UNITED NATIONS SYSTEM STAFF COLLEGE

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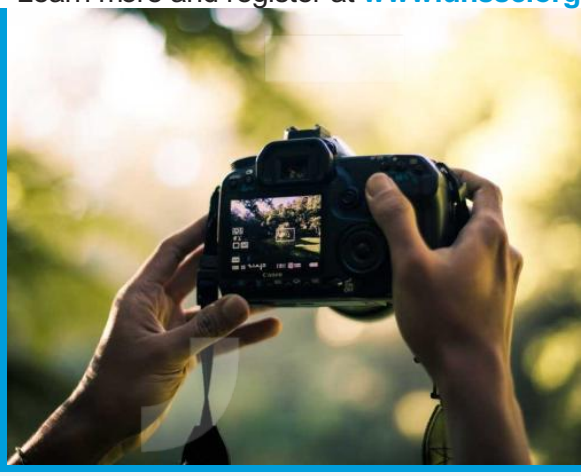
FACE-TO-FACE

22 FEB 2027 - 25 FEB 2027

Advocacy & Communications for the 2030 Agenda

CommunicationsSustainable development and the SDGs



LANGUAGE	DURATION	ENROLL BY	PRICE	LOCATION	TARGET
English	3.5 days	15 Dec 2026	2,000 USD	Turin (IT)	UN Only

CONTACT a.giordano@unssc.org

This practical 3.5-day course is designed to strengthen the capacity of United Nations (UN) professionals to move beyond awareness-raising and harness communications and advocacy as drivers of meaningful impact. Participants will explore practical tools and innovative approaches to develop results-oriented communications strategies, engage and influence stakeholders, and craft compelling, evidence-based narratives.

Through interactive workshops, hands-on exercises and real-world scenarios, participants will sharpen their skills in strategic communications, theory of change, persuasion, storytelling, data visualisation and social media. The course will also explore the challenges and opportunities shaping the future of UN communications, from managing difficult media interactions and communicating effectively during crises to safeguarding information integrity and harnessing the potential of artificial intelligence.

Introduction

Growing pressures on multilateralism, emerging technologies and a rapidly evolving information landscape are transforming how the UN communicates and engages with the world. In this changing environment, strategic communications and advocacy are essential to building trust, influencing decision-making and mobilising support for the 2030 Agenda.

Objectives

By the end of this course, participants will be able to:

- **Communicate and advocate strategically** to advance UN priorities and the 2030 Agenda in global, regional and national contexts.
- **Engage and influence stakeholders** through power analysis and persuasion techniques.
- **Develop results-oriented communications strategies** using theory of change principles.
- **Craft compelling messages** through storytelling, data visualisation and social media.
- **Navigate communications challenges**, including difficult media interactions, crises, and misinformation.
- **Leverage artificial intelligence** for effective and responsible communications.

Course methodology

This face-to-face course combines inputs and presentations by subject matter experts from UNSSC (UNICLI as of 1 Jan 2027) and senior UN staff , with opportunities for knowledge sharing and participatory exercises. It will adopt a blended format of instructional sessions and practical application.

Participants will apply their learning through experiential learning methodologies such as case studies, team discussions and other participatory and innovative learning methods.

Course enrolment will be limited to 30 participants to maximize interaction with course instructors and derive the greatest benefit from small group work.

Course contents

- Strategic Communications and Advocacy within the UN System
- Stakeholder Analysis, Influencing and Persuasion
- Theory of Change in the Communications Context
- The Art of Storytelling
- Evidence-based Advocacy and Data Visualisation
- Social Media for UN Impact
- Media Training and Managing Difficult Conversations
- Crisis Communications and Information Integrity
- Artificial Intelligence for Communications

Target audience

UN communications officers, associates and focal points, as well as programme officers and other UN professionals with communications and advocacy-related responsibilities.

Cost of participation

The course fee of $2,000 covers the following:

- 3.5 days of training, including coffee breaks.
- exclusive access to UNSSC's online social learning environment with training and supporting background materials, and the opportunity to stay connected with colleagues.
- all course materials, resources and contacts.

Participants are expected to cover all travel and lodging costs related to their attendance in the course.