launched national contest on short films “This Human World” to champion human rights, non-discrimination and equality through video art. The contest was aimed at raising awareness of Ukrainians on human rights, that all human beings are born free and equal in dignity and rights and promoting tolerance and diversity among young people.

### **Observance of the United Nations Week in Ukraine**

On 24-27 October 2011 the delegation of the United Nations system in Ukraine visited Chernihiv, Sumy and Kharkiv Oblast on the occasion of the United Nations Day. The trip was aimed at demonstrating results of the UN Country Team accordingly to their mandates addressing human rights issues of various vulnerable groups and reinforcing cooperation with local authorities.

Among members of the delegation were Mr. Olivier Adam, UN Resident Coordinator/UNDP Resident Representative, Ms. Yukie Mokuo, UNICEF Representative, Mr. Manfred Profazi, IOM Chief of Mission, Mr. Kees de Joncheere, WHO Representative, Head of Country Office, Ms. Nuzhat Ehsan, UNFPA Country Director for Ukraine, Bulgaria, Bosnia and Herzegovina, Ms. Elena Panova, UNDP Deputy Country Director, and Mr. Vasyl Kostyrytsya, ILO National Coordinator.

Meetings with local authorities were conducted during the trip to reiterate the cooperation between oblasts and UN. Delegation also visited projects being implemented by the United Nations agencies represented in Ukraine - the UNDP/ILO project “Social Inclusion of People with Disabilities through Access to Employment”, UNICEF Mother and Baby Support Centre, Migrants Accommodation Center in Rozsudiriv, Chernihiv Oblast supported by IOM, Visit to the Water Treatment Plant in Chernihiv, supported by the UNDP - GEF Dnipro Basin Environment Programme 2nd Stage: “Implementation of the Dnipro Basin Strategic Action Programme for the reduction of persistent toxic pollutants”.

On the way to Sumy the delegation met with inhabitants of the village Chernecha Sloboda, who took part in the CBA Project.

In Kharkiv, UN Resident Coordinator delivered lectures at Karazin National University of Kharkiv and Kharkiv National Economic University and signed with Universities memorandums of understanding. The delegation visited the IOM partner NGO in counter-trafficking, the World Bank Information Centre, attended meeting with members of the Young Peacekeepers Club of Kharkiv and the refugee communities' representatives.



### Visit of the UN Secretary-General



The visit of the UN Secretary-General to Ukraine on the occasion of the 25<sup>th</sup> Anniversary of Chernobyl nuclear accident became one of the most prominent communications events in 2011. The visit took place during 19 to 21 April 2011. In this relation, various communications activities were planned to ensure extensive media coverage and to promote issues the UN stands for.

An interview with the Secretary-General may be recorded and aired with national TV-channels Inter and UT-1, both with national coverage and large audience. Newspaper “Zerkalo nedeli”, one of Ukraine’s most influential analytical newspapers published weekly published an interview with Ban Ki-Moon. A lecture at the National University of Ukraine, Kiev Institute of International Relations was organised. Information materials were prepared and sent to Ukrainian mass media ensuring extensive coverage of the visit.

### Model UN Conferences

Every year, the number of existing Model UN students conferences increases, providing new opportunities to those who are keen to plunge into the work of the most well-known international organization. Ukraine is not being exception to this tendency. In 2011 one more university launched its annual Model UN Conference with the support of UNO Kiev, making up for five educational institutions which conduct Model UN conferences in Ukraine with over 700 students involved:

- Odessa National University Model UN (ONUMUN)
- Kyiv Business Lyceum
- Kryvyi Rig School #68

- Kyiv National Taras Shevchenko University
- Model UN in Dnipropetrovsk

Besides this, Ukrainian students take part at Model UN conferences in neighboring countries such as Russia, Poland, Belarus, and other countries.

“This is a thrill - to be in the UN ... At the end of the conference national problems of the states became less relevant. We had a mission to neutralize challenges that pose a threat to the whole mankind. Representatives of all countries worked together to find a solution for man’s benefit. The conference gave us a feeling that we can make this world a better place. And we will strive for it!”

*Dariya Shelest and Dmytro Baliev, participants of the first Global Model UN in Geneva*

### **Media Outreach**

UNO Kiev ensured dissemination of press releases, Secretary General’s messages and Ukraine-related background information dedicated to the particular UN Days Observances. In 2011, more than 120 news were disseminated among Ukrainian mass media. UNO Kiev ensures also publishing of the UN Secretary General’s or other UN top officials’ Op-Eds and Resident Coordinator interviews in Ukrainian media (papers 2000, Den’, International Courier, and other newspapers read by target audience). Overall, the monitoring of Ukrainian mass media demonstrated that about 500 news were published weekly by printed and Internet media, majority of them are reprints from the international news agencies.

### **Work with Libraries and Publications**

On 12 June UNO organized an Open Day for Librarians at the UN House attended by more than 40 librarians from 24 Kyiv public and universities libraries. During the event more than 1000 UN global and national publications have been disseminated. 25 packages with 16 UN system publications each were sent to all 25 regional (oblast’) libraries including Autonomous Republic of Crimea, thus covering all country.

UN-kit – a selection of pages on UN Country Team members in Ukraine and their activities was produced and the process of updating of information begun in the second half of the year thus leading to publishing of the renewed version in 2012.

### **Support to the United Nations Communications Group**

Traditionally, in 2011-2012 UNO Kiev worked as a secretariat of the UN Communication Group. During six bi-monthly regular meetings of the UN Communication Group its members discussed all current issues related to Communications activities in frame of the “One UN” Concept as well as Agency-specific. 3 trainings related to communications were organised in order to improve professional skills of UNCG members and bring discussion of the innovative communication tools to the UNCG agenda, such as work with social networks, which resulted in launching of Facebook and Twitter pages of individual agencies at UNICEF, UNFPA, UNDP, IOM, UNHCR.

### **UN4U - United Nations Works for You**

UNO Kiev organized five information sessions for more than one hundred fifty school students from Ukrainian schools within frameworks of the UN4U campaign. Throughout the year Ukrainian high school and university students had the opportunity to visit the United Nations office in Kyiv, and invite UN staff for lectures. Three major UN4U meeting were conducted during the visit of the UN Secretary-General to Ukraine, when Mr. Ban Ki-Moon gave a lecture to 800 students at the premises of the Kyiv International Relations Institute and was awarded with

an honorary doctoral degree, and in Kharkiv, where UN Resident Coordinator lectured more than 500 students in two universities - Karazin National University of Kharkiv and Kharkiv National Economic University and signed with Universities memorandums of understanding.



## Internet Activities

Social Media are becoming increasingly important channel of communications for the United Nations. The innovation that social media accommodates has to be utilized to increase accessibility of information and help ensure quick and updated dissemination of the information produced by the United Nations.

In order to outreach the audience of social networks in 2011 UNO Kiev registered accounts in the most popular networks:

**Facebook:** Facebook page for the UN in Ukraine was created in October 2011. More than 160 Facebook users liked the page and started to follow news: <http://www.facebook.com/pages/United-Nations-in-Ukraine/232482103442658>

**Twitter:** More than 350 followers followed UN in Ukraine account in 2011:

**Flickr:** Photos depicting various UN events in Ukraine are now uploaded directly to the Flickr account <http://www.flickr.com/photos/unukraine/> to ensure better accessibility for the social networks users.

More than 100,000 visits visited the United Nations web-site in Ukraine in 2011. Over 100 news in English and Ukrainian languages were posted on [www.un.org.ua](http://www.un.org.ua).



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