



OVERVIEW

Context:

The 70th anniversary of the United Nations is an opportunity to reflect – to look back on the UN’s history and take stock of its enduring achievements. It is also an opportunity to spotlight where the UN – and the international community as a whole – needs to redouble its efforts to meet current and future challenges across the three pillars of its work: peace and security, development, and human rights.

The Republic of Moldova joined the United Nations in 1992. Since then, the United Nations system supports the Republic of Moldova in achieving its major development goals and fulfilling its vision to be a prosperous and modern European country.

Today, over twenty resident and non-resident UN specialised agencies, funds and programmes work in Moldova. To ensure programmatic coherence among different UN entities, the UN in Moldova has adopted the Delivering as One approach, with a common partnership framework which sets out priorities over a 5-year period, one budgetary framework, complementary resource mobilisation and common business practices.

Objective: Adjust the proposed concept by the United Nations Communications Group, organize, make public and carry out the UN 70 Anniversary in Moldova in the period 19-24 October 2015.

Expected key impact:

- Raising awareness among key audiences;
- Providing useful feedback on UN activity in Moldova.

Tentative Brief of the Event

Time frame: 19-24 October

Day	Event
19	<ul style="list-style-type: none"> • Back-to-school / Public Lectures in Moldovan Universities on UN, held by UN staff (international and national: at their schools of origin/selfie campaign on Facebook + Twibbons on profile photos) + Quiz: How much do you know about UN? (promotional materials as awards)
20	<ul style="list-style-type: none"> • UN House Open Doors Event: possibility to visit UN House, discussions in the conference room, tour / Public Lecture at Moldova State University + ULIM of UN RC
21	<ul style="list-style-type: none"> • UN Film Caravane: local level, location to be identified: topical film projection + debate (via Y-Peer). The selected company will lead Y-Peer Contribution.
22	<ul style="list-style-type: none"> • UN Film Caravane: local level, location to be identified: topical film projection + debate (via Y-Peer)
23	<ul style="list-style-type: none"> • UN Resident’s Coordinator Speech in Parliament. / Joint Press-

	<p>conference with the Ministry of Foreign Affairs and European Integration. This activity will be conducted by UN RC Office. No assistance of the consultant needed for this activity.</p> <ul style="list-style-type: none"> • Time for media / Press-club – under a separate contract with a media NGO. No assistance of the consultant needed for this activity. • Reception
24	<p>Fair at Moldexpo:</p> <ul style="list-style-type: none"> • Speech of the RC, high officials; • Projects tents, crafts and food tents, activities for children, master classes, public debates. The tents will be animated by UN staff and contractors. • Leave a message to UN on the occasion (Anniversary Guest Book): background Quiz: How much do you know about UN? • thematic canopies: general information, developed activities (card games, mini-conferences, story-telling, drawing competitions) • Performance HeforShe artists • Videos projecting

Besides these events, UN agencies shall try to shift other planned/relevant events in the proposed timeframe, in order to cover on as many localities and beneficiaries as possible.