



Statement

by

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Deputy Permanent Representative of Lebanon
to the United Nations**

**at the
thirty-eighth session
of the Committee on Information**

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At the outset, allow me to thank the Under-Secretary-General and head of the Department of Public Information, Mrs. Cristina Gallach for her statement. Lebanon appreciates the three reports of the Secretary-General on the activities and strategies of the Department of Public Information.

Mr. Chairman,

In 1946, when the United Nations was established, the General Assembly also decided to establish the Department of Public Information as an important tool to raise awareness about the work of the organization and to carry its messages.

Today, the role of this department is amplifying in light of the challenges facing the United Nations and with new technologies impacting international landscape, relations between or within countries, work places, and public sphere.

Hence, a strategic approach is needed to capitalize on the use of the latest advances in internet and social media to amplify the messages of our shared values. In this regard, Lebanon recognizes the efforts made by the Department of Public information to facilitate the contribution to a lively political and economic discourse and social debate, involving many countries and stakeholders in the global conversation.

What underpins a successful conduct of the information campaigns is increased collaboration and partnerships not only with media outlet, but also with civil societies and academia.

The use of interactive platforms broadens the reach of the messages and activities of the UN and contributes to overall transparency and accountability of the UN system.

Moreover, Lebanon welcomes the DPI's outreach and knowledge services. Indeed, last year demonstrated the DPI's commitment to make the United Nations more accessible, from the guided tours of the building, to empowering of and strengthening the voice of young people, to library services just to name few. Nevertheless, Lebanon recognizes that this accessibility will only be strengthened if coupled with the use of the six official languages, in particular Arabic language, in the framework of multilingualism and in client services.

Mr. Chairman,

Time and again, my delegation highlighted the importance of the use of both traditional media channels and interactive social media platforms in promoting UN messages, thematic campaigns, such as sustainable development goals, Climate change, combat terrorism and violent extremism and all the important reviews undertook last year from Peace Mission to Peace building architecture to United Nations Security Council resolution 1325. We also noted with appreciation the partnerships DPI has established with so many networks like associated press television, Reuters TV and the European Broadcasting and others. We call for the intensification of partnerships with regional and national networks to widen the scope of audience. We also noted with appreciation the improvement of the UN website, the timely issuance of Press releases and media briefings.

Mr. Chairman,

My country is host of a Public Information Office with regional scope. This Office continues to implement an integrated approach, one that merges peacekeeping efforts with those of the political section and the civil affairs team. One telling initiative in Lebanon is the launch of a 70-day media campaign on the theme "UN: 70 Years for Lebanon". In addition, we should mention that many national sites participated in celebrating the 70 anniversary of the United Nations, and dedicated Lebanese young people also celebrated with UNIFIL International Day of Peace, and many other international days such as Earth day. Needless to remind, that the good functioning of the Information centers hinge upon securing good human resources and adequate finances

Mr. Chairman,

The issue of accessibility to information bears great moral relevance, in its ability to portray social realities and unveil injustices. In this regard, Lebanon acclaims the work being done by DPI's Special Information Program on the Question of Palestine in awareness-raising and efforts towards ending Israeli occupation and achieving a just and comprehensive peace in the Middle East. We also look forward to the inclusion of young journalists from my country in the Reham Al-Farra Memorial Journalists Fellowship.

At the United Nations, let us remember our common objectives, and let us work towards our collective mission, to prove that knowledge can prevail for a more just, equitable and peaceful world.