

## Retreat of the Peacebuilding Commission

## Strengthening the Peacebuilding Commission and its Advisory, Bridging and Convening roles

Organized by the Dag Hammarskjöld Foundation and the UN Department of Political and

Technical and financia

The advisory, bridging and convening roles of the PBC were identified as giving the

## Session 2: Communicating results on the work of the Peacebuilding Commission

In recent years, there have been increasing requests from Member States to enhance the visibility of the Peacebuilding Commission and its work. This session sought to facilitate dialogue on what can be done to make the work of the PBC more visible to a broader audience, including other Member States; across the UN system; and in the countries in which it provides support. Moreover, the session explored how the PBC could engage with the Department of Global Communications in developing a strategy to communicate its peacebuilding and prevention contributions.

Participants recognized the challenges in effectively communicating on peacebuilding. It is easier to communicate on crises, conflicts, and the statistics of suffering, than on the guiet and delicate work of prevention of conflict. However, it was noted that in recent times of great turmoil , providing an opportunity

to more effectively communicate the work of bodies like the PBC and to make the case for why investment in prevention and peacebuilding is essential.

To facilitate the discussion, the Under-Secretary-General for Gobal Communications presented It was suggested that three questions could help guide

the communications of the PBC: What problems are we trying to solve? Why should one care, and who are the key audiences we are trying to reach? And finally, what now? When informing an audience on an issue, what are we asking them to do about it? The USG of the Department of Gobal Communications expressed appreciation for the opportunity to join the retreat to learn more about the work of the PBC, with a view to strengthening collaboration with the PBC in to a broader audience.

Some participants felt that greater clarity was needed on what the PBC specific objectives are in order to effectively communicate its value proposition. Participants also felt that strategic communications should be built into peacebuilding operations (especially at the country level), rather than being considered an added dimension after operations have concluded. T&1 n aToi luded. T&1 n

Working lunch: Advancing the Advisory, Bridging and Convening roles of the Peacebuilding Commission

building on the messages of Our Common Agenda and the anticipated New Agenda for Peace. A greater geographic coverage would increase opportunities for briefings and relevant, meaningful advice to the Security Council and other intergovernmental bodies.

## Concluding remarks

The retreat of the Peacebuilding Commission concluded with reflections on the need to continue the quiet, discrete, and difficult work on the prevention of violent conflict and building peace. Participants recognized that while peace is the most important UN task, it is becoming more difficult to accomplish. The world faces compounding threats that affect peace and security and challenge the peace and security architecture of the UN, including: geopolitical threats and governance failures; climate change; the shift to hybrid conflicts; technological disruption; disinformation and hate speech; and the use of new and autonomous weapons. Moreover, the COVID-19 pandemic has tested the limitations of global preparedness and solidarity.

Participants urged the PBC to maintain an ongoing focus on conflict prevention and acknowledged