



Statement by Minister Sérgio Rodrigues dos Santos
Permanent Mission of Brazil to the United Nations

35th Session of the United Nations Committee on Information

Fourth Committee

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(Check against delivery)

Mr. Chairman,

The Brazilian Delegation congratulates you on assuming the chairmanship the 35th Session on the Committee on Information, as well as the other members of the bureau. We take this opportunity to wish you successful results during this ongoing session.

We thank the Secretary-General for his reports to the Committee and the Undersecretary-General Launsky-Tieffenthal for his comprehensive briefing, as well as for his and his team's daily committed work.

Brazil aligns itself with the statements made by Fiji on behalf of the G77 and China, as well as by Cuba on behalf of the Community of Latin-American and Caribbean States, and wishes to present the following comments on its national capacity.

Mr. Chairman,

The United Nations should raise the awareness and understanding about its work in order to promote the legitimacy, transparency and accountability of multilateral institutions in all parts of the world. In pursuing this goal, Brazil encourages the DPI to spread out the United Nations messages in as many languages as possible and through both traditional and news means of communication. In this regard, Brazil would like to encourage the DPI - in all activities the Department undertakes - to continue to take into account both the linguistic diversity and the technological gap among countries. United Nations strategic communication, outreach and news services should aim to reach people in all parts of the world in their own languages, through an effective combination of conventional media, such as radio and prints, and new Internet- and mobile-based platforms.

Brazil would like to commend the efforts undertaken by the Portuguese Unit of the UN Radio. Despite the limited human and financial resources available to it, the network of partnerships established by UN Radio allows it to disseminate United Nations' content in more than 16 countries, covering a broadcast area where approximately 235 million Portuguese speaking people live. It is present not only in Portuguese speaking countries, but also in countries with significant Portuguese-speaking communities. In Brazil, the UN Radio in Portuguese has approximately 70 partners, which allows it to spread out to all regions of our country information about the United Nations principles, activities and goals.

My delegation would also like to reiterate Brazil's continuous support to the work of the network of United Nations Information Centers and, in particular, to the UNIC Rio, in Rio de Janeiro. We congratulate the DPI for its leadership and coordination role aiming at the engagement of all UNICs in the communication efforts for Rio+20. Through an intense collaboration with the media, NGOs, universities and government bodies, the UNIC Rio has recently undertaken remarkable initiatives, such as: raising the public opinion awareness on the Rio+20 and its follow-up; creating two websites to provide news and analysis in Portuguese about the conflicts in Mali and Syria; and, producing content in Portuguese about the initiative "My World Survey", which is helping to capture the aims, views and priorities of Brazilian people for the development framework beyond 2015.

We encourage DPI and member states to explore creative ways to ensure the necessary support and progressive strengthening of the network of information center. In particular, we strongly encourage all States that host UNICs to consider offering rent-free and maintenance-free premises for their operations. This initiative on the part of Member States would enable the Department to concentrate its limited funds on outreach and public information activities, as well as on strengthening UNICs network.

We welcome the measures carried out by the DPI, in coordination with the Government of Angola, to take the initial steps for the creation of a UNIC office in Luanda. By acting upon the long-lasting offer of the Government of Angola, that center will provide an invaluable contribution to disseminate the voice of the Organization in Africa, in particular, meeting the special needs of Portuguese-speaking African countries. We hope that the Center can be fully operational this year 2013.

Mr. Chairman,

We encourage DPI to efficiently combine traditional and new media in order to broaden the reach of the messages of the United Nations. This mutually reinforcing combination of medias should be used to address pressing issues of our day, such as the promotion of sustainable development, poverty eradication, peacekeeping and peacebuilding, loss of biodiversity, the impacts of desertification and climate change.

Traditional means of communication are still the most used and most far-reaching vehicles to get the message of the UN across, especially, in the developing world. New medias, on the other hand, have established themselves as dynamic assets both in terms of improving the networking capacity of the Organization and of providing timely information to a varied array of actors.

Brazil encourages the DPI to make all efforts within its power to disseminate information on the elaboration of the post-2015 development framework in as many languages as possible and through both new and traditional medias. An strategic approach should be adopted in order to effectively raise awareness of the public opinion in all parts of the world. Inspired by the work being undertaken to the preparation and follow-up of the Rio +20 Conference, Brazil believes that the UNIC networks and the UN Radio could play a decisive role, combining efforts to reach targeted audiences, especially, in developing countries.

Mr. Chairman,

Finally, Brazil reiterates its support to the work undertaken by DPI under the Special Information Programme on the question of Palestine. We are of the view that raising awareness in public opinion as well as fostering dialogue among journalists, civil society, academic community and policymakers may play an important role in fostering innovative and grassroots initiatives for peace in the Middle East.

Thank you, Mr. Chairman.