



MANAGEMENT PERSPECTIVE TO THE META-SYNTHESIS ON UN-WOMEN'S ADVOCACY AND COMMUNICATION

**BACKGROUND NOTE FOR THE EXECUTIVE BOARD
FIRST REGULAR SESSION**

RECAP: OPPORTUNITIES IDENTIFIED BY THE META-SYNTHESIS

- Ensure a corporate approach and investment in advocacy and communications
- Develop M&E frameworks, follow-up mechanisms and sustainability strategies
- Adapt to the local context (language and channels)
- Establish further strategic partnerships to pool resources and multiply impact
- Prioritize non-traditional approaches appealing to younger people and rural audiences
- Scale up digital initiatives
- Prioritize social media and mobile content to reach the most vulnerable
- Place long-term and sustained focus on advocacy and communications

OVERALL MANAGEMENT PERSPECTIVE

- **UN-Women appreciates and acknowledges the analysis and observations identified by the Meta-Synthesis on advocacy and communications.**
- UN-Women will continue to leverage its Strategic Plan 2022-2025, to define advocacy and communications priorities based on the Plan's impact areas and systemic outcomes.
- **New Communications leadership will work closely with PPID and other relevant internal stakeholders to continue to:**
 - Systematize **a coherent advocacy communications approach across the organization** which strengthens guidance and alignment with local priorities and agendas.
 - Strengthen **communications capacity in the field** to support this alignment.
 - **Strengthen knowledge networks** to promote capturing and sharing of promising practices, results and challenges; analysis of annual corporate results and strategic planning

The following slides respond to the individual meta-synthesis opportunities in additional detail.



Ensure a corporate approach and investment in advocacy and communications

UN-Women response:

- Based on promising practices to be identified across the organization, UN-Women will develop **corporate guidance on designing successful advocacy campaigns and communications initiatives to advance UN-Women's 2022-2025 Strategic Plan results.**
- An **updated Communications Strategy (2024)** will identify opportunities for improved alignment between UN Women's advocacy, and communications and policy and programmatic work, to be systematized with the next Strategic Plan.
- PPID and SPD will work jointly with Regional Offices to **strengthen functional and knowledge networks to enhance capacity to advance UN-Women's communication and advocacy efforts** at all levels of the organization.



Promote the development of monitoring and evaluation frameworks, follow-up mechanisms and sustainability/exit strategies for advocacy and communication initiatives

UN-Women response:

- Develop a corporate guidance note on designing successful advocacy and communication initiatives based on regional and country office good practices and that respond to the insights provided by the meta synthesis
- The guidance will be **aligned with UN-Women Strategic Plan and Gender Equality Accelerators (GEAs) Theories of Change** to support articulation of transformative results that advance real changes in the lives of women and girls.
- The guidance will include different resources, tools and templates to **promote quality** standards in advocacy and communications across the organization.



Adapt advocacy and communication initiatives to the local context, including using local language and appropriate communication channels

UN-Women response:

- **Guidance to include steps and criteria for Regional and Country Offices to contextualize global advocacy priorities and campaigns/tools through Strategic Notes and workplans, based on good practices.**
- **UN-Women will continue to strengthen the regional networks of communications specialists and focal points to support adaptation of advocacy and communications initiatives to local contexts.**
- **Leverage communication expertise and partnership with local organizations that understand the local culture.**



Establish further strategic partnerships with government partners, UN agencies, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities to pool resources and create a multiplier effect

UN-Women response:

- Actively develop new alliances with diverse actors and broaden our networks.
- Strengthen focus on communications and advocacy partnerships with strategic multipliers in the updated Communications Strategy.

Prioritize non-traditional advocacy and communication approaches, including sports, plays, music and theatre activities appealing to younger people and rural audiences

UN-Women response:

- Leverage innovative tools, technologies strategic partnerships through corporate initiatives such as HeForShe and UNiTE the End Violence Against Women to engage youth and rural audiences as appropriate to specific local contexts.
- Document and share best practices on both non-traditional and digital initiatives to increase engagement and accessibility for diverse audiences.



Prioritize using social media and mobile content to deliver effective advocacy and communication initiatives and ensure that the most vulnerable women can access them

UN-Women response:

- UN-Women global Communications is **already implementing a digital- and social-first approach, prioritizing cross-platform content to reach diverse audiences.**
- Continue to develop innovative, mobile friendly knowledge products and platforms to increase accessibility and outreach.

Scale up the development of digital initiatives to support advocacy and communication efforts

UN-Women response:

- Continued investment and efforts to prioritize innovative digital content, streamline platforms, pursue new formats and audiences
- Continue working to consolidate UN Women web presence to leverage resources, facilitate upscaling of digital initiatives and ensure more efficient use of resources.



Place long-term and sustained focus on advocacy and communications

UN-Women response:

- Set strategic, long-term corporate advocacy and communications goals and approaches to raise awareness and impact policy change.
- Analysis of EDAR annual results to identify and document good practices at the country and regional level to continue capturing, enhancing and upscaling interventions that work in advancing gender equality and empowerment of women through advocacy and communications.