



# One Source

## Business Case for a Unified UN System Internet Presence

## Presenters

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UN System Chief Executives Board for Coordination (CEB)

High-level Committee on Management (HLCM) Business Practices

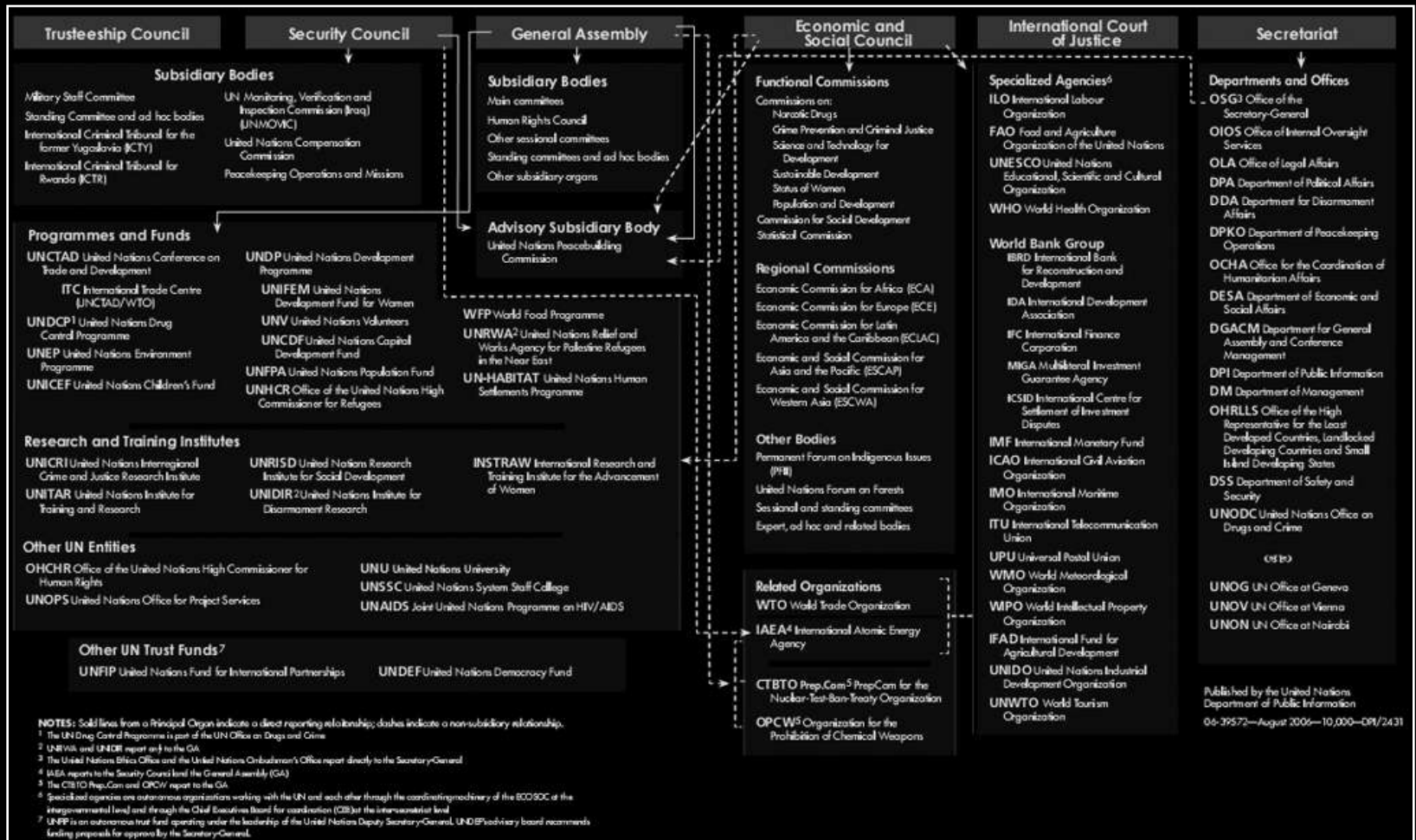
Web for Development Community - Survey Responses

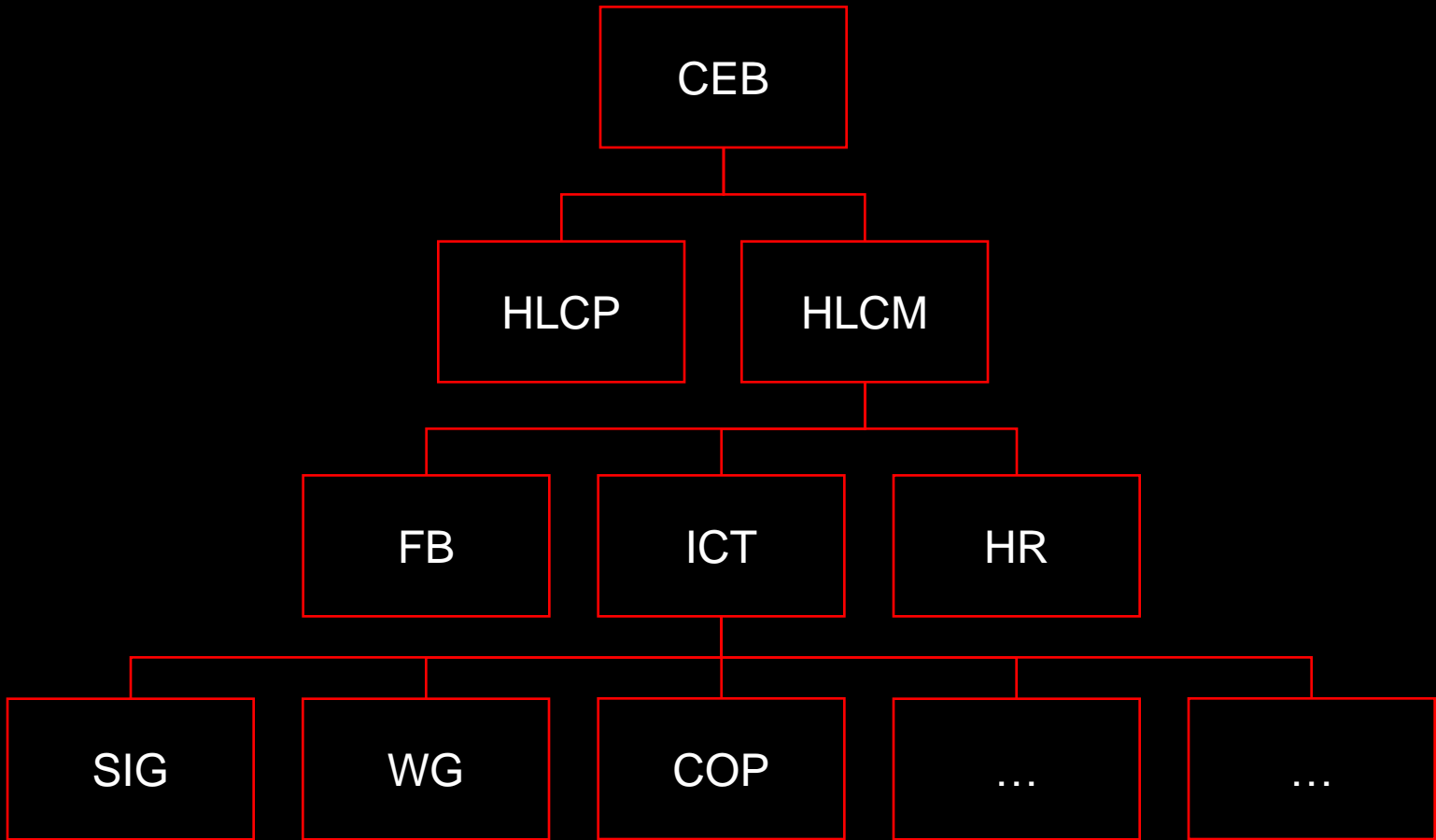
One Source – A Business Case

UN Geospatial Information Working Group (UNGIWG) - Bangkok

Next Steps

# The United Nations System





## Evaluation Mechanisms & Performance Measures

UN system-wide financial statistics database and reporting system

Common Treasury Services

IPSAS training

Implications of IPSAS on budgeting practices

UN system cost recovery policy

Harmonization of Organizations' Financial Regulations and Rules

# Business Practices

Senior Management Network

Harmonization of staff regulations and rules

Review of contractual arrangements

Senior Management Network Leadership Development Programme

## UN System Portal - One Source

Internationally Recognized Standards

Enterprise Resource Planning

Common Business Case and Costing

Common Services – Data Centres

## One United Nations:

The UN system must continue to intensify its efforts more effectively to manage and share knowledge and best practices, to better employ information technology and to produce reliable standardized data, all of which facilitate coherent support of decision making and cogent system-wide strategies for public communication...

## JIU/REP/2002/9 - Managing Information in the UN Systems Organizations:

*“Taking advantage of rapidly evolving information and communication technologies (ICT) has become increasingly important for improved management in the United Nations system organizations to perform their mandates in a more efficient and effective way.*

*While these organizations generally recognize the role of ICT in a reform process aimed at improving management, the need for a strategic and comprehensive approach to integrate ICT for management purposes has largely been neglected.”*



## UN System ICT Strategic Framework

### Case 11: Knowledge Sharing

*"Organizations have a wealth of development and operational knowledge, but this source of knowledge is not organized in such a way as to make it easily available nor accessible to the communities of stakeholders. Also, there are no standards on tagging information or sharing information or services over the Internet.*

*Opportunity: UN agencies do not have the same systems, but systems can now communicate in the same way."*

## Case 12: Web Content Management

*"While progress has been made at the agency level to better use the web, the lack of coordination has resulted in costly duplication of efforts, un-integrated systems, confusing experiences for users, and missed opportunities for using the web effectively.*

*Target Position: a strengthened UN System site ([www.unsystem.org](http://www.unsystem.org)) which would serve as a one-stop shop for all UN system agencies."*

### GA Resolution 59/250:

... reaffirmed that enhanced information sharing and knowledge management could result in more effective delivery of development cooperation by the UN system.

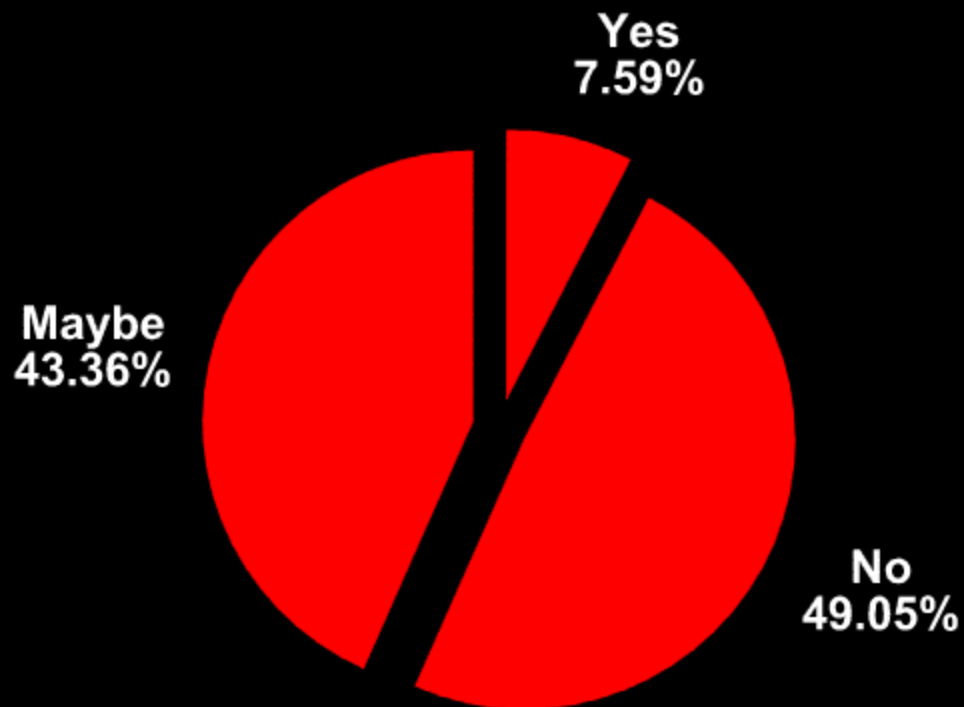
### ECOSOC Resolution 2006/14:

... encouraged the UN system to strengthen the effective use of arrangements such as system-wide knowledge management.

A word cloud of various international organization domain names. The text is arranged in a circular pattern around a central title. The central title is 'Web4Dev Survey' in a large, bold, red font. The surrounding text consists of numerous domain names in a smaller, grey font, including: harvard.edu, unctad.org, oxfamamerica.org, usaid.gov, unvolunteers.org, usa.redcross.org, hdcentre.org, un-instraw.org, cfah.org, wmo.ch, unops.org, iaea.org, paho.org, msf.org, unece.org, imf.org, unesco.org, unog.ch, weforum.org, ei.columbia.edu, ids.ac.uk, itu.org, developmentseed.org, who.int, unodc.org, unrisd.org, ohchr.org, unfpa.org, bis.org, wto.org, dfid.gov.uk, un.org, wfp.org, osce.org, unifem.org, unicef.org, un.org, unhcr.org, unhabitat.org, uneca.org, oecd.org, ilo.org, unaids.org, worldbank.org, cec.eu.int, icao.org, oneworld.net, afd.org, afd.org, undp.org, worldbank.org, cec.eu.int, aed.org, cgiar.org, ifc.org, fao.org, unfccc.org, bstdb.org, iom.org, ifc.org, dsc.unibo.it, ssrc.org, adb.org, acdi-cida.gc.ca, ifad.org, oxfam.org.uk, iadb.org, net-progress.org, unsystem.org, cgdev.org, imo.org, catholicrelief.org, asia-initiative.be, ndi.org, pacthq.org, webmechanics.org, international.gc.ca

## Web4Dev Survey Responses – Information Access

1. Does your target audience find it easy to locate information from the UN system that is valuable to them?

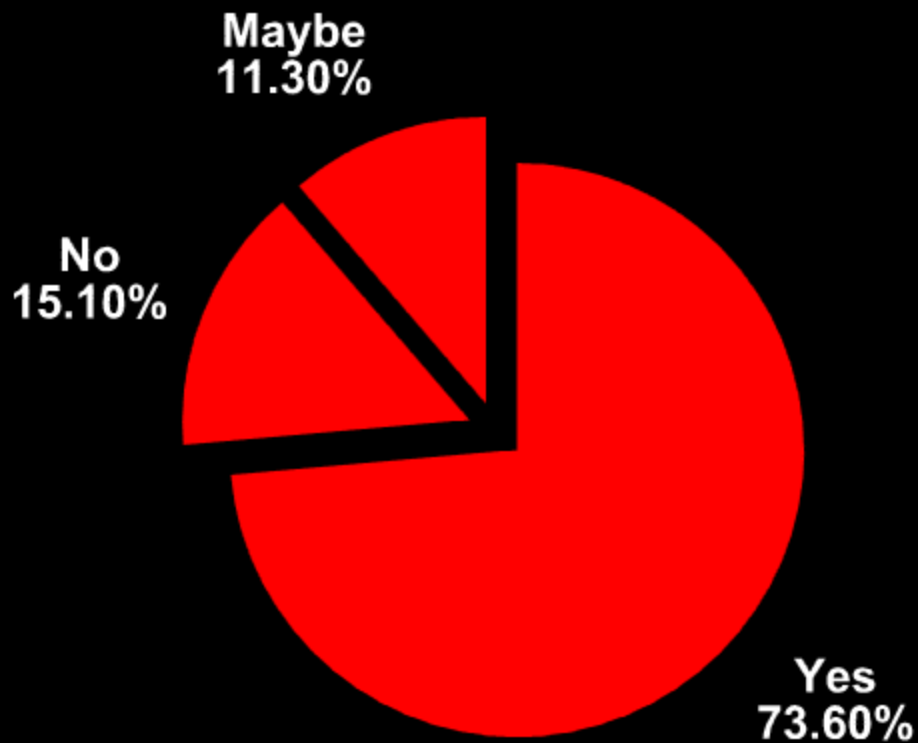


## Web4Dev Survey Responses - Comments

*“We need a small and manageable set of tags and associated feeds so we can each aggregate what's most useful for the various audiences we deal with.”*

## Web4Dev Survey Responses – Reciprocal Linking

2. Do you link to content published by other UN system organizations?



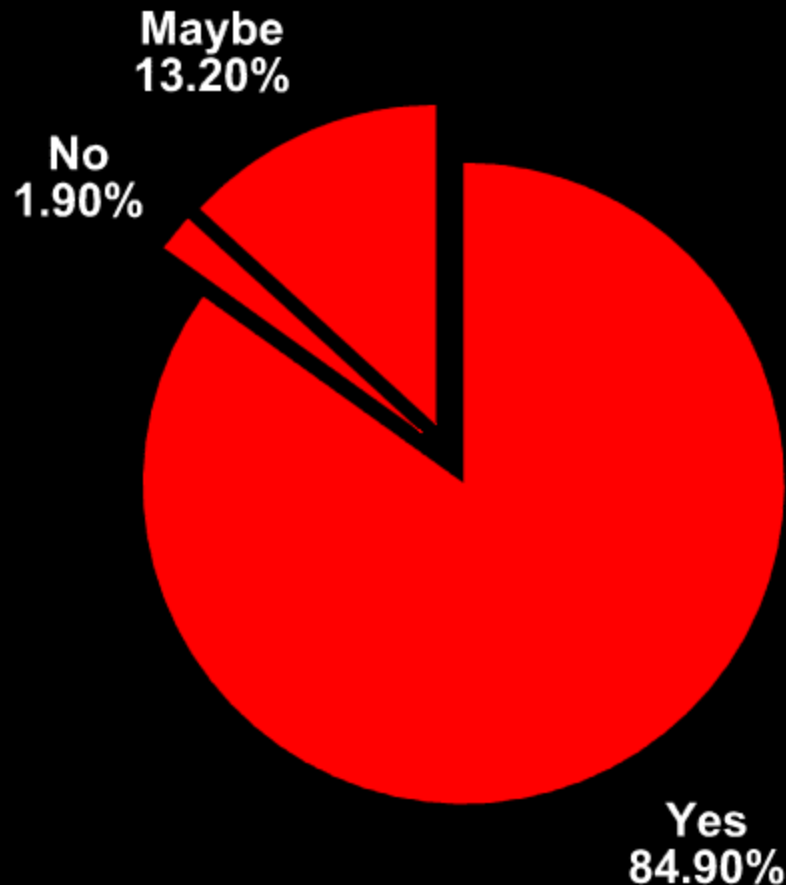
## Web4Dev Survey Responses - Comments

*“Apart from linking among themselves, UN Agency websites content should also link with other IO and NGO websites content, such as, for example content of IFRC/RC, IOM and many others. Not an easy task, for sure.”*



## Web4Dev Survey Responses – Custom Feeds

3. Would a filtered feed (based on themes or keywords or geopositioning) be useful to your (internal as well as external) target audience?

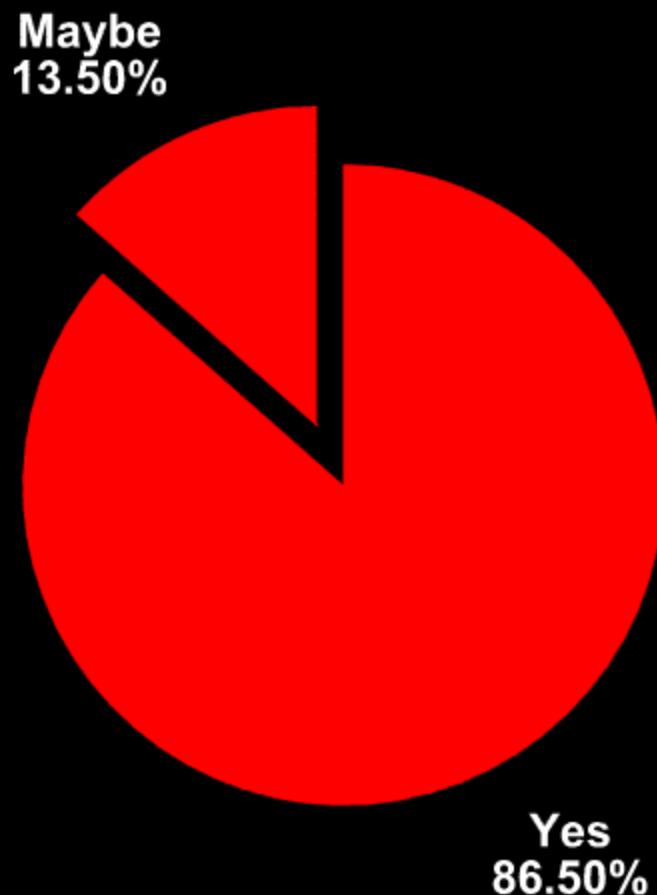


## Web4Dev Survey Responses - Comments

*“Issues of interoperation, governance and how best to promote open access are being hotly debated in the UN geospatial community (see UNGIWG and the UNSDI). Many of the methods and principles can readily apply in generic areas away from specialized spatial data.”*

## Web4Dev Survey Responses - Opportunities

4. Do you think we are missing opportunities to add value to - and leverage - UN system content?

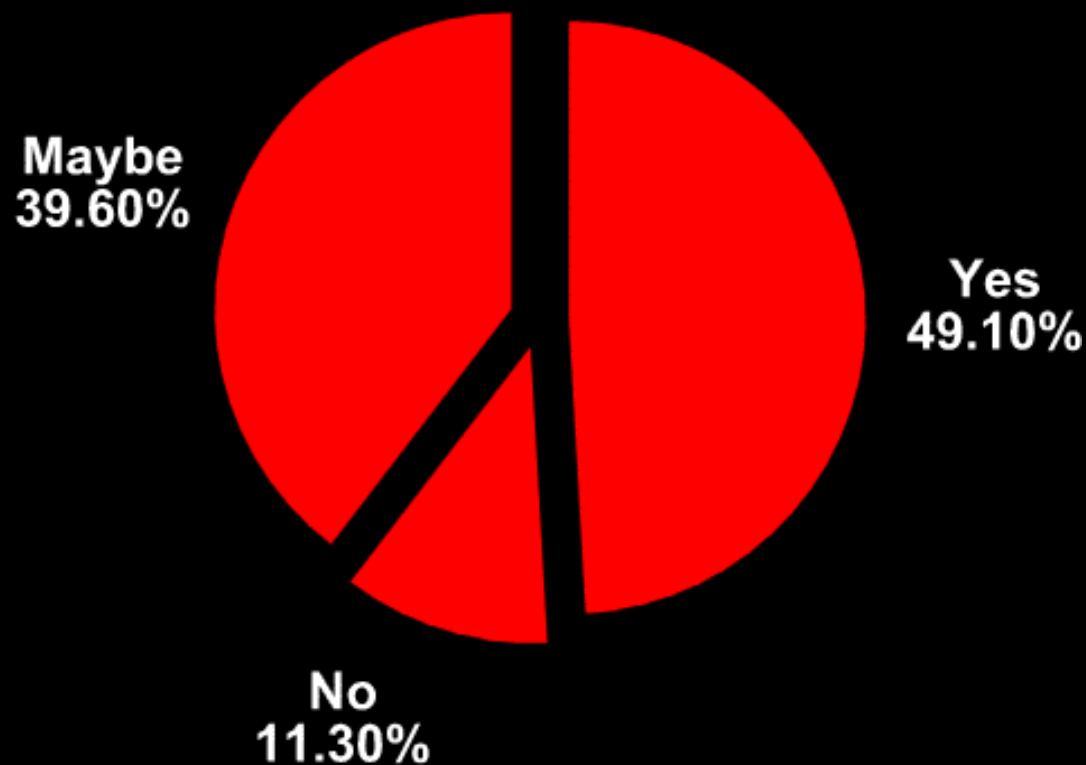


## Web4Dev Survey Responses - Comments

*“Open up these systems, let other agencies and the public at large tap into it. It will have a great impact on development thinking.”*

## Web4Dev Survey Responses – 3<sup>rd</sup> Party Content

5. Would the identification and easy publishing of thematically related 3rd party content add value to your website?



## Web4Dev Survey Responses - Comments

*“UNDP Bratislava Regional Centre (Europe & CIS) is just starting up some exciting projects to feature 3rd party relevant information along with links to other UN agency knowledge. But in general, the UN still misses joint platforms or at least ‘knowledge maps’ for thematic or geographic information.”*

## Web4Dev Survey Responses - Comments

*“I think that we need an easy way to do this that does not cost lots of money - like a central CMS that would handle this. This would be a great addition to my website.”*

## Web4Dev Survey Responses - Comments

*“UN system web managers should meet at least once a year to discuss what opportunities there are or could be created to leverage UN system content; perhaps this could be a special interest group meeting at the Web4Dev conferences or as a separate annual meeting.”*



**Complexity**

**Brand / Image**

**Efficiency**

**Coordination**  
**Issues**  
**Sunken Costs**

**Standards**

**Mixed Message**

Misunderstood

Protect Information

Don't Speak the Same Speak

Publishing Capacity  
**Barriers**

Content Availability

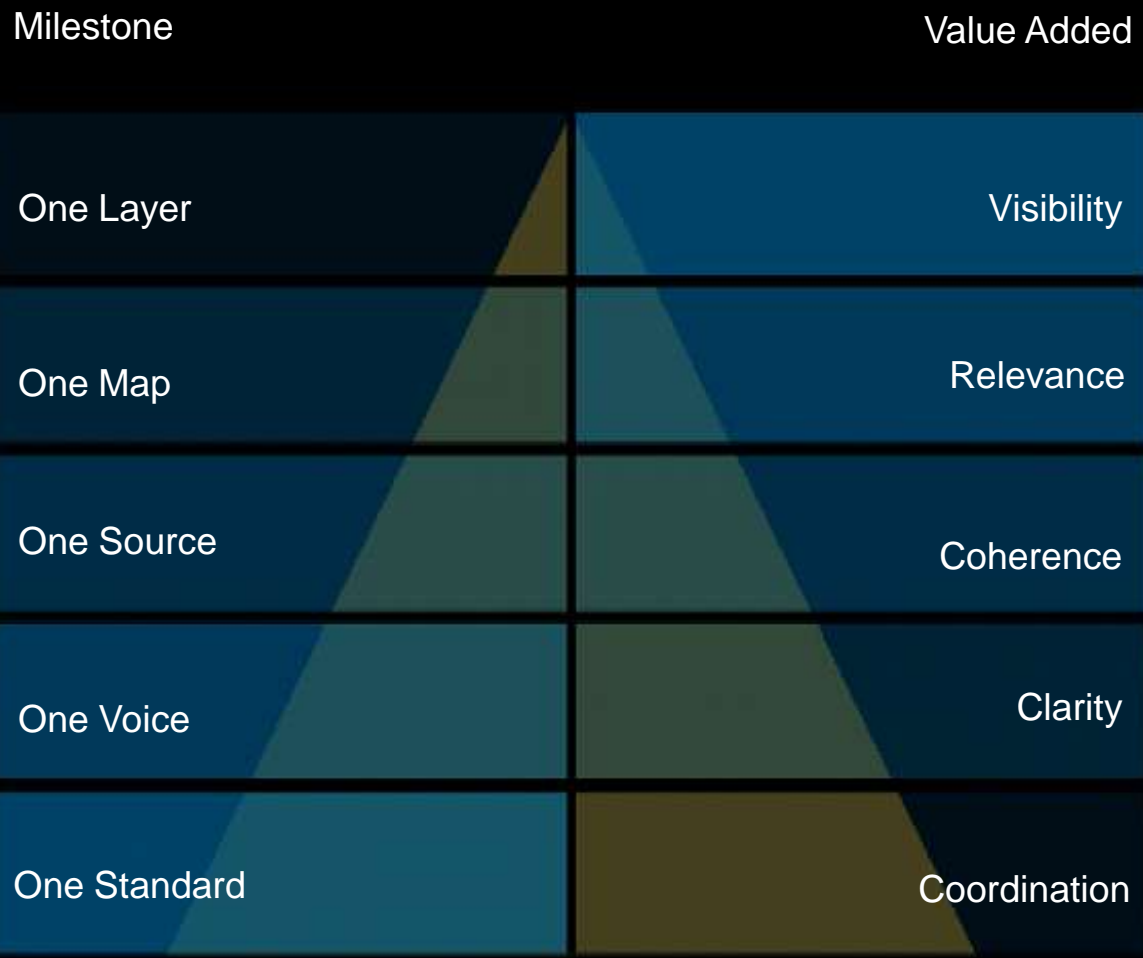
Cartographic Standards

Copyrights

A UN system-wide knowledge sharing solution, facilitating the delivery of relevant and coherent content to all stakeholders through the implementation of a common publishing framework that leverages current ICT investments to promote inter-agency collaboration.

**One Source**





Raise awareness

Improve public image

Add value to content, lessen the burden

Promote standards and best practices

**Objectives**  
Harmonize business practices, streamline processes

Capture knowledge

Leverage Investments and Leverage Expertise

Support inter-agency coordination needs

Create new services and spur spin-offs

## **Long-term Gains**

**This is a Win - Win scenario**

**An improved public image has strategic value**

**Member states want this**

**Assumptions**

**Standard policies & practices secured**

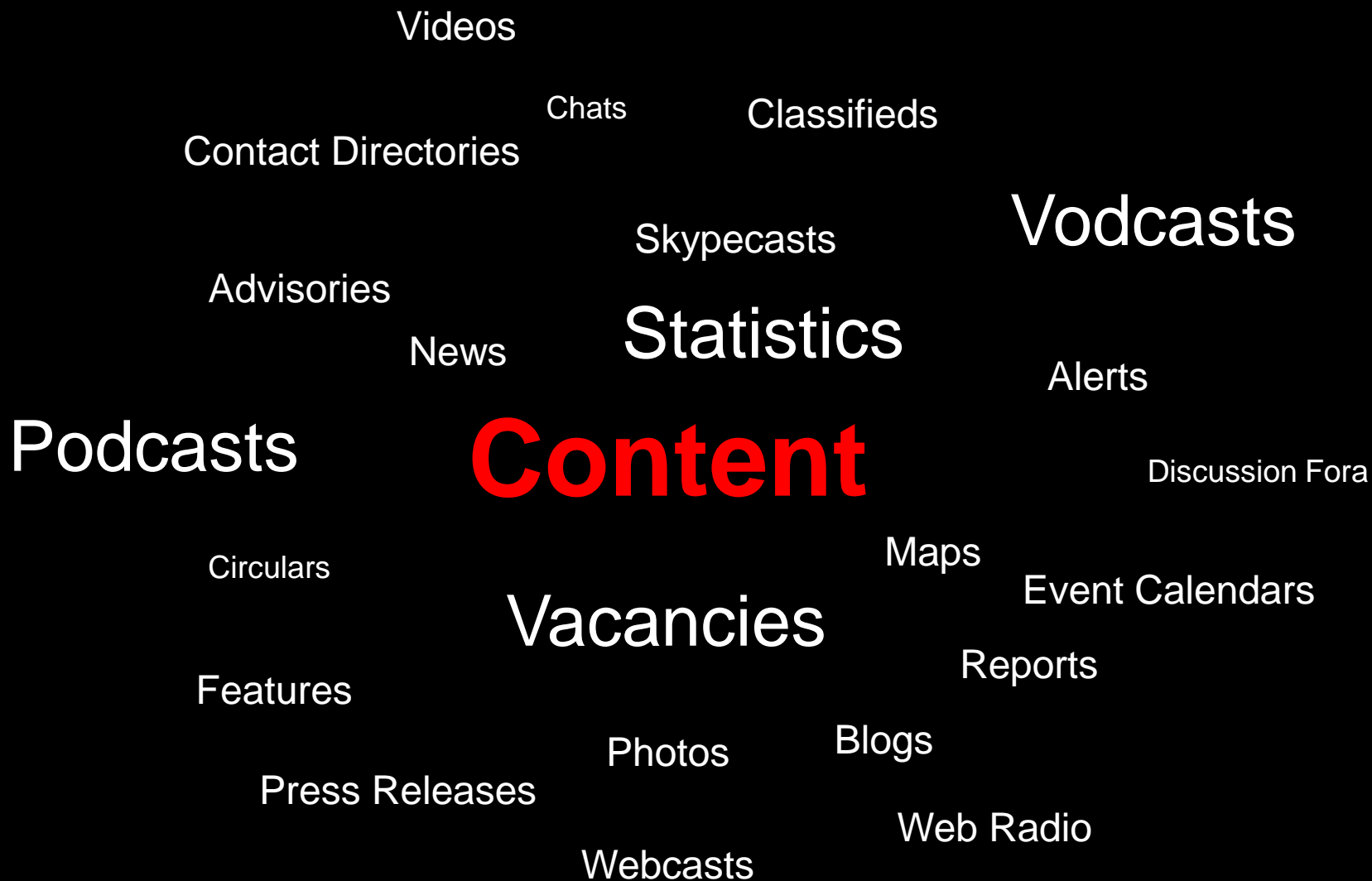
**Content management is key**

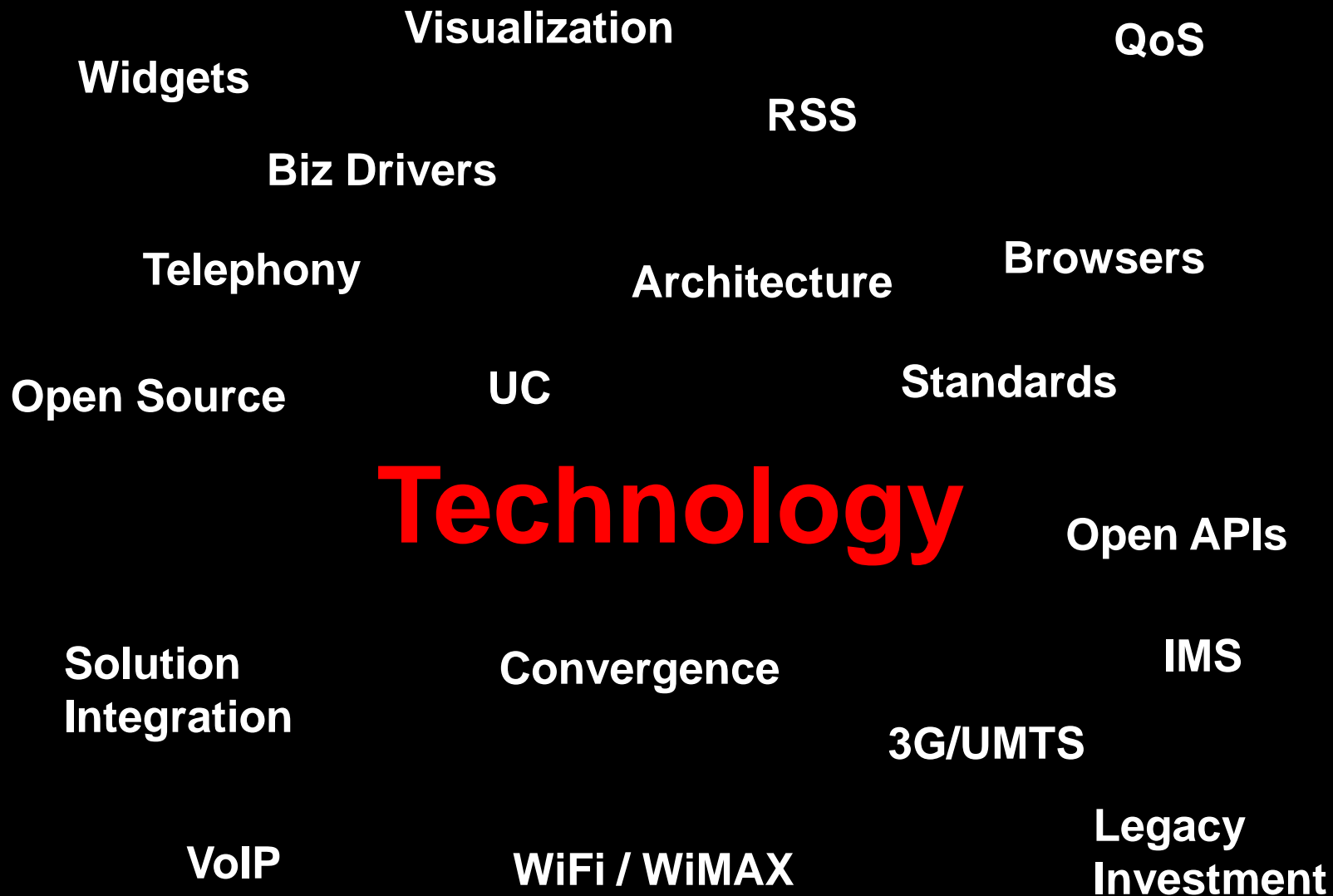
**Decentralization makes this manageable**

**Visualization platforms add value**

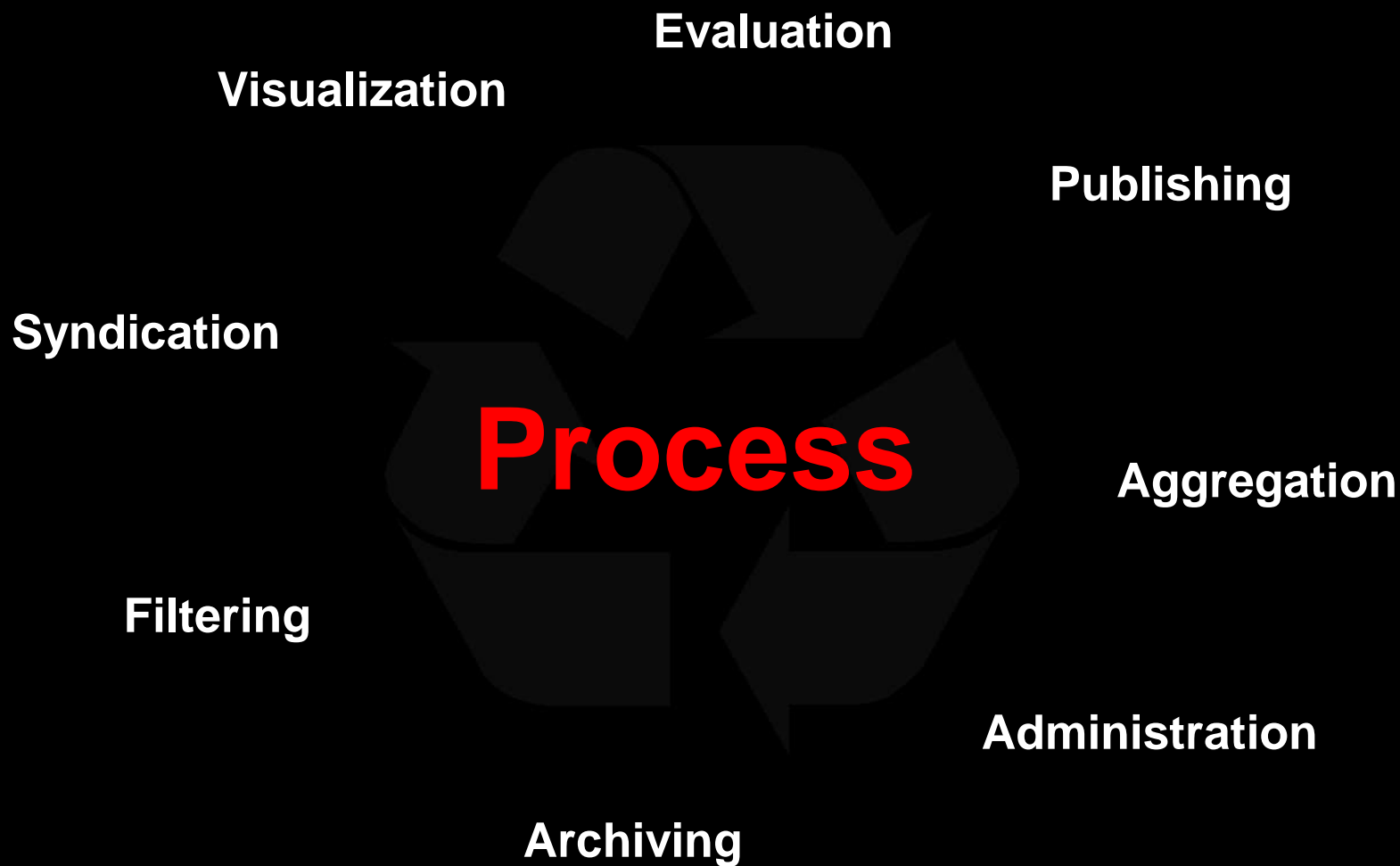


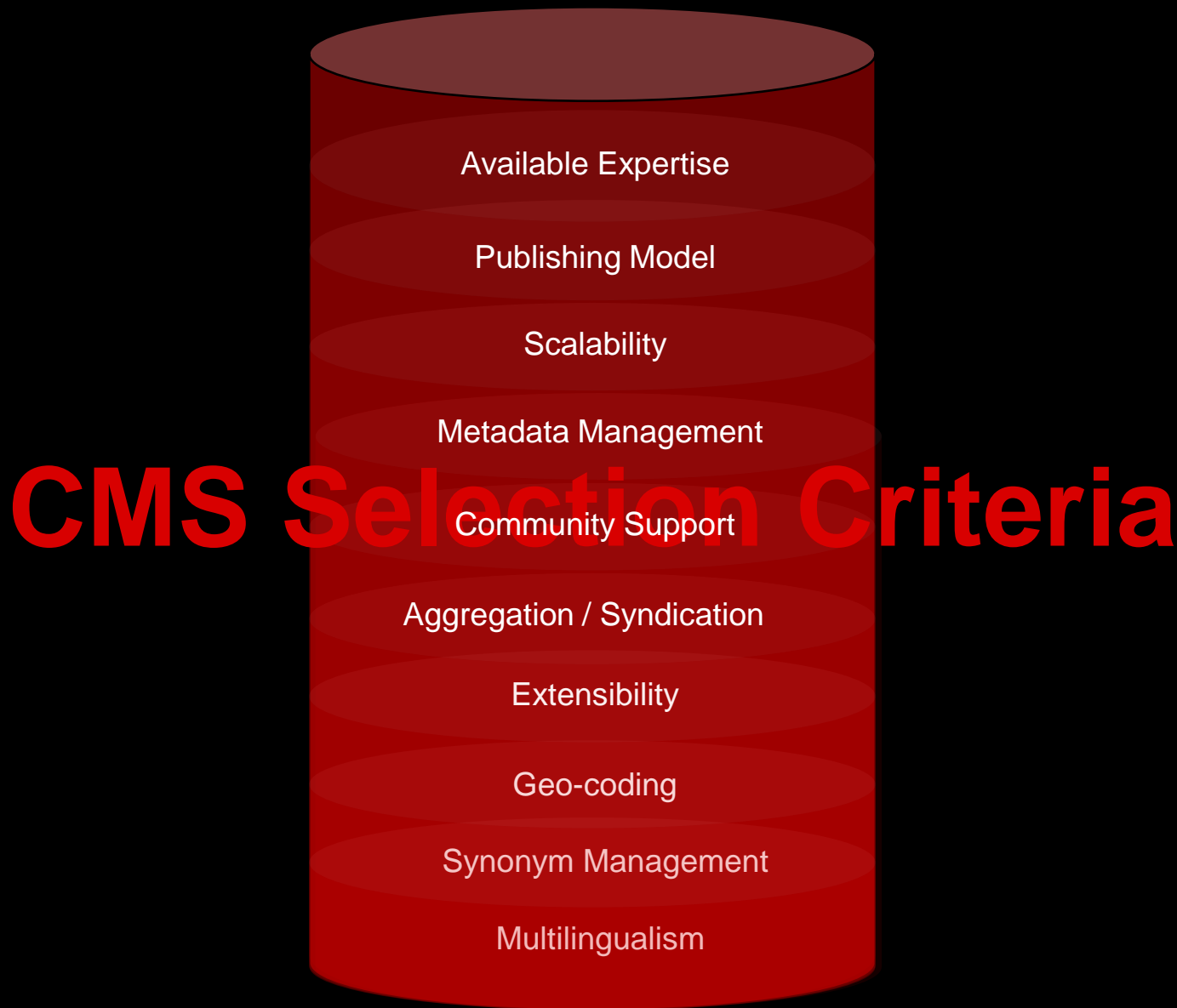


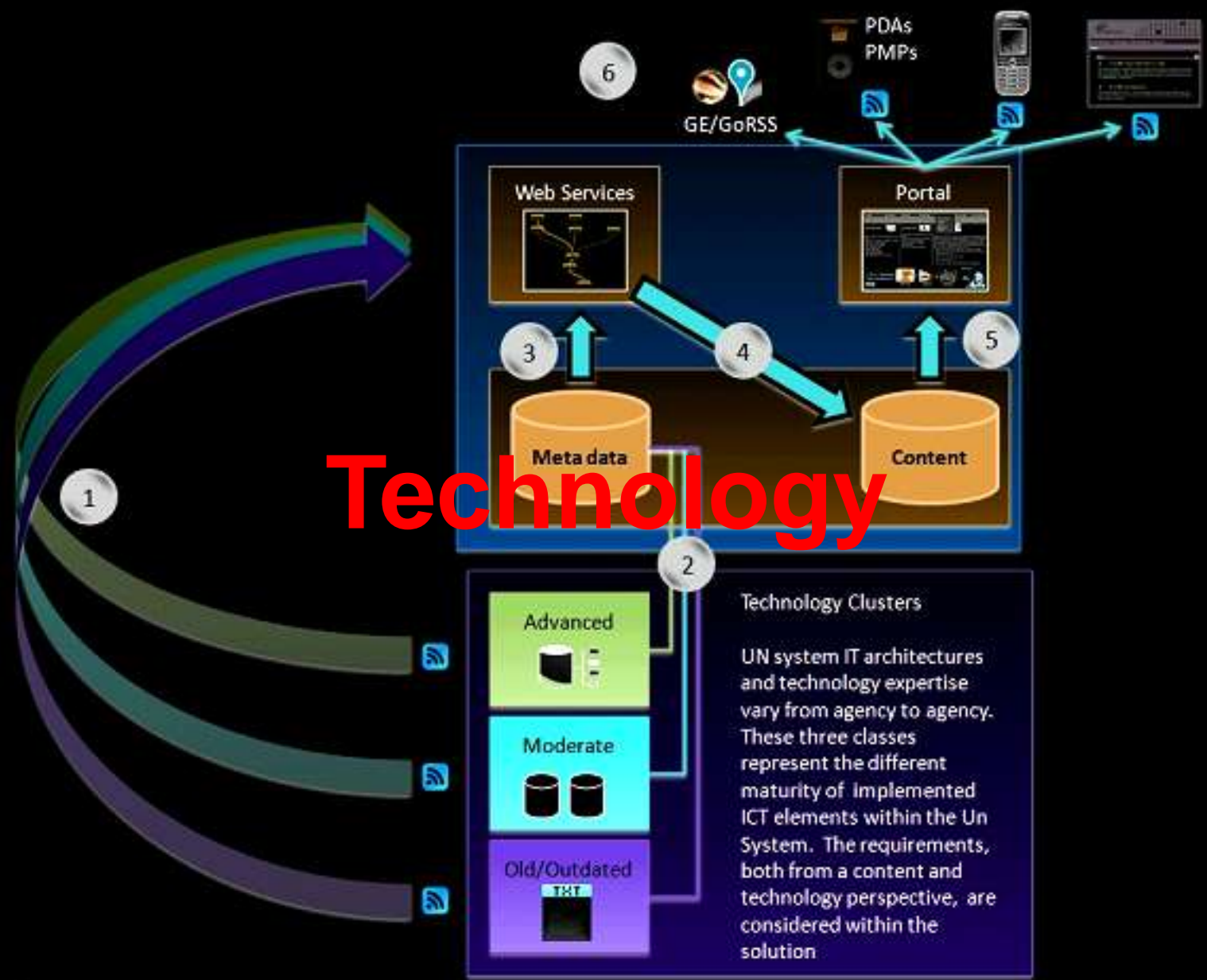


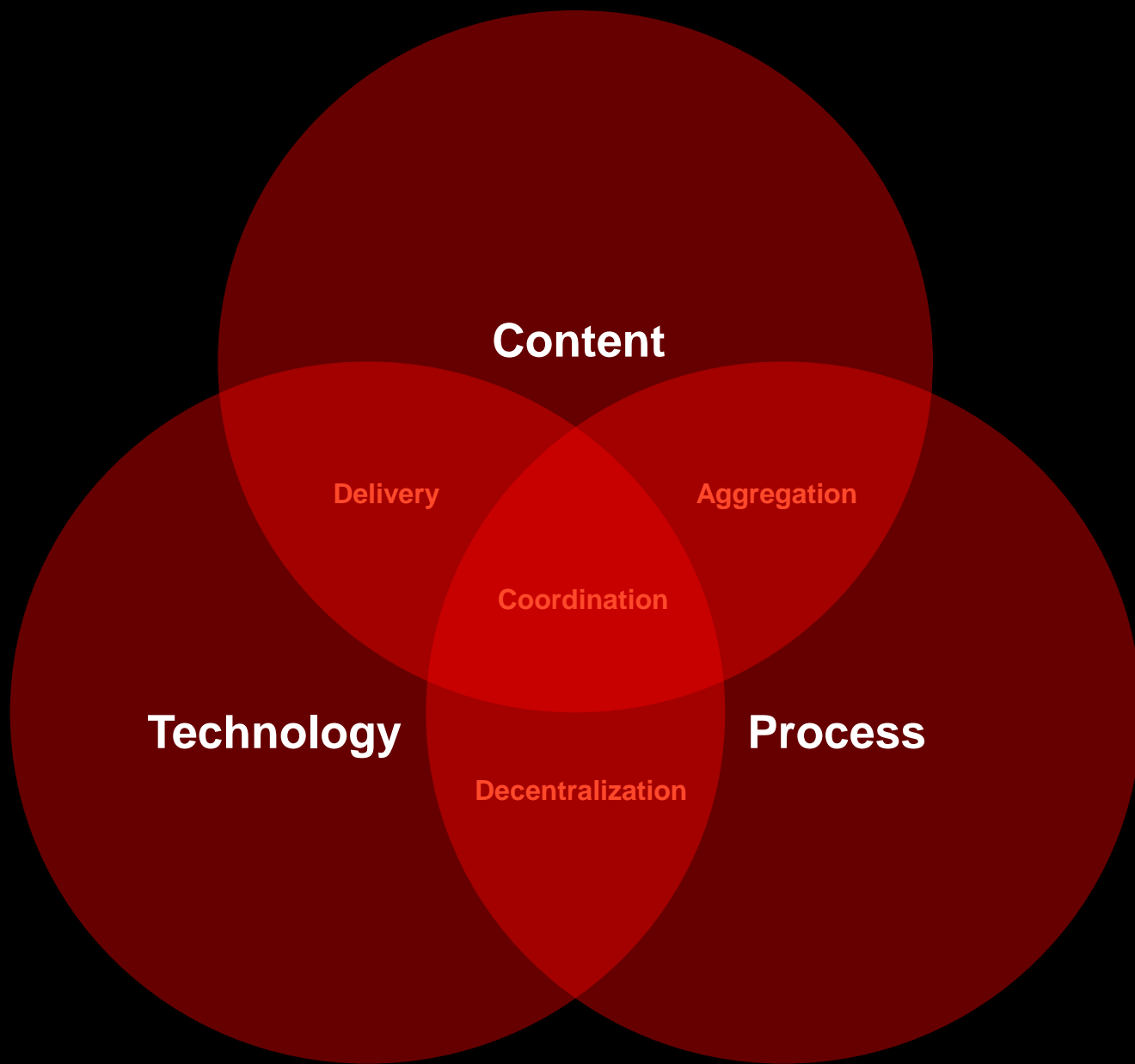












**Access:** Redirects, Relations, Outreach, User-Friendliness

**Adoption:** Agencies, Content Coverage & Granularity

**Performance:** Behaviour, Turnaround, Speed

# Metrics

**Popularity:** Traffic, Rankings, Satisfaction, Reviews

**Relevance:** Accuracy, Loyalty, Subscriptions

**Awareness:** Campaigns (Engagement, Donations...)



**Project Plan**

**January 2008**

**January 2010**



**Formal Approval**

**Gap Analysis**

**Technology Clustering**

**Content Mapping**

**Functional Requirements**

**CMS Evaluation & Selection**

**3<sup>rd</sup> Party Evaluation & Selection**

**Portal Build & Test**

**Phased Release of Pilot**

**Formal Launch**

# Project Plan

**Common publishing standard**

**Coherent message delivery**

**Maintenance must be manageable**

# **Critical Success Criteria**

**User-friendly and useful**

**Collaborative design and implementation**

**Scalable and flexible solution**

**Effectiveness is measurable**

A **UN system-wide** knowledge sharing solution, facilitating the delivery of **relevant** and **coherent** content to all **stakeholders** through the implementation of a **common publishing framework** that leverages current **ICT investments** to promote inter-agency **collaboration**.

## UNGIWG Conference Update

UN Spatial Data Infrastructure (UNSDI)

**UN Geospatial Information Working Group (UNGIWG)**

**Bangkok**

One UN Google Earth Layer

Integration with One Source

## **ICT & Democracy Promotion**

*Page views per visit*

*Web Traffic Analyst- Online Marketer*

**On-line Community Development**

*Wikis across the System*

*Web Streaming requirements*

**UNDemocracy.com**

*The BuzzMonitor - Open source "super aggregator" from the World Bank*

## **CMS Assessments**

*Internal communication survey*

**Website Governance Models**

# **“Web4Dev”**

**How to Measure the Impact of Websites**

*World Bank offer to Swap Web Traffic Data*

*Site Design/Layout*

*Decision Markets for Development*

*Web Traffic Statistics*

**Web Usability & Enterprise Information Architecture**

**Web Metrics**

**MDG Monitor**

**A Transparent Aid Market**

*Improving International Aid and Intervention*

*Intranet Statistics*

Conference Archives

Wikis

Webcasts

Mailing List Archives

**Message Boards**

Blogs

**Member Map**

**<http://web4dev.unsystem.org>**

Organization Metadata Management

**Member List**

Skype Directory

Publishing Alerts

**Dropboxes**

Member Profiles