



## Performance Indicator 2.2 Communication and Advocacy

<p><b>Approaches Minimum Requirements</b></p>	<p>a. The UNCT has contributed collaboratively to at least one joint communication activity on GEWE during the past year.</p>
<p><b>Meets Minimum Requirements</b></p>	<p>Approaches requirements <b>and</b></p> <p>a. The UNCT has contributed collaboratively to at least one joint advocacy campaign on GEWE during the past year. <b>and</b></p> <p>b. UN Communications Group (UNCG) joint communications and advocacy strategy or equivalent visibly includes GEWE communication and advocacy.</p>



## Performance Indicator 2.2 Communication and Advocacy

**Exceeds Minimum Requirements**

Meets minimum requirements

**and**

- d. The UNCT has contributed collaboratively to communication or advocacy in at least one non-traditional thematic area during the past year.

## Scoring criteria: INDICATOR 2.2-COMMUNICATION AND ADVOCACY ADDRESS AREAS OF GENDER INEQUALITY

Selected UNCT-SWAP Performance Indicators	Annual Reporting 2020 and 2021	Comprehensive Reporting 2019 (baseline)
Indicator 2.2	Exceeds Minimum Requirements, 2021	Meet Minimum Requirements, 2020

### Findings and explanation:

**a. The UNCT has contributed collaboratively to joint communication activities on GEEW during the past year, as follows:**

- The UN system, led by UN Women in collaboration with the Government of Viet Nam, CSO and international development partners, organized more than 80 activities during the 16 Days of Activism to end VAW campaign.
- In celebration of the International Women’s Day and the International Zero Discrimination Day, the UNCT, led by UNAIDS, organized a social media campaign called #BetheForceforChange to highlight the contribution of women in COVID-19 response activities and promote diversity and human rights of vulnerable people including LGBTIQs, people living with HIV/AIDS, people with disabilities, survivors of VAW, sex workers, etc.

**b. The UN communications group work-plan 2021 included GEEW communication and advocacy activities.**

**c. The UNCT has contributed collaboratively to communication or advocacy in non-traditional thematic areas during the past year, as follows:**

- the 75th anniversary of the UN which included activities to promote gender equality, social inclusion, and youth integration.
- With the Government of Viet Nam, the UN in Viet Nam, technically led by UN Women, organized the high-level International Conference on Women, Peace and Security.



UNITED NATIONS  
VIET NAM



# Good Practice Sharing from UN One Communications Team in Viet Nam

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UN Women Viet Nam*



## Scoring criteria: INDICATOR 2.2- COMMUNICATION AND ADVOCACY ADDRESS AREAS OF GENDER INEQUALITY

Approaches Minimum Requirements	Meets Minimum Requirements	Exceeds Minimum Requirements
<p>a) The UNCT has contributed collaboratively to at least one joint communication activity on GEEW during the past year.</p>	<p>a) The UNCT has contributed collaboratively to at least one joint advocacy campaign on GEEW during the past year.  <b>and</b>                      b) Interagency Communication Group Annual Work Plan or equivalent visibly includes GEEW communication and advocacy.</p>	<p>Meets minimum requirements  <b>and</b>                      c) The UNCT has contributed collaboratively to communication or advocacy in at least one non-traditional thematic area during the past year.</p>

Selected UNCT-SWAP Performance Indicators	Annual Reporting 2020 and 2021	Comprehensive Reporting 2019 (baseline)
INDICATOR 2.2	Exceeds Minimum Requirements, 2021	Meet Minimum Requirements, 2020

## Scoring criteria: INDICATOR 2.2- COMMUNICATION AND ADVOCACY ADDRESS AREAS OF GENDER INEQUALITY

Annual Reporting  
2020 and 2021

Exceeds Minimum Requirements

### Findings and explanation:

- a) The UNCT has contributed collaboratively to joint communication activities on GEEW during the past year, as follows:**
- The UN system, led by UN Women in collaboration with the Government of Viet Nam, CSO and international development partners, organized more than 80 activities during the 16 Days of Activism to end VAW campaign.
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- b) The UN communications group work-plan 2021 included GEEW communication and advocacy activities.**
- c) The UNCT has contributed collaboratively to communication or advocacy in non-traditional thematic areas during the past year, as follows:**
- the 75<sup>th</sup> anniversary of the UN which included activities to promote gender equality, social inclusion, and youth integration.
  - With the Government of Viet Nam, the UN in Viet Nam, technically led by UN Women, organized the high-level International Conference on Women, Peace and Security.

# Good Practices and Lessons Learnt

## One UN Communications Team: One Plan – One Voice!

- Jointly contribute to the development and implementation of the **One UN Communications Strategy and Annual Workplan**.
- **Chair of the Comms Group:** a UNCT member
- **Monthly meeting** with all comms officers and focal points: Update information, progress and welcome new ideas!
- **UN Women Comms Office as a gender focal point**



Photo: UN Comms Team mini retreat in 2020 to develop 2021 workplan



# Good Practices and Lessons Learnt

## Example : JOINT Communications Plan for 16 Days Campaign

- UN Comms Team worked closely with UN Gender Thematic Group from the planning stage (September)
- One Communications Plan with inputs of almost all UN agencies (UN Women, UNDP, UNFPA, UNODC, ILO, UNAIDS, UNESCO, UNIDO, UNICEF, IOM and WHO)
- UN Women was the coordinator
- High commitment of UNCT



The One UN House was lighted-up orange during 16 Days Campaign in 2021

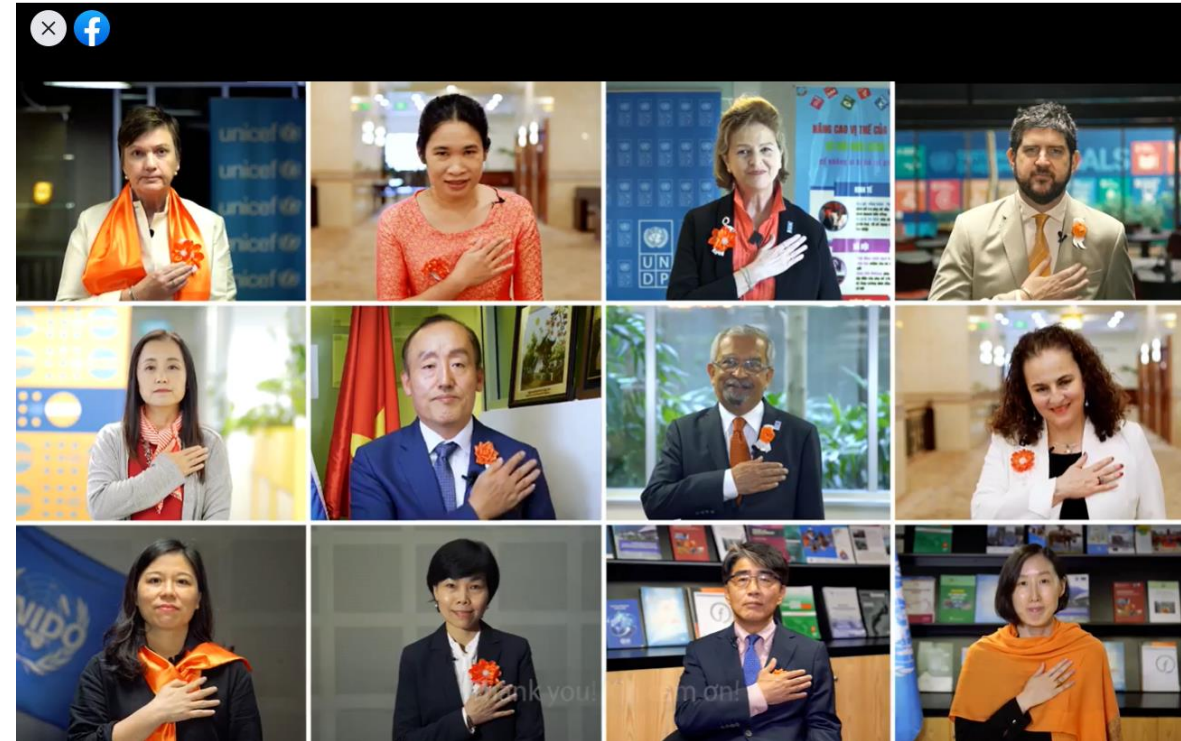


# Good Practices and Lessons Learnt

## Example : JOINT Comms Report 16 Days Campaign

### Communications results:

- 120 media hits;
- 21 million people reached on social media; 331,460 impression on facebook and twitter; 6,898 engagement
- Over 2,000 participants in offline events



Download video: [Joint Video of UNCT on 16 Days Campaign](#)

**Thank you  
for listening!**

