



UNITED NATIONS STAFF UNION
SYNDICAT DU PERSONNEL DE L'ORGANISATION DES NATIONS UNIES
44th STAFF COUNCIL/ 44^{ème} CONSEIL DU PERSONNEL

Resolution/Résolution

Resolution No.: 35

Meeting No.: Special 7

Date: 2 July 2013

Communication Strategy

The Staff Council,

Concerned with the fact that the International Civil Service has been under attack by the media for years, which consequently created an unfavorable image of the career in general and of the individual United Nations staff members in particular;

Further concerned that the review of the compensation package of all categories of international civil servants, currently being carried out by the International Civil Service Commission, may contribute even further to this unfavorable image;

The Staff Council hereby decides:

- (a) *To establish* a Communication Strategy Standing Committee, composed of the President of the United Nations Staff Union, three Executive Board members elected by their peers, the Chairperson of the 44th Staff Council, as well as three Staff Council members elected by their peers; the Committee shall deal with all matters related to internal and external communication strategies with a view to improve the public image of the international civil service;
- (b) *To immediately hire*, initially for a trial period and, if deemed successful by the Communication Strategy Standing Committee, for up to six months, renewable, a communications strategy firm which has extensive experience with labour and related campaigns;
- (c) *To allocate* up to \$70,000 from the Staff Union reserve fund for an internal and external communication strategy with a view to improve the public image of the international civil service;
- (d) *To request* monthly reports of the communication strategy standing committee on the implementation of this communication strategy.

Adopted	YES
For	12
Against	1
Abstention	1