GLOBAL COMMUNICATIONS STRATEGY

2021
2023

Introduction

The UN Network on Migration (the Network) is committed to supporting the implementation, follow-up and review of the Global Compact for Safe, Orderly and Regular Migration (GCM).

The 2021-2023 Network's global communications strategy sets out how we are shifting the Network's *ad hoc* approach to communications towards one that is more impactful, evidence-based, and policy-oriented.

Communications goals and objectives

In line with the Network's terms of reference and the strategic priorities set in its Workplan, the strategy will focus on the following overarching goals:

To position the Network in mobilizing effective and coordinated action on migration; and support the implementation of the Global Compact for Safe, Orderly and Regular Migration (GCM) for the rights and wellbeing of all migrants and their communities.

To achieve these goals, the Network will focus on the following communications objectives in 2021 – 2023:

1. Speak with one voice on migration-related issues to achieve greater impact and secure support for clear, aligned policy goals;
2. Build awareness and support for the GCM amongst target audiences at local, country, regional and global levels to incentivize policy- and decision-makers to implement the GCM;
3. Promote a values- and evidence-based public discourse on migration and migrants;
4. Stimulate national and global media interest in migration issues and boost the Network's media coverage to both improve public attitudes towards migration and hold policy- and decisions-makers to account;
5. Build a coherent Network brand, enhance its authority and reputation, and increase its visibility to ensure the Network delivers on all the above objectives.

This strategy seeks to stress the link between the delivery of communications outputs towards the overarching goals stated above and the main change strategies identified below:

- Leveraging UN coordination to speak with one voice on migration;
- Harnessing the power of data and evidence to build stronger narratives on migration;
- Developing stronger advocacy to effect policy change; and
- Fostering civil society engagement to increase support for GCM and apply pressure on governments to implement changes.

Target audiences

The Network has identified different audiences that will be targeted by tailor-made messages, using the most appropriate tools and conveyed through selected channels to achieve the objectives mentioned above. Target audiences are split into those who have the power to implement the GCM (primary audiences) and those who are most likely to influence them (secondary audiences.)

Target audiences will vary by desired outcomes and priority topics, but all communications efforts will support the Network in delivering its mandate.

Primary Audiences:

Policy- and decision-makers. Given the Network's primary mandate to assist Member States in implementing the GCM and acting as a source of policy guidance on migration issues, policy- and decision-makers will include UN Member States, including GCM Champion countries, government officials, parliamentarians and local authorities.

UN system. The Network emphasizes those issues where a common UN system approach would add value. Therefore, UN entities must be informed of the Network's activities and how they can support it. The Network's communications will target UN entities at all levels, including Headquarters, UN Resident Coordinators, UN Country Teams, and coordination mechanisms on migration at country and regional level.

Employers and workers' organizations. Workers' organizations have specific concerns to be addressed and specific inputs to make in terms of protecting migrants and supporting GCM implementation, while employers are a key constituency as they are responsible for helping drive migration and ensuring decent conditions for migrant workers.

Secondary Audiences:

Civil society and other stakeholders. The GCM prioritizes the broad and meaningful participation of all relevant stakeholders and holds central a whole-of-society approach to addressing international migration. All those communities and organizations representing them and who are impacted by the GCM will be targeted by the Network's communications efforts.

Media. The Network aims to enhance national and international media's knowledge and awareness of migration issues, the GCM and the Network's activities. To amplify the Network's strategic messaging, specific communications activities will target media, including online media outlets, at local, regional, and global levels.

Migrants. While the GCM promotes broad multi-stakeholder partnerships to address migration in all its dimensions, the Network will work with and engage target migrants and diasporas in a more focused manner.

Experts and practitioners. The Network's convening power and ambition to become a centre of excellence on migration, including through its Migration Network Hub, requires making the Network a trusted and valuable knowledge partner for experts, researchers and practitioners.

"Moveable" middle. The Network's communications will aim at promoting a values- and evidence-based public discourse on migration and migrants. To that end, communications will target the "undecided" public who can favour welcoming and integrating migrants but who, at the same time, may feel anxious about migration.

Donors. To foster the operationalization of the GCM, including through joint programmes funded by the Migration Multi-Partner Trust Fund, communications will target potential donors among governments, the private sector, foundations, and other relevant bodies.

Supporters. The Network will target those engaged with migration-related issues and who share the UN values and can be mobilized to amplify our messages. Supporters may include influencers, Champion countries, Network's Voices, UN Information Centers, and the Resident Coordinator system, etc.

Target audiences	Specific communications objectives
Policy- and decision-makers	• To position the UN as providing whole-of-system support to Member States • To inform of the Network's available expertise and support • To galvanize political support for the GCM implementation, follow-up and review • To impact policymaking and secure clear, aligned policy goals
UN system	• To amplify the Network's voice at all levels • To foster joint UN actions at global, regional and national levels
Civil society and other stakeholders	• To build awareness and support for the GCM • To give visibility to stakeholder engagement at all levels • To strengthen and expand engagement with the GCM and Network's activities • To ensure broad and meaningful participation in discussions on migration • To ensure migrants are properly included in GCM implementation plans and policies • To engage with the Network to dispel misleading narratives on migration and migrants
Media	• To use media coverage to advance the Network's advocacy priorities • To use coverage to push Government leaders on policy change • To provide migrants with a public platform to voice their priorities • To apply pressure on governments and hold them accountable • To raise the Network's public profile and strengthen its media footprint
Experts and practitioners	• To support the development and use of the Migration Network Hub • To position the Network as a source of information, analysis and poligy guidance on migration • To inform the evidence-based public discourse on migration
"Moveable" middle	• To dissuade the 'undecided middle' from the influence of misleading narratives and encourage more empathic positioning on the Network's priority themes • To shift the public perception of migrants from victims to change agents
Donors	• To encourage funding for GCM implementation

Strategic messaging

The complexity of migration-related topics and the multitude of actors and processes involved call for clear and consistent messages. Specific messages will be designed for each target audience and will vary depending on the objectives to be reached. The messaging will be articulated in a way that aims at getting the target audiences to *know*, *care*, and *act*.

Based on the communications objectives outlined in the strategy, the Network's messaging will:

- Communicate the added value of the Network (e.g. pool of expertise from 39 UN entities, 360-degree view);
- Promote a solutions-oriented approach (based on the GCM objectives, guiding principles and good practices);
- Be anchored in the Network's and its working groups' outcomes and workstreams;
- Be data- and evidence-driven;
- Focus on results, achievements and impact;
- Link migration and sustainable development, including through the Agenda 2030 for Sustainable Development;
- Highlight the country and regional dimensions of the Network's work;
- Promote values that underpin the human rights framework (humanity, dignity, justice and equality and non-discrimination);
- Be rooted in values- and evidence-based discourses on migration and migrants;
- Be inclusive and move the migration conversation from "the other" to "we", and away from a binary discourse on migrants as either a benefit or a problem; and
- Stress the the need to implement the Global Compact for Migration and the Global Compact on Refugees in a coherent manner, while recognizing their differences in scope and nature.

Messengers

Given the vast array of target audiences, the messengers will be as important as the messages. The Network identified several types of messengers:

- Member States, including GCM Champion countries.
- Executive Committee Principals.
- The Network members at working and Principals level.
- UN Resident coordinators.
- Migrants.
- Civil society organizations and other relevant stakeholders.
- Mayors.
- The Network's Voices (speakers and influencers.)
- Communities.
- Country and regional Networks or other migration coordination mechanisms.
- Spokespersons.

The Network will ensure diversity (gender, race, nationality, ethnicity and geography) among messengers.

Thematic Priorities 2021-2022

In 2021-2022, we will position the Network as leading on these new priority themes*, in line with the GCM guiding principles, including preventing all forms of discrimination, including racism, xenophobia and intolerance:

- ensuring inclusion of migrants and the GCM in COVID-19 response and recovery efforts;
- utilizing the GCM to realize the SDGs and reduce inequalities;
- operationalizing the recommendations from the Network policy brief on "The impact of COVID-19 on family remittances";
- ensuring migrant protection through strengthened responses to migrant smuggling;
- supporting the implementation of the Paris Agreement under the United Nations Framework Convention on Climate Change (COP 21) and GCM commitments on climate change and migration;

Every year, the Network will reassess its priority themes.

*These priority themes are listed in the Network's Workplan 2021-2022.

One voice

According to its Terms of Reference, the Network will "provide leadership to mobilize coordinated and collaborative action on migration by the UN system, including by speaking with one voice as appropriate, in accordance with the UN Charter, international law, and the mandates and technical expertise of relevant UN system entities".

Speaking with one voice on migration entails both communicating at events and opportunities (proactive) as well as responding to or anticipating acute developments in a timely fashion (reactive). See Guidance on Network public communications).

The Network secretariat will maintain a calendar of events at which the Network plans to speak with one voice, as appropriate (see section Key Dates & International Days).

Dissemination

Effective dissemination through Network members is essential to ensuring impactful communications products. Each product will include a dissemination planning to amplify the Network's messages, disseminate knowledge to a broader audience (online or offline events), and drive positive transformations.

Main communications tools and channels

To build strong and coherent communications that effectively reach the Network's target audiences, we will consider which tools and platforms will deliver our messages in the most powerful and compelling way. Such tools and channels include:

Communications tools. Statements, policy briefs, newsletters, press releases, reports, brochures, blogs, data collection and analysis, human-interest stories, articles.
Online platforms. Twitter, Network's website, including the Migration Network Hub, EC's and Network's members' platforms, LinkedIn, multilingual platforms, e-learning platforms.
Events. Workshops, webinars, listening sessions, exhibitions, side events, conferences.
Audio-visual production. Storytelling, podcast, videos, photos, infographics and data visualization, animations, "GCM in action" video series, media library.
Media. Virtual press conferences, press trips, press kit, interviews, training.
Visibility. Leaflets, posters, banners, factsheets, merchandising, rollups, icons, templates, etc.
Supporters. UN Information Centers and the Resident Coordinator system, influencers, Network's Voices.

Communications and visibility plan

The Network's main activities that will be covered by the communications and visibility plan include:

- Regional reviews and stakeholder consultations
- Champion countries initiative
- Stakeholder meetings and partnerships
- Working groups and workstream activities and outcomes
- Migration Multi-Partner Trust Fund and its activities
- The Migration Network Hub
- UN Secretary-General biennial report 2020, 2022
- International Migration Review Forum 2022
- Annual meetings
- EC Principals meetings
- Programmes implemented by the Network
- UN International days (see calendar)

The communications activities listed below will be carried out between 2021-2023 to achieve the five communications objectives stated above. The successful implementation of the strategy and the activities therein is a shared responsibility.

In everything it does, the Network will support country and regional level activities and engagement.

Objective 1: Speak with one voice on migration-related issues to achieve greater impact and secure support for clear, aligned policy goals				
Activities	**Description**	**Targets**	**Tools & Channels**	**Indicators**
Network statements	Statements can be proactive or reactive, and initiated at global, regional or country levels. See *Guidance on Network public communications*.	Member States Policy- and decision-makers Media Stakeholders	Network's website, including the Hub EC's websites Twitter	# Media pickups, # Reference in policies, research papers, # Views on website, # Social media engagement, # Follow-up articles, # Comments online, # Comments by readers, # Comments by national politicians in the media, # Key issues picked up, tone of the engagement, use of the Network's visuals, quotes
Submission of OpEds	OpEds will be published around key international days and key issues.	Media Member States Policy- and decision-makers Moveable middle Stakeholders	Media outlets Social media	# Social media engagement, # Reference in policies, research papers, # Follow-up articles and interviews, # Comments online, # Comments by readers, # Comments by national politicians in the media, # Key issues picked up, tone of the engagement, use of the Network's visuals, quotes
Production of position papers		Member States Experts and practitioners Policy- and decision-makers UN system Stakeholders	Network's website, including the Hub	# Media pickups, # Reference in policies, research papers, legal reference, # Survey respondents, # Clicks on link, # Social media engagement
Launch of a podcast	Also under objective 3. The Network will launch a podcast series to speak with one voice on migration and create a community of listeners around its priority themes.	All	TBD	TBD
Appointment of "Network's Voices"	To help expand our public outreach, the Network will appoint "Voices" among various actors, including from the civil society. Voices will cover specific topics.	Each Voice will target a specific audience/cover a specific topic	Events Conferences Social media	# Event attendance, # Media pickups, # Social media engagement, # Media interview requests, # Quotes

Objective 2: Build awareness and support for the Global Compact for Migration amongst key audiences at local, country, regional and global levels to incentivize policy- and decision-makers to implement the GCM				
Activities	**Description**	**Targets**	**Tools & Channels**	**Indicators**
Design of the GCM visual identity	The identity includes branding, icons, templates, etc.		Trello Network's website Social media	# Downloads, # Views, # Uses by partners (UN and external)
Design of information material on the GCM	This includes flyers, brochures, PowerPoints, video animations, etc.	UN system Member States Champion countries Policy- and decision-makers Civil society and stakeholders	Network's website Social media Teams shared space	# Uses
Create and curate the Migration Network Hub	A specific communications and visibility plan has been designed for the Hub.	Member States Experts and practitioners Civil society and stakeholders Policy- and decision-makers Media	Network's website	# Visits to webpage (page views and monthly active users) # Requests by Member States # Uploads and downloads # Experts registered in the roster # of peer reviewers in roster # of referrals on other websites, portals, platforms
Organization of a webinar series	The Network will organize a webinar series on a quarterly basis. Webinars will be focusing on one question articulated around the Network's workplan priorities or news-based topics. (Also under objective 3.)	Experts and practitioners Member States Civil society and stakeholders Policy- and decision-makers	Meeting platform	# Participants, # Survey responses
Production of the "GCM in action" video series	Through its video series, the Network will interview government officials, civil society representatives, partners, researchers, etc. to share their views on	Member States Civil society and stakeholders	Social media Network's website, including the Hub	# Videos produced, # Views, # Shares, # Social media engagement, tone of engagement and relevance of mentions, # Estimated minutes watched

	the GCM and share concrete examples of implementation or recommendations.	Champion countries Policy- and decision-makers Migrants		
Publication of blogs on migration series	This is a space where civil society organizations, stakeholders, governments etc. can share their expectations and hopes but also updates, trends, challenges and examples of ongoing collaboration in all regions.	Member States Civil society and stakeholders Policy- and decision-makers	Newsletter Network's website, including the Hub	# Submissions, # Social media engagement, # Clicks on links
Promotion of the Champion countries initiative	A specific communications and visibility plan will be designed for the Initiative. Communications activities include: • Creation of a dedicated webpage • Branding and design of information material (map, FAQ, flyer, video) • Participation in the "GCM in action" video series	Member States UN System Donors	Network's website, including the Hub Social media Conference	# Social media engagement # Events organized with/by Champions
Promotion of Regional review meetings and stakeholder consultations	A tailored and detailed communications and visibility plan and package will be designed for the IMRF. Communications activities may include: • Blogs by stakeholders • Data visualization • Short videos • Press releases and joint statements • OpEd • Newsletter (special issue) • Podcast	Member States UN System Civil society and stakeholders Policy- and decision-makers Media	Network's website, including the Hub Social media	# Event attendance # Social media engagement # Media pickups
Promotion of MMPTF funded Joint programmes	For each funded joint programme, a communications and visibility plan will be developed. Communications activities will include:	Donors Media UN system	Network's website MPTFO gateway Social media	# Media pickups at national and global levels, # Social media engagement, # Participants, # Visits to website, # Media requests, # Funding received

	• Dedicated and curated space on the Network's website • Infographics and data visualization • Launch event for new funded programmes • Press releases • Donor meeting • Human-interest stories and feature stories in implementing countries • Consultative Forum			
Organization of Migration week	2022 2023 A specific communications plan will be developed for the week.	All	TBD	TBD
Launch of UN Secretary-General biennial report	2020 2022 (TBC) A specific communications plan will be developed for the event.	All	UNHQ website Network's website Social media	# Downloads, # Social media engagement, # Launch event attendance, # Views of the launch video, # Uses of communications assets, # Follow-up articles, # Media interviews/queries
Organization of the IMRF 2022	A specific communications plan will be developed for the event.			
Exhibition	Virtual or in-person exhibition for the 4th anniversary of the adoption of the GCM in 2022. The exhibition will focus on the impact of the GCM on the ground.	Member States Policy- and decision-makers UN System Civil society and stakeholders Donors Media		# Event attendance, # Media pickups, # Contributions, # Social media engagement
Organization of a Model United Nations	In partnership with universities, the Network will support the organization of a Model United Nations about the GCM.	Students Member States Policy- and decision-makers Civil society and stakeholders	TBD	TBD

Activities	Description	Targets	Tools & Channels	Indicators
E-learning training	To strengthen the knowledge and understanding of the GCM, an e-learning training will be produced and will include existing resources.	UN system Civil society and stakeholders Civil society and stakeholders Member States	e-learning platform	# Participants enrolled, # Trainees who successfully completed the training course

Objective 3: Promote a values- and evidence-based public discourse on migration and migrants				
Activities	**Description**	**Targets**	**Tools & Channels**	**Indicators**
Organization of of a webinar series	Also under objective 2.			
Creation of a communications taskforce	A taskforce on promoting values- and evidence-based discourse on migration and migrants will support the achievement of GCM Objective 17.	All	Meetings Network's website	# Participants # Tools and guidance collected # Support requests received
Data visualization and storytelling	The Network will communicate reliable data and information through compelling narratives and visualization.	All	Network's website, including the Hub Social media	# Views # Media pickups # Social media engagement # of visualizations
Launch of a podcast	Also under objective 1.	All	TBD	TBD
Collection of storytelling and human-interest stories (written and video)	Through the collection of first-hand testimonies (of migrants, communities, government officials, local authorities, CSOs), the Network will aim to showcase the human impact of the GCM and its implementation.	All	Network's website, including the Hub Social media Media	# Stories collected # Media pickups # Views on website # Social media engagement

Objective 4: Stimulate national and global media interest in migration issues and boost the Network's media coverage to both improve public attitudes towards migration and hold policy- and decisions-makers to account				
Activities	**Description**	**Targets**	**Tools & Channels**	**Indicators**
OpEds	Also under objective 1.	Media outlet's audience Member States	Media outlets Social media	# Media pickups # Social media engagement # Visits to website

Activities	Description	Targets	Tools & Channels	Indicators
		Policy- and decision-makers Media		
Weekly updates and media advisories	Updates and advisories will be sent to journalists on a regular basis.	Media	Email Mailchimp	# Advisories and updates sent # Opening rate # New subscriptions
Publication of press releases		Media Donors	Network's website, including the Hub Social media EC's and Network members' websites	# Press releases # Media pickups # Media interview requests # Views on website
Organization of press conferences	The Network will organize virtual press conferences, as appropriate.	Media	Meeting platform	# Conferences organized # Event attendance # Media pickups
Design of a press kit	A press kit will be prepared to inform journalists on the GCM, the Network's activities, and will include updated figures on migration. It will be available on the website.	Media	Email Network's website	# Downloads # Media requests
Organization of media training	Training – virtual or in-person – will be targeting journalists in countries where a Network was established, at country or regional level.	Media		# Participation requests # Event attendance # Media coverage # Articles published

Objective 5: Build a coherent Network's brand, enhance its authority and reputation and increase its visibility to ensure the Network delivers on all the above objectives				
Activities	**Description**	**Targets**	**Tools & Channels**	**Indicators**
Launch of the Network's Twitter account		All	Twitter	# Followers, # Engagement, # Mentions, Relevance of mentions, geographic distribution.
Launch of LinkedIn account		All	LinkedIn	# Impressions and Reach, # Engagement, # Followers, types and tone of comments.

Develop and curate the Network's website		All		# Visits to website, # References to the website, # Keyword ranking, # Click-through rate, # Page views per visit, # Time spent per visit, # Scroll depth, # Bounce rate, # Return visit, # Unique visitors.
Appointment of Network's Voices	See objective 1.	Each Voice will target a specific audience/cover a specific topic	Events Conferences Social media	# Event attendance # Media pickups # Social media engagement
Organization of TEDx	Topic to be determined.	All	TED website and channels Social media	# Event attendance # Media pickups # Social media engagement # Followers gained
Newsletter		Network's members, UN system Member States Civil society and stakeholders Policy- and decision-makers Donors	Mailchimp	# Open rate, # New subscriptions, # Unsubscribers, # Forward rate, # Bounce rate, # Clicks, # Survey results
Design and production of merchandising		UN system Member States	Events Workshops	# Requests # Items distributed
Network's participation in conferences, panels		Experts and practitioners Civil society and stakeholders	Events Workshops	# Requests to attend

Internal Communications

Strengthen internal communications among Network members to build a coherent Network's brand and build its authority and reputation
Activities	**Description**	**Target Audiences**	**Tools and Channels**
Develop the Network's global communications strategy		EC members Broader Network UN system	
Develop the Network's brand identity and templates		UN system (communications staff)	Trello Teams shared space
Create EC communications coordination group	Linked to objective 3. To amplify the Network's voice and expand its outreach, EC communications officers will create an informal coordination group to facilitate information sharing.	UN system (communications and/or technical staff)	Teams shared space
Preparation of key messages, talking points	Key messages will be available and will cover: • The Network's priority themes • Thematic workstream areas • The Network's capacity building mechanisms The Network's programmes (MPTF funded programmes, INTPA, etc.)	UN system Country and Regional Networks	Email Teams shared space
Development of a communications and dissemination strategy for the Network's Working Groups and Workstreams	A specific communications and visibility plan will be designed for each Working Group and workstream. Communications activities will include, as appropriate: • Data visualization • GCM in action video interviews • Statements • Newsletters (special edition) • Webinars (or peer learning exchange) Key messages and talking points	Member States UN system Civil society and stakeholders	
Monthly update to Country and Regional Networks	A monthly recapitulation on existing tools, updates, ongoing activities at the national and/or regional level will be shared with Networks.	Country and Regional Networks	Email Shared space
Update to the Network members	An update on the Network's activities will be shared with all Network members on a regular basis	Network members	Email

Coordination

With its 39 members and countless partners, the Network's potential outreach and impact on policy are immense. However, strong and timely coordination among all different partners as well as information sharing are essential to effective communications. To that end, we will:

- Establish a communications taskforce among EC members at HQ;
- Support the establishment of regional communications groups under regional Networks;
- Create and maintain a database of partners and donors using IOM's customer relationship management solution;
- Strengthen interactions and information sharing with all Network members at all levels;
- Produce an internal newsletter for communications staff across the Network's members to inform them of the latest developments and on how they can support the Network's communications efforts;
- Ensure coordination and share updates with the UN Department of Global Communications on a regular basis.

Monitoring and Evaluation

The success of this communications strategy will depend on sound and regular monitoring and measurement practices. The secretariat will also collect feedback from the Network's members and civil society and stakeholders on a regular basis.

Every year, the secretariat will collect, evaluate, and report on specific Key Performance Indicators such as:

Metrics	Key Performance Indicators
Impact	Reference to statements, policy briefs, reports in policies, research papers, or legal reference; number of Champion countries; number of policy changes; surveys with key stakeholders; number of country and regional Networks; funding received.
Brand awareness and reach	Social media engagement (mentions, likes, shares, views); media pickups, media requests, interviews and coverage; search data; views and visits to the Network's website; podcast listeners; events organized; items distributed.
Engagement	Event attendance; downloads on website; uploads on the Hub; experts registered on the Hub's roster; video views; social media followership; participants enrolled in training; new subscriptions to the Newsletter;

The secretariat will develop a monitoring framework, including a baseline, targets, data source and collection methods, as an annex to the communications strategy.

Resources

Human resources:

Strategic communications coordinator	Full time
Associate liaison and policy officer	50%
Graphic designer	Full time

Financial resources: TBD

Description	Quantity	Cost
Adobe licence	1	EUR 650
Altmetric (to monitor and measure the Network's policy impact)	1	USD 5,000 TBC
Mailchimp subscription	1	CHF 579.72/year
WS3 website server	N/A	USD 276/year

Key Dates & International Days

Topic	Date	Lead entity (for statements)	GCM Objective/GP (for statements)
Equitable Access to COVID-19 vaccines	FEBRUARY	WHO	Objective 15
World Day of Social Justice	20 FEBRUARY	-	
Zero Discrimination Day	1 MARCH	-	
Intl. Women's day	8 MARCH	TBC	Gender-responsive
Intl. Day for the Elimination of Racial Discrimination	21 MARCH	Secretariat	Objective 17
World Health Day	7 APRIL	WHO	Objective 15
World Immunization Week	26-30 APRIL	-	
World Day for Safety and Health at Work	28 APRIL	ILO	Objective 6
Cultural Diversity Day	21 MAY	-	
Intl. Day of Family remittances	16 JUNE	IOM/IFAD	Objective 19 - 20
International Day of Parliamentarism	30 JUNE	IPU	
High-Level Political Forum	6-15 JULY	UNDESA	All
World Day Against Trafficking in Persons	30 JULY	UNODC	Objective 10
International Youth Day	12 AUGUST	-	
World Humanitarian Day	19 AUGUST	TBC	TBC
International Day for Disaster Reduction	13 OCTOBER	TBC	
United Nations Day/World Development Information Day	24 OCTOBER	TBC	Objective 23
World Cities Day	31 OCTOBER	UCLG, Mayors Mechanism	
UN Climate Change Conference (COP 26)	1-12 NOVEMBER	Secretariat	Objective 2
World Children's Day	20 NOVEMBER	-	
Human Rights Day	10 DECEMBER	-	
Universal Health Coverage	12 December	WHO	
Global Compact for Migration Anniversary	10-11 DECEMBER	Secretariat	All
Intl. Migrants Day	18 DECEMBER	IOM	TBC
SG report launch	FEBRUARY 2022	TBC	TBC
Migration Week	FEBRUARY 2022	TBC	TBC

☐ Events at which the Network plans to speak with one voice, as appropriate.

Note that 2021 marks the Year of Health and Care Workers.

Sources

- UN Global Communications Strategy 2020 (UNHQ)
- Guidance on Network public communications
- Speaking with one voice background note (UN Network on Migration)
- Network's Workplan and Terms of Reference
- EC Principals meeting summaries 2019 & 2020
- Seven key elements on building human rights-based narratives on migrants and migration (OHCHR)
- Global Compact for Safe, Orderly, and Regular Migration