Communication and Social Media Toolkit

MIDTERM REVIEW OF THE IMPLEMENTATION
OF THE VIENNA PROGRAMME OF ACTION FOR LLDCs FOR THE DECADE 2014-2024 IN THE AFRICA REGION

18-19 March 2019

Marrakeck, Morroco

Please find below Communications and social media tools and resources to help you promote the Africa Region Review taking place in Marrakech.

Important Info:

The Africa Region Review is the second of the three regional review meetings (Euro-Asia, Africa and Latin America regions) on the implementation of the Vienna Programme of Action will take place in early 2019. This review will undertake assessments of the implementation of the Vienna Programme of Action in the Euro-Asian region, provide an important opportunity for sharing experiences and lessons learned on challenges faced by LLDCs there and identify recommendations for appropriate strategies and mechanisms to address these challenges and accelerate the implementation of the VPoA. This event will come up with rich, practical and comprehensive suggestions that will feed into the global level preparations. UN Regional Commission for Africa (ECA) and OHRLLS are coordinate the event.
2- Press Release embargoed until the closing of the event on 19 March 2019. (Shared separately)
4- Vienna Programme of Action (VPoP) Summary (http://unohrlls.org/about-lldcs/programme-of-action/);
6- International Think Tank for LLDCs, ENG; (For Print: http://landlocked.org/).

**Social Media:**

The office of the High-Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States will be using its social media accounts to promote this event:

1- Facebook: @UNOHRLLS
2- Twitter: @UNOHRLLS
3- Flickr: https://bit.ly/2WarbdM
4- YouTube: https://bit.ly/2GHB5Qr

In partnership with UNECA:

1- Facebook: @EconomicCommissionforAfrica ; @Cea Afrique du Nord
2- Twitter: @CEA_ANComs
3- Flickr: https://www.flickr.com/photos/uneca/albums
4- YouTube: https://www.youtube.com/user/unecaVideo
Hashtag:

The primary hashtags for the event will be:

#VPoAReliew

- We can also use the general ones such as: #LLDCs; #VPOA; #GlobalGoals; #SDGs.

Sample of messages for social media:

For Facebook:

1- Due to long distances to the seaports, poorly developed transport and transit systems, and cumbersome border and transit procedures, the #LLDCs face disproportionately high trade costs and pay more than double what coastal countries do!

✦ The Midterm Review (MTR) of the Vienna Programme of Action (VPOA) is an opportunity to take stock of what has been done to help LLDCs overcome their challenges and share lessons learned!

✦ Stay tuned for the first Regional Review of the MTR which is taking place on 11-12 February in Bangkok!

#VPoAReliew

(If the hyperlink for the first Regional review didn’t work well, you can copy the following: https://bit.ly/2CEBLAJ

2- The #LLDCs continue:

✦ to account for a negligible amount of global trade and;
✦ perform below recommended capacity in inter-regional trade, exposing the countries to external shocks.

→ This is indicative of structural weaknesses and other impediments that require the efforts of the global community to meaningfully address them.

These are some of the statistics of "Improving transit, cooperation, trade and trade facilitation in landlocked developing countries" Report. To find out more, please click here: ☛️ https://bit.ly/2RLM3cA
3- Did you that the Vienna Programme of Action (VPoA) has six priorities?
   1- Fundamental transit policy issues
   2- Infrastructure development and maintenance
   3- International trade and trade facilitation
   4- Regional integration and cooperation
   5- Structural economic transformation
   6- Means of implementation

To learn more about the VPoA please click here: https://bit.ly/2Uf6fRb

For all posts: Please add a photo of LLDCs and tag:
@UNOHRLLS; @EconomicCommissionforAfrica ; @CeaAfriqueduNord; maybe also the Think Tank @ITTLLDC

For Twitter:

1- The Euro-Asian Regional Review for The Vienna Programme of Action (VPoA) will be held in #Bangkok on 11-12 February, to discuss the implementation progress in the Europe & Asia.  
   Click here for more info: https://bit.ly/2CEBLAJ  #VPoAReview

2- The Midterm Review gives us a chance to:
   * Assess implementation of Vienna Programme of Action
   * Identify gains & challenges
   * Propose recommendations on accelerating implementation of the VPoA
   Info about the Euro-Asian 1st MTR regional meeting here 👈
3- Did you know that 32 of the world’s landlocked countries w/a population of about 440 million face an array of challenges mainly associated with their lack of direct territorial access to the sea & remoteness from world markets?  
Here's more facts on #LLDCs https://bit.ly/2R9HWBW

4- The 32 landlocked countries are divided between 4 regions:  
*16 in Africa  
*10 in Asia  
*4 in Europe  
*2 in Latin America  
The 1st Regional Midterm review of the Vienna Programme of Action will cover both Asia & Europe: https://bit.ly/2CEBLAJ

5- The average GDP/person living in a LLDC in 2017 was 1,544 up from $1,514 in 2016. In 2010, it stood at $1,298. In 13 LLDCs the GDP per capita was below $1,000 in 2017. Learn more facts on #LLDCs https://bit.ly/2R9HWBW #VPoAReview

(For all tweets: Please add a photo of LLDCs and tag in “THE PHOTO”: @UNOHRLLS; @CEA_ANcoms; the USG @fekita_u; maybe also the Think Tank @ITTLLDC)

You can also tag the following UN agencies:  
@UNIDO  
@UNCTAD  
@WTO  
@ITTLLDC  
@UNOSSC  
@UNDP