
**United Nations Group of Experts on
Geographical Names**

Second session

New York, 3 – 7 May 2021

Item 8 of the provisional agenda *

**Issues of publicity for the Group of Experts and funding of
Group projects.**

Resolutions concerned:

**V/21, V/24, VI/5, VI/13, VIII/15,
IX/10**

Summary report on the activities of the Working Group on Publicity and
Funding

Submitted by The Convenor of the Working Group on Publicity and
Funding**

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Summary

The report highlights the aims and activities of the working group in raising awareness of the need for geographical names standardization and the work of the Group of Experts, particularly in advancing the digital presence of UNGEGN, through updated presence on the web and social media and an updated Media Kit. The report also outlines the onboarding efforts by the UNGEGN for new experts attending the UNGEGN Plenary Meetings.

The activities have been much affected by the ongoing COVID-19 pandemic which has caused a reduction in activities relating to this and related Working Groups.

At the end of the report, work for the future is outlined, particularly the involvement of the Working Group in strategy 5 of the UNGEGN Strategy 2021-2029.

Report of the Working Group on Publicity and Funding

1. Aims of the Working Group on Publicity and Funding

Established following the Sixth UN Conference on the Standardization of Geographical Names in 1992, the Working Group on Publicity and Funding aims 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; and
- Participation of delegates in UNGEGN events and activities.

2. Working Group Meetings

Meetings of the Working Group on Publicity and Funding are held jointly with the Working Group on Evaluation and Implementation. The two working groups held a joint meeting in connection with the First UNGEGN Session in New York on 3. May 2019.

A joint working group meeting was planned as part of the joint UNGEGN Symposium “Cultural Heritage and Commercialization of Geographical Names”, which was also to host Working Group and Division Meetings, planned for 20.-24. October 2020. Unfortunately, this symposium was cancelled owing to the COVID-19 pandemic.

3. UNGEGN Session Preparations

One of the concerns since the last UNGEGN Session in 2019 has been to provide newcomers with information about how to be able to attend UNGEGN Sessions. For this purpose, a [Special Edition Information Bulletin](#), no. 60 has been issued. The bulletin gives information on all aspects from registration to attendance. Owing to the special nature of the Second UNGEGN Session as an online venue, special information on this is also included. In addition an onboarding session provided for newcomers on 29. April 2021.

4. Press and Publicity Efforts

Webpage: Following the agreement reached at the WG meeting in 2018, a substantial update has been carried through since late 2018 by a focused webpage group. With the help of UN webpage experts, the ideas and vision for a new UNGEGN webpage is emerging and this Convenor and the webpage group are pleased with the new version of the UNGEGN webpage at:

- <https://unstats.un.org/unsd/ungegn/>.

The webpage group welcome input and constructive suggestions for improvement experts, as webpages are always possible to update.

Media Kit: Having been available since early 2011 (and acting on UNCSGN Resolution IX/10), the Media Kit has been continuously updated since August 2013, kindly undertaken by former UNGEGN President, Ms. Helen Kerfoot. Special effort has been given for the Media Kit to reflect the new UNGEGN structure.

The Working Group encourages countries and experts who have previously translated the Media Kit to also to take part in the revision work to assure updated Media Kits in as many languages as possible.

UNGEEN Information Bulletin: The Information Bulletin is being published biannually and informs UNGEEN Experts about current and upcoming items of interest to the organization. According to the UNGEEN Secretariat, there are more than 700 persons and institutions on the mailing list.

Since 2014, the Bulletin has had themed issues, where themes relevant to UNGEEN and standardization of geographical names are explored. Since the last report, the Bulletin has been issued with the following themes, including the Special Edition mentioned above:

- #56 (June 2019) - Curiosities of geographical names
- #57 (November 2019) - Communication strategies for encouraging the implementation of standardized geographical names
- #58 (May 2020) - Issues and experiences in the standardization of geographical names (updated)
- #59 (Nov 2020) - Geographical Names and Sustainable Tourism
- #60: Special 2021 Session Edition

Thematic issues have created a more attractive and relevant medium for information and for contributions. In order to keep this positive development ongoing, the Working Group urges experts to keep contributing with relevant articles for the bulletin.

5. Funding

Sponsorship: The need for supporting representative of developing countries remains as crucial as ever to this Working Group. However, with the virtual format of this UNGEEN Session, no need for sponsorship has issued.

Training events: The Working Group would very much like to hear from experts or organizations planning or wishing to undertake training events, international or, regional in cooperation with UNGEEN at this Session, to initiate the proper procedure for establishing training events. Training events with UNGEEN assistance must be presented to the Session through a resolution prepared in consultation with the Working Group on Publicity and Funding.

6. The UNGEEN Strategy 2021-2029.

With a new UNGEEN structure in place at the first UNGEEN Plenary Meeting in 2021, the last two years have been much devoted to defining a Strategy for UNGEEN. The Working Group has a central role in Strategy 5: **Promotion and Capacity Building**. The strategy has four action items:

- i. Raise awareness of the importance of using standardized geographical names and their role as a crucial element of geospatial information;
- ii. Enhance the visibility of UNGEEN through its publications, improved communications, outreach, networking and partnerships;
- iii. Assist Member States in their capacity building and in the development and management of geographical names standardization; and
- iv. Develop funding strategies to enable UNGEEN to assist Member States in achieving national geographical names standardization.

Each action point has between 1 and 4 sub-points, each with a time frame for finalization. For more information on this, please see the published UNGEEN Strategy 5.