

**STATEMENT BY MR. MAHER NASSER  
OFFICER-IN-CHARGE OF THE DEPARTMENT OF PUBLIC INFORMATION  
BRIEFING TO THE AD HOC WORKING GROUP ON THE REVITALIZATION  
OF THE WORK OF THE GENERAL ASSEMBLY**

**THURSDAY 19 MARCH 2015, 10:00 A.M.  
ECOSOC CHAMBER**

**Chairpersons, H. E. Ambassador Vladimir Drobnyak and  
H. E. Wilfried I. Emvula,**

**Distinguished delegates, ladies and gentlemen:**

**I am honoured to be with you today, on behalf of the  
United Nations, to participate in this discussion on the role  
and authority of the General Assembly.**

**My name is Maher Nasser, and I am the Director of the  
Outreach Division of the Department of Public  
Information, and the Officer-in-Charge of the Department  
this week.**

**The Under-Secretary-General**tf..66567(r1(l)15.0)rod [(O)-3-3.6j41.65.66

**The General Assembly, as the premier policy-making and representative organ of the United Nations, is the voice of the 193 Member States and, through them, the peoples of the world. Its decisions shape the planet where we live and, more directly, provide the mandates and priorities for the Organization.**

**DPI helps to fulfil those mandates by spotlighting the work and decisions of the Assembly – whether in the plenary, through its committees, or via working groups such as these – and raising its visibility. This is an essential element of our wider efforts to “tell the UN story”.**

**Our aim is to explain the work of the Assembly to as broad and global an audience as possible. It means using as many different platforms as possible, from radio and television to social media, and from infographics to promotional campaigns.**



**The Department has continued to intensify its partnerships with Member States, from outreach and educational programmes – such as those on the transatlantic slave trade, the Rwanda genocide, the Holocaust and the Question of Palestine – to social media content and joint campaigns in support of the post-2015 sustainable development agenda, climate action, financing for development and disaster risk reduction.**

**Tomorrow we are filling the General Assem0.973232(h1939(u)-5.35t)-0**

**A Permanent Memorial to those victims, entitled *The Ark of Return*, will be unveiled at a special ceremony at the**

**The support includes providing information about voting**

**DPI helps to update the President's website, provide social media support, and produce and disseminate the annual press kit of the incoming President.**

**Our news media platforms – Television, Radio, Photo and News Centre – provide daily coverage of Assembly activities, with public demand higher than ever during the most recent General Debate in September 2014. A UN Information Centre also offers communications support to the President whenever he or she visits a country where a UNIC operates.**

**The UN Audio Channels app provides live audio feeds from the General Assembly, in addition to the Security Council and to on-demand playback of UN Radio programming. The UN News app provides up-to-the-minute articles from the UN News Centre in all six official languages.**

**Distinguished delegates,**

**The UN's 70<sup>th</sup> anniversary represents a timely opportunity to reflect on the UN's history and take stock of its many achievements. This milestone also offers a moment to highlight where the UN – and the international community as a whole – needs to redouble its efforts to meet current and future challenges across the three pillars of its work: peace and security, development, and human rights.**

**The Assembly, since it held its very first session in Westminster Hall, London, in January 1946, has always been at the heart of the UN system's efforts to make a positive difference in the lives of people worldwide.**

**DPI is taking the lead in coordinating activities and**

**Our social media team is already active in promoting the anniversary – the hashtag #UN70, for example, has been seen by more than 13 million people on Twitter so far since it was launched towards the end of last year.**