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Seul le texte prononcé fait foi

**30<sup>e</sup> Session du Comité de l'information  
Point 7 Débat général**

**Déclaration prononcée par**

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Conseiller**

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Mr President,

I would like to begin by adding my congratulations and wishes of success to those of my distinguished colleagues in the previous speeches. I can also assure you of Switzerland's full support for your task of leading the work of the 30<sup>th</sup> session of the Committee on Information.

Mr President,

My delegation would like to thank Under-Secretary General Mr. Akasaka for presenting the various reports and for highlighting their salient points. Switzerland also wishes to commend the excellent work of the Department of Information, which successfully dealt with the challenges posed by last year's full agenda. I am thinking in particular of the remarkable coverage of the United Nations Conference on Climate Change in Bali last December. Switzerland hopes that the Department of Information will make similar efforts to publicise the activities connected with the 60<sup>th</sup> anniversary of the Universal Declaration of Human Rights.

### **Continuing the rationalisation efforts**

Mr President,

After the partial re-orientation carried out by the Department of Information, we believe that it is now necessary to respond in a sustained and pragmatic manner to the rapid developments in the media world so that the Department of Information can offer its clients the best product possible. Such products are the only means of ensuring a wide dissemination of information about the work of the United Nations.

These rationalisation efforts must begin with the work of the committee. My delegation hopes that together we can produce a more readable resolution. Let us abandon this vain search for exhaustiveness which often produces only a list of minor and diluted elements. Let us opt for a more incisive approach, focusing on a more limited number of priorities. We believe that it is very important for the Department of Information to be able to base its work on a mission and on objectives that are clearly defined by the work of the committee. My delegation also supports the idea of avoiding redundancy by ensuring that the same issue is not examined several times in different bodies.

In turn the different information centres must be able to base their work on a mission and on objectives clearly defined by the Department of Information. This would also make it possible to define respective responsibilities more clearly, to measure results and if necessary to make the adaptations required for effective action. To increase the quality of the dissemination of information on United Nations activities, Switzerland intends to maintain its focus on the content rather than the form of rationalisation. While the regionalisation project with the creation of the Brussels Regional Centre led to increased synergies, it also demonstrated the limits of this kind of model. Switzerland also regrets the very strong ideological positions with regard to this rationalisation model. My delegation intends to learn the positive and the negative lessons from this experience in order to pursue an intelligent and pragmatic rationalisation policy which takes account of specific regional features.

