Opening statement of H.E. Mr. Cheikh Niang
Permanent Representative of Senegal to the UN and
Chair of the Committee on the Exercise of the
Inalienable Rights of the Palestinian People

Communication Strategy Workshop for officials of the Government of the State of Palestine
25-26 July 2022, Amman

Dear Participants,

On behalf of the UN Committee on the Exercise of the Inalienable Rights of the Palestinian people, I would like to welcome you to the Communication Strategy Workshop. We are very pleased to have such an extensive representation from 22 government agencies of the State of Palestine. We thank the Prime Minister’s Office, and particularly Ms. Asma Marzouk, for their cooperation and support in organizing this Workshop.

The mission of our Committee, established by the UN General Assembly, specifically aims to promote the inalienable rights of the Palestinian people to self-determination, independence and return. The Committee advocates for freedom, peace, justice, and security which can only be achieved via a two-State solution and an end to the Israeli occupation. Our Committee organizes international conferences, implements a publication programme, and maintains the online United Nations Information System on the Question of Palestine (UNISPAL), which is considered the largest focused repository on the internet on Palestine. We also cooperate with civil society organizations active on the issue, organise the annual observance of the International Day of Solidarity with the Palestinian People, and use social media platforms to advocate for a just solution to the conflict.

The capacity-building and training programme for civil servants of the State of Palestine is an essential component of the Committee's mandate implemented by the Division for Palestinian Rights. We work to prepare the Palestinian Authority and its officials to carry our their work more effectively, and in preparation for full independence. In doing so, we respond to the needs of our clients, maintaining gender balance and women’s empowerment, in line with the 2030 Agenda for Sustainable Development. To date, over 200 Palestinian cadres have benefitted
from this capacity-building programme in areas as diverse as international diplomacy, climate change, water resources, and communications.

Modern technology has profoundly impacted how we communicate. It has allowed us to maintain closer contact with our constituencies and cultivate relationships with new audiences. Still, it also demands more effective communicators skilled at crafting clear and concise messages which resonate with domestic and international audiences. That requires thinking strategically about communication.

For this Workshop, we have partnered with a distinguished communication expert, Ms. Rana Nejem, who has prepared a comprehensive curriculum comprised of 4 main focus areas: strategic thinking, understanding your audience, developing key messages, and delivering meaningful communications. We thank Ms. Rana for her efforts.

The Workshop will be engaging and interactive. It will equip you with a full suite of tools for strategic communications.

We would like our productive engagement with you to continue even beyond this activity. We look forward to greeting you at future trainings.

I wish you successful and productive Workshop.

Thank you.