

**Twenty-fifth session
Nairobi, 5–12 May 2009**

Item 14 of the provisional agenda

Activities relating to the Working Group on Publicity and Funding

Report of the Working Group on Publicity and Funding ^{*}

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Report of the Working Group on Publicity and Funding

Aims

This Working Group was set up following the Sixth UN Conference on the Standardization of Geographical Names in 1992. Its aims are to make the activities of the UNGEGN more visible and, where appropriate, to seek or help identify funds to support:

- ◆ publication and dissemination of material relevant to the advancement of geographical names standardization;
- ◆ provision of training for the development and management of geographical names administration;
- ◆ establishment of names authorities;
- ◆ participation of delegates in UNGEGN events and activities.

Working Group Meetings

During the Ninth UN Conference on the Standardization of Geographical Names in New York the Working Group on Publicity and Funding held a joint meeting with the Working Group on Evaluation and Implementation on the morning of 24th August 2007. This meeting was attended by 9 experts. A second joint meeting of the two Working Groups, attended by seven experts and two observers, was held in San Francisco, 21-23 April 2008. For part of this meeting a conference phone call with New York afforded Mr Stefan Schweinfest and Mr Jacob Zewoldi of the UN Statistics Division the opportunity to take part in discussions.

Press and Publicity

At the conclusion of the 24th Session of UNGEGN in 2007, the Convener of the Working Group on Publicity and Funding drafted a press release which was offered to the UNGEGN Secretariat for distribution. He subsequently responded to a number of press enquiries. The Convener has also given a number of presentations to audiences in the UK and elsewhere on the subject of Geographical Names and the work of UNGEGN. In addition to promoting the 2009 UNGEGN Session through the Bulletin, the work of UNGEGN has been promoted at recent events such as the 31st International Geographical Congress held in Tunisia in August 2008.

Media Kit

At the Joint Working Group Meeting in San Francisco it was agreed that the following topics would be included in a press kit designed to assist delegates in responding to media queries: aims of the kit; the role of geographical names; geographical names in a changing world; geographical names in a multilingual and multiscruptual world; geographical names in a digital world; why do we need geographical names standardization?; the role of UNGEGN in promoting geographical names; UN resolutions; other groups dealing with geographical names; quotable quotes; references; frequently asked questions and answers. The information will be on individual sheets to be distributed in a six language folder that can also accommodate other UNGEGN brochures and individualized information.

Work on drafting text is currently in progress and the Working Group Convener would still welcome contributions, particularly with respect to frequently asked questions.

Funding

The request for publications and training courses has been accounted for in the 2008-09 UN Statistics budget.