



# Strategic Communications for the New Era of UN Peace Operations

## Challenges Forum Workshop

Innovation for Strategic Communications – Moving the Strategic Communication

Frontier Forward

Daniel Stauffacher, President, ICT4Peace Foundation

# The Role of ICTs in Preventing, Responding to and Recovering from Conflict

WSIS Tunis 2005  
ICT4Peace/UN ICT Task Force  
(<http://bit.ly/1bR0yPI>)

## Information and Communication Technology for Peace

The Role of ICT in Preventing,  
Responding to and Recovering  
from Conflict

Preface by  
**Kofi Annan**

Foreword by  
**Micheline Calmy-Rey**

By **Daniel Stauffacher, William Drake,  
Paul Currian and Julia Steinberger**



# The UN World Summit on the Information Society (WSIS) in Tunis 2005

## WSIS plus 10 Review December 2015

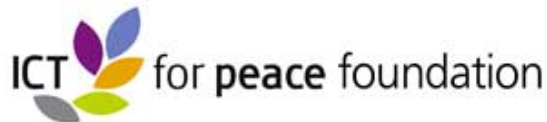
- Paragraph 36 of the World Summit on the Information Society (WSIS) Tunis Declaration (2005):

- *“36. We value the potential of ICTs to promote peace and to prevent conflict which, inter alia, negatively affects achieving development goals. ICTs can be used for identifying conflict situations through early-warning systems preventing conflicts, promoting their peaceful resolution, supporting humanitarian action, including protection of civilians in armed conflicts, facilitating peacekeeping missions, and assisting post conflict peace-building and reconstruction.”* between peoples, communities and stakeholders involved in crisis management, humanitarian aid and peacebuilding.

## **ICT4Peace interlinked Areas of Work:**

**1. CRISIS Information Management including using ICTs, new media etc.**

**2. Cyber Security**







SEARCH



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## New Media: Tools & Techniques for Civilian Crisis Management

14 Jan 2014

Course Description  
This course introduces  
participants to a variety  
of new [...more](#)

## Video: What's so Big about Big Data?

14 Jan 2014

Recorded at the 5th  
Annual International  
Conference of Crisis  
Mappers, [...more](#)

## 2013 and ICT4Peace: Year

Getting down to business: Realistic goals for the  
promotion of peace in cyber-space



# ICT4Peace Policy Research on Peace, Trust and Security in Cyberspace



## ¿UN PAPEL PARA LA SOCIEDAD CIVIL?

TIC, NORMAS Y MEDIDAS DE CONSTRUCCIÓN DE CONFIANZA EN EL CONTEXTO DE LA SEGURIDAD INTERNACIONAL

Camino Kavanagh y Daniel Stauffacher

GINEBRA 2014  
ICT4Peace Foundation



## BASELINE REVIEW ICT-RELATED PROCESSES & EVENTS IMPLICATIONS FOR INTERNATIONAL AND REGIONAL SECURITY (2011-2013)

Camino Kavanagh, Tim Maurer and Eneken Tikk-Ringas

GENEVA 2014  
ICT4PEACE Foundation



AMBASSADOR (RET) DANIEL STAUFFACHER, EDITOR  
CAMINO KAVANAGH, RAPPORTEUR

## CONFIDENCE BUILDING MEASURES AND INTERNATIONAL CYBER SECURITY

GENEVA 2013  
ICT4PEACE FOUNDATION

# ICT4Peace Cybersecurity policy and diplomacy capacity building program with different regional organisations.

The Government of Kenya and ICT4Peace Foundation co-organize the first Regional Training Workshop in Africa on International Security and Diplomacy in Cyberspace



The ICT4Peace Foundation is honored to have been invited by the Government of Kenya to co-host the first regional training workshop in Africa (2 to 3 March 2015) on International Security and Diplomacy in Cyberspace with over 30 participants (Diplomats, Legal, Security and Technical Staff) from 12 African Countries, the African Union, and Civil Society Representatives. The workshop was co-chaired with Dr. Katherine Getao, Secretary, ICT Authority of Kenya. The Governments of Kenya, the UK, Germany and Switzerland supported the workshop course financially and with lecturers.

This new cyber security capacity building program was developed by the ICT4Peace Foundation as a direct follow-up to some of the recommendations tabled in the 2013 Report of the "UN Group of Governmental Experts on





# PERFORMANCE PEACEKEEPING

## FINAL REPORT

OF THE EXPERT PANEL ON TECHNOLOGY AND INNOVATION IN UN PEACEKEEPING

## **Performance Peacekeeping Report: Strategic Communications:**

**“A mission’s strategic communications capacity plays a critical part in conveying key messages both internally, and externally, as well as undertaking effective outreach to the host population, national authorities and international audiences.**

**Missions have made increased use of social media in recent years, but the practice across mission areas is far from systematic, and many missions are simply not reaching those who need to hear key messages.**

**The UN still lacks a comprehensive policy for the use of social media, which the panel understands is currently being developed. In the absence of a policy, in some cases, the use of social media has had a divisive effect internally and conveyed mixed messages to an external audience.**

# **An essential symbiosis: Strategic Communications and Crisis Information Management (CiM)**

1. . **Crisis Information Management (CiM)** in the service of getting more reliable and timely information around a particular context, region, actor, process or incident to make decisions (protect the mission and the victims in a crisis) and reporting, and
2. **Strategic Communications** to put out verified information out to the public to inform and to quell rumours, misinformation, disinformation

With **Crisis Information Management (CiM)**, we mean both information generation (output) and well as information ingestion (input, from UN sources, crowdsourcing etc).

# Need Digital bluecaps

- Information Managers who are also able to act as public information officers
- Leverage the same platforms used for situational awareness to push out information on a timely and strategic basis
- Redefine roles and responsibilities within a mission around rapid response and identification of actionable information
- Training around multi-purpose social media platforms
- Create institutional architectures able to ingest public domain information as well as produce and promote verified information

# Create a digital Peace Corps

- Go beyond an emphasis on kinetic responses
- Recognise value of efficient information management in generating effective outcomes
- Create a cadre able to take on the worst (or best?) of ISIS, Al Shabab etc using the same tools, techniques, apps and platforms they use for counter-messaging
- Proactively produce content that addresses situational and contextual needs, augmenting hope, de-legitimising rumours and stemming spread of fear



# UN Crisis Information Management Advisory Group Group (CIMAG)

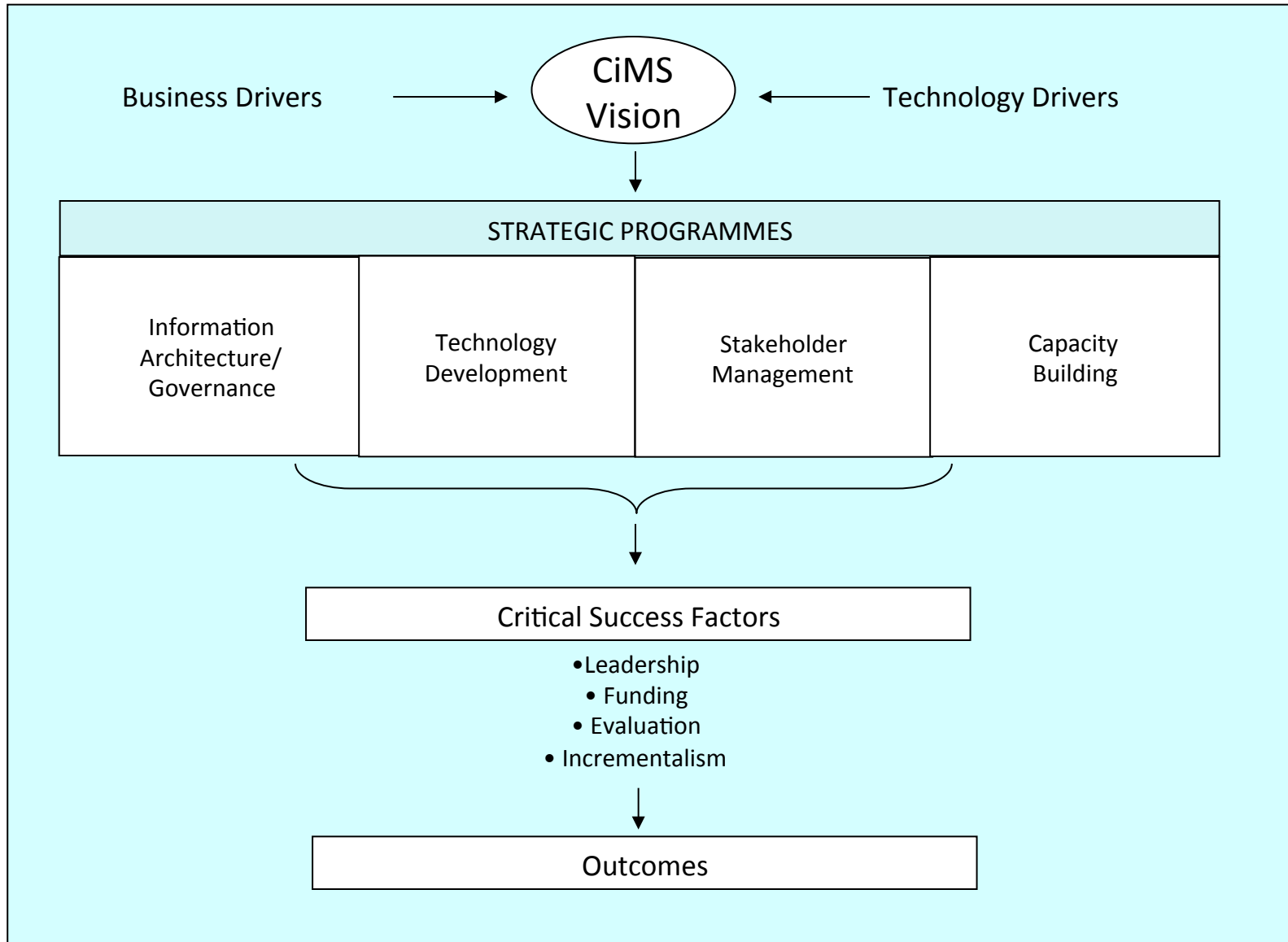


## UN Secretary-General 2010 Crisis Information Strategy (A/65/491)

- ***Crisis information management strategy. The Crisis Information Management Strategy is based on the recognition that the United Nations, its Member States, constituent agencies and non-governmental organizations need to improve such information management capacity in the identification, prevention, mitigation, response and recovery of all types of crises, natural as well as man-made. The strategy will leverage and enhance this capacity and provide mechanisms to integrate and share information across the United Nations system.***
- ***The Office of Information and Communications Technology (CITO), together with the Office for the Coordination of Humanitarian Affairs (OCHA), the Department of Peacekeeping Operations and the Department of Field Support (DPKO and DFS), has worked closely with United Nations organizations such as the Office of the United Nations High Commissioner for Refugees (UNHCR), the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP) and WFP and other entities such as the ICT for Peace Foundation in developing and implementing this strategy. It is envisaged that membership will be expanded to include other United Nations organizations in the near future.***

Recognizing the need for **credible, accurate, complete and timely information for managing crises**, the United Nations, working collaboratively with its stakeholders, strives to **improve situational awareness and crisis information management capabilities** to protect people, property, human dignity and the environment affected by crises.

**Situational awareness is critical to effective operations and informed decision-making as well as the safety and security of personnel.**



# CIMS Outcomes:

## Increased effectiveness and impact

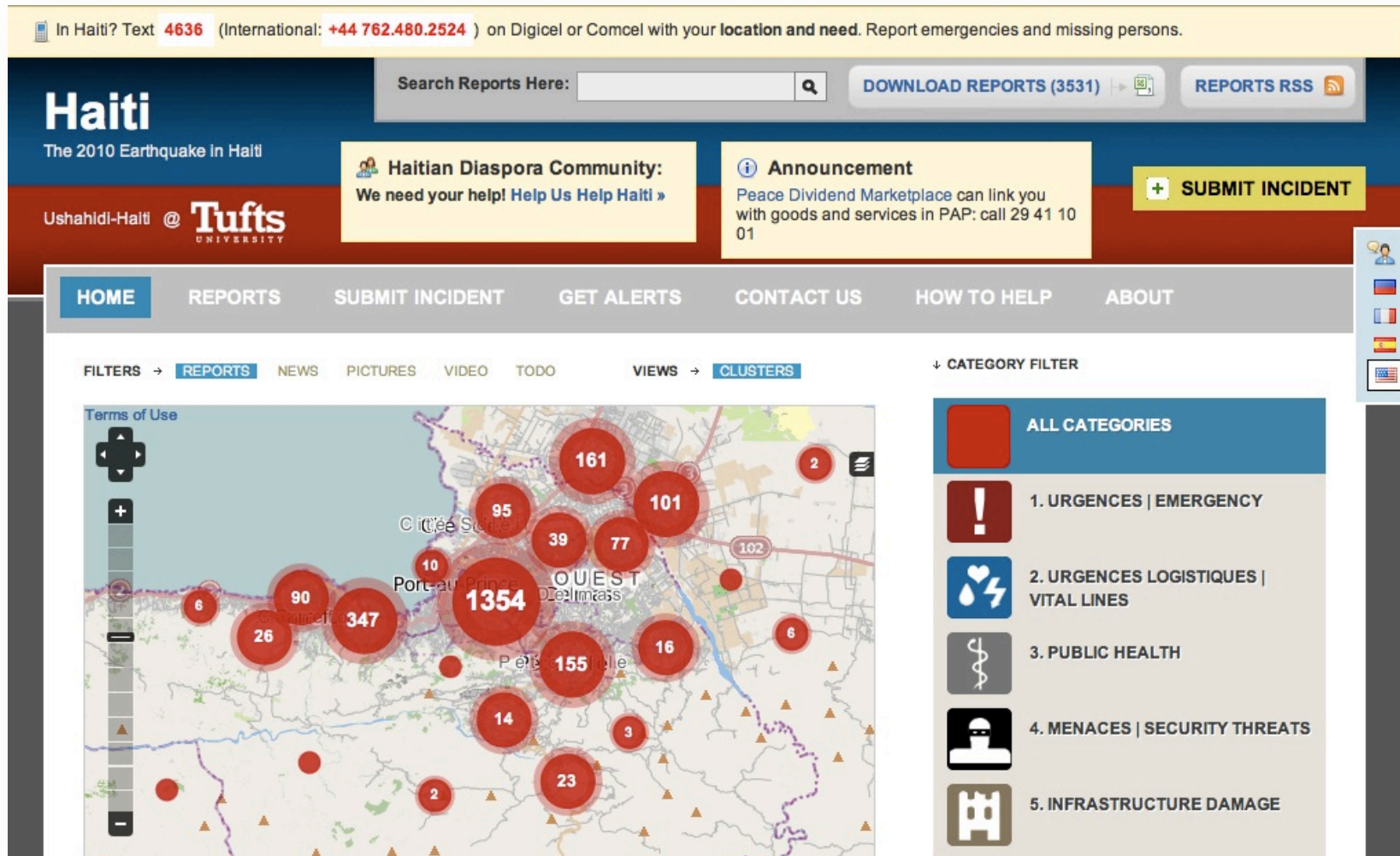
- Protect people, property, human dignity and the environment
- Enhanced crisis prevention and preparedness
- Better decision-making in crisis
- Better Reporting to leadership
- Greater confidence of community

## Improved efficiencies

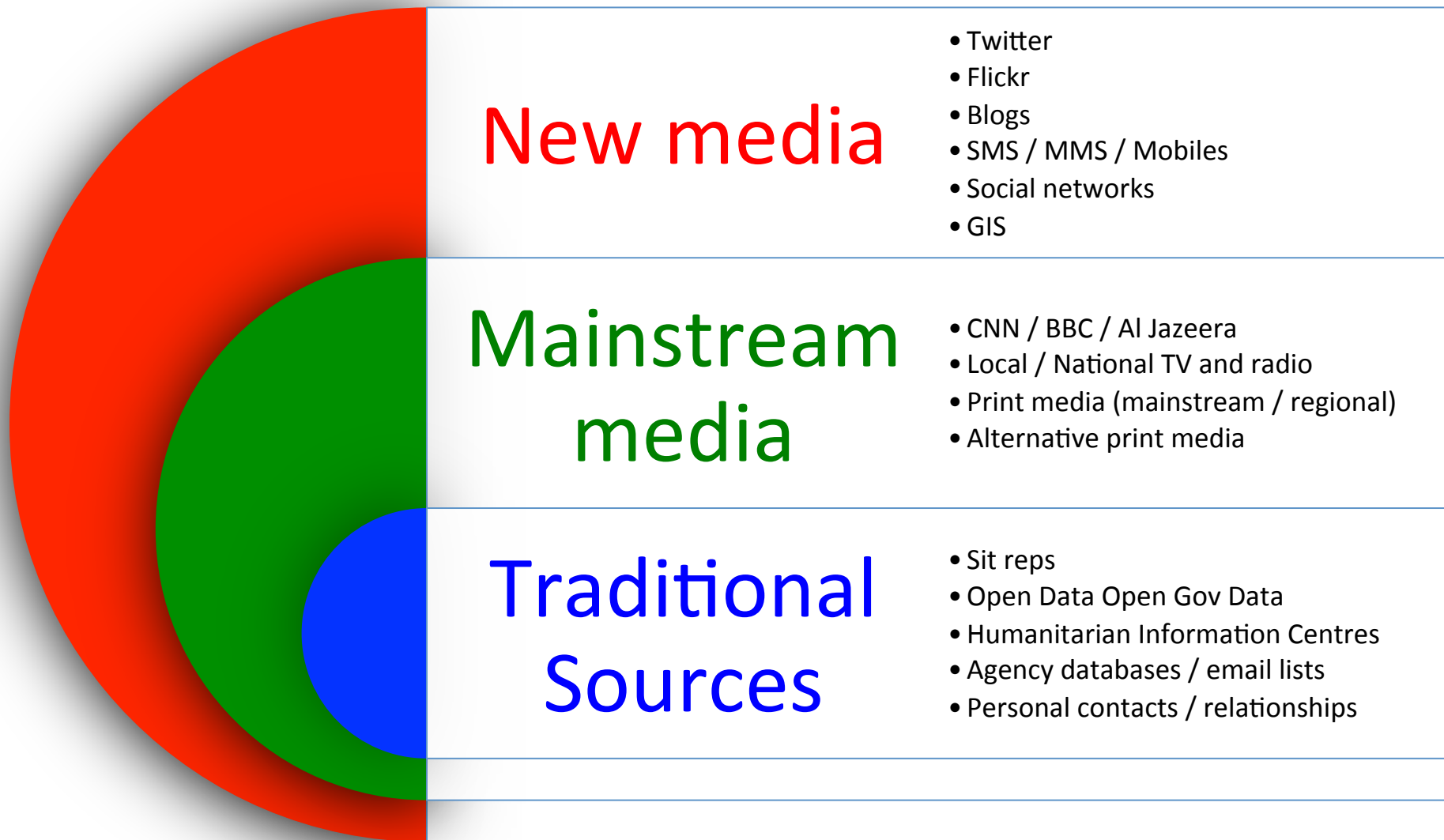
- Increased outputs from UN and other organizations
- More efficient allocation of human and financial resources



# New Tools: Mapping and Crowdsourcing for CiM - Learning from Kenya 2007, Haiti 2010, Libya, Typhoon Yolanda etc. etc.



# Information break-down in crisis situation



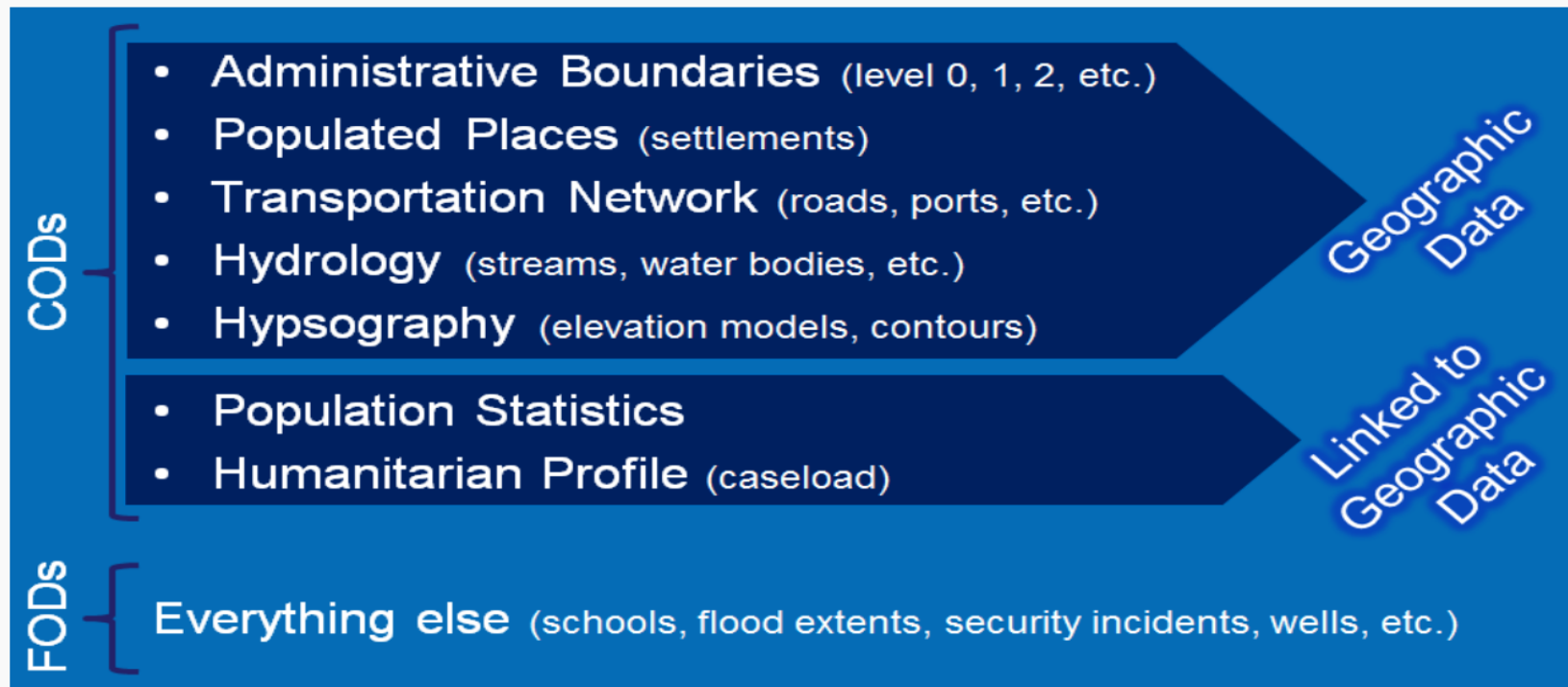
# Common Operational Datasets (COD) and FODs

<https://www.humanitarianresponse.info/applications/data>

## COD vs FOD

The **Common Operational Datasets (CODs)** are critical datasets that are used to support the work of humanitarian actors across multiple sectors. They are considered a de facto standard for the humanitarian community and should represent the best-available datasets for each theme.

The **Fundamental Operational Datasets (FODs)** are datasets that are relevant to a humanitarian operation, but are more specific to a particular sector or otherwise do not fit into one of the seven COD themes.



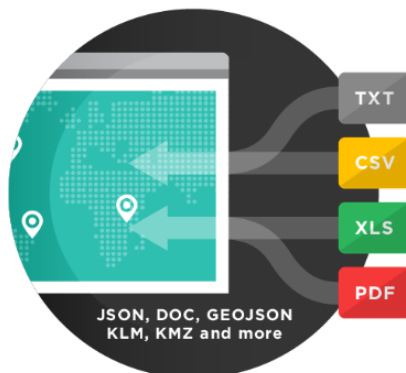
## Background on the CODs/FODs

The **IASC Guidelines on Common Operational Datasets in Disaster Preparedness and Response** were developed to help national authorities and humanitarian organizations exchange data, thereby improving the effectiveness of



# What is **HDX**?

The goal of the Humanitarian Data Exchange (HDX) is to make humanitarian data easy to find and use for analysis. We are working on three elements that will eventually combine into an integrated data platform.



Repository



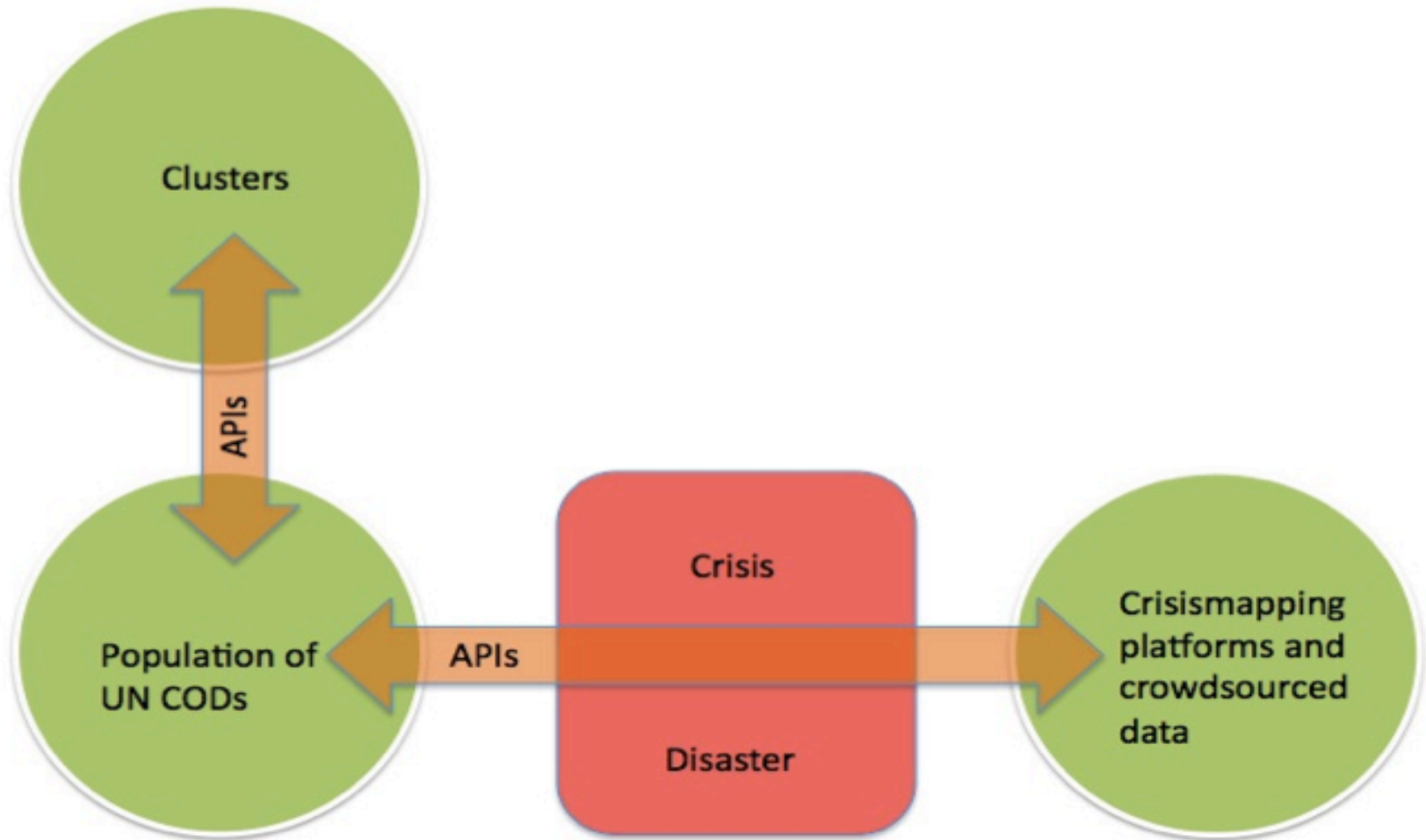
Analytics



Standards

## Crisis Mapping and the United Nations:

<http://ict4peace.org/wp-content/uploads/2010/10/UN-and-CrisisMapping.pdf>:





digital  
humanitarian  
network

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Digital Humanitarian Network

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would like to join the network,  
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## Members



DH  
Coordinat  
ors



Statistics  
Without  
Borders



Geeks  
Without  
Bounds



## Welcome to Digital Humanitarians

The purpose of the Digital Humanitarian Network (DHNetwork) is to leverage digital networks in support of 21st century humanitarian response. More specifically, the aim of this **network-of-networks** is to form a consortium of Volunteer & Technical Communities (V&TCs) and to provide an interface between formal, professional humanitarian organizations and informal yet skilled-and-agile volunteer & technical networks. Services offered by members of the DHNetwork are listed [here](#). We are taking an iterative approach in developing this interface and will expand membership to this network over time. [Membership is by organization only](#). We also plan to organize a crisis simulation to assess our workflows in the near future.

The purpose of the **DHNetwork Coordinators** is to review activation-requests and rapidly liaise with the different volunteer & technical teams who are members of Digital Humanitarians to build a Solution Team best able to act on a request. The Coordinators aim to provide a response to every request within 24 hours. More information about the coordinators and their roll is [available here](#).

Please use #DHnetwork when tweeting about this network, thank you.

# Improving Crisis Information Management in the Field: MONUSCO



## IMPROVING SITUATIONAL AWARENESS Workshop and Training

MONUSCO, Goma, 13 - 15 May 2014

Situational awareness is critical to effective operations and informed decision-making as well as the safety and security of our personnel. Hosted by MONUSCO, in cooperation with the Department of Field Support, and facilitated by the ICT4Peace Foundation, the Improving Situational Awareness Workshop & Training will offer a collaborative forum to discuss information sharing principles, strategies and technologies with MONUSCO practitioners and UN partners.

This three day intensive workshop will introduce participants to new technology tools and platforms used in the collection, verification, and dissemination of information to improve situational awareness. Opportunities for information sharing within the mission and between UN partners will be identified and discussed to develop a practical roadmap for improvement.



# CiM Training Course for IM using ICTs and big data, social and new media, ENTRi Course in Cooperation with ZIF and FBA

## Navigate a new paradigm: Crisis Information Management Training Course



Folke Bernadotte Academy (FBA), Zentrum für Internationale Friedenseinsätze (ZIF) and ICT4Peace Foundation announce the new Crisis Information Management Training Course at the [International Peace Support Training Center \(IPSTC\)](#), Nairobi from 23 February to 3 March 2013. The Course will teach Information Management practices in Crisis, including Peace and Humanitarian Operations.

A special focus will be given to the use of new Media, including SMS, Twitter, crowd sourcing and crisis mapping to obtain manage and share data. This Course is also linked to the [UN Crisis Information Management Strategy Implementation](#).

For more information, click on the image below.

### Course Description

Efficient and timely provision of Shared Situational Awareness (SSA) and Crisis Information Management (CIM) are essential to enable effective decision-making in Multi-



# Need to introduce CiMS and SC into UN budgets (regular and voluntary)

- ICT4Peace, supported by the Governments of Sweden and Switzerland believes limited budgetary resources (within given budgets) should be made available to implement this strategy at UNHQ and in the field.
- Next steps to include CiMS in budgets:
  - Secretary-General's updated Strategy **(A/69/517) October 2014** and GA Resolution **26 December 2014 (A/C.5/69/L.26\*)**
  - Budget instruction for peacekeeping (2015-2016), special political missions, human rights and general UN operations ( biennium 2016-17) should include reference to the importance of CiMS
- Possible funding sources/budgets:
  - Central Emergency Response Fund (CERF) (voluntary contributions) by OCHA
  - Peacekeeping mission budgets (incl Support Account, UNLB and UNSB-V) (assessed on peacekeeping scale approved by 5<sup>th</sup> C) by DPKO/DFS
  - Special political missions (RB funding approved by 5<sup>th</sup> C) by DPA
  - Programme Budget (rb) for the United Nations incl OICT (approved by 5<sup>th</sup> C) by OICT

## **A Breakthrough at UN GA (5<sup>th</sup> Committee) in December 2014**

**In December 2014, the UN General Assembly** approved the update of the UN Secretary-General's updated Strategy (**A/69/517**), to better exploit the enormous potential of Information and Communications Technologies (ICT) for decision-making and delivery capacity of the United Nations in the areas of peace and security, humanitarian operations and development, human rights and international law.

“Analytics could assist in crisis management efforts and the Office would seek to work with **the Crisis Information Management Advisory Group (CiMAG)** to seek to explore this further.”

**Subsequently, the General Assembly in its resolution dated 26 December 2014 (A/C.5/69/L.26\*)** welcomed the new Information and Communications Technology Strategy in the United Nations, and requested the Sg to provide, in 2015, detailed information on the implementation.

**The General Assembly called on the Secretary-General to continue his efforts to reduce the level of fragmentation of the current information and communications technology environment across the Secretariat and at all duty stations and field missions.**

# Monitoring and Ex–Post Evaluation of CiM or SA Activities

- Like any other Program and Project activity CiM SA activities should be monitored and evaluated
- By PK Missions DPKO/DFS, OCHA and Country Teams
- **By United Nations Office of Internal Oversight Services (OIOS)**
- What policies and procedures are available to monitor and evaluate CiMS ? And who does it ?
  - Humanitarian Operations ?
  - Peace-Keeping Operations ?
  - “Hybrid Operations”: The case of Haiti



# **Technology Development and Innovation in CIM and SA is a fast moving target**

Need to engage with ICCM, V&T Communities, DHN, UAViators

Need to address inter alia ethical, data protection issues

Need to establish Technology Observatories

and/or

Technology and Innovation Labs in HQ or Field

## UN Crisis Information Management Advisory Group (CiMAG) retreat looks at Ebola response



ICT4Peace was again invited by **ASG UN Chief Information Technology Officer Ms. Atefeh Riazi** to organise again the UN Crisis Information Management Retreat (CIMAG) 2015. The themes of this year's retreat were as follows:

- An introspection of the UNMEER / UN Ebola response, interrogating in particular the adoption of Crisis Information Management (CiMS) principles to strengthen collaboration and coordination in the response efforts
- A retrospection of CiM efforts of the UN since Haiti 5 years ago, ending with UNMEER, to understand what's changed and what remain key

challenges.

- Moving forward, develop concrete recommendations for the UN top Management on how data and technology can be better leveraged within the UN system and beyond to manage humanitarian crisis such as Ebola.

Approximately 30 Information Management Specialists from the UN Secretariat, UN Organisations responsible for Peacekeeping, Peacebuilding and Humanitarian Operations participated on 8 and 9 June in Manhattan New York Meeting (UN OICT, OCHA, WHO, DPKO/DFS, UNDP, UNICEF, World Bank, UNOSAT, UNMEER, UNHCR, UN OCC, UN DPA, UN DPI, UN Global Pulse).

The Agenda of the Meeting can be found [here](#). More photos from the retreat can be seen [here](#).

Two top UN officials responsible for managing the Ebola crisis participated in the meeting: **Under-Secretary General, Dr. David Nabarro, Special UN Envoy for Ebola and Under-Secretary General and Special Representative for United Nations Mission for Ebola Emergency Response (UNMEER) Peter Jan Graaf**. A number of concrete recommendations for improving Crisis Information Management in crisis of this nature were developed.

**Thank you very much**

**[danielstauffacher@ict4peace.org](mailto:danielstauffacher@ict4peace.org)**



ICT4Peace is a policy and action-oriented international Foundation. Our purpose is to save lives and protect human dignity through Information and Communication Technology.

We promote cybersecurity and a peaceful cyberspace through international negotiations with governments, companies and non-state actors. We also explore and champion the use of ICTs and media for crisis management, humanitarian aid and peace building.

To learn more about our activities and projects: **[www.ict4peace.org](http://www.ict4peace.org)**

ADVOCACY   CAPACITY BUILDING   STAKEHOLDER MANAGEMENT   TECHNOLOGY DEVELOPMENT