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Statement submitted by the International Public Relations Association (IPRA) in consultative status with the Economic and Social Council*

The Secretary-General has received the following statements, which are being circulated in accordance with paragraphs 30 and 31 of Economic and Social Council resolution 1996/31.

Statement

Introduction

The International Public Relations Association (IPRA), established in 1955, is the leading global network for PR professionals in their personal capacity. IPRA has been a recognized NGO in consultative status on roster A1 with ECOSOC since 1984. IPRA assists with UN DGC events.

IPRA applauds the theme of the 2023 session: *“Accelerating the recovery from the coronavirus disease (COVID-19) and the full implementation of the 2030 Agenda for Sustainable Development at all levels.”* In this statement IPRA lays out three of its actions that helped with COVID-19 recovery, and Sustainable Development. We conclude with a policy recommendation for the UN.

Three actions that raised awareness of COVID-19 recovery and the SDGs

1. IPRA organises the annual Golden World Awards recognizing excellence in public relations practice worldwide. Started in 1990 in partnership with the then UN DPI, IPRA put together an award for PR programmes that address UN issues. This prize is now known as the *IPRA Global Contribution Award – in support of UN sustainable development goals*. Recent recipients have excelled in communication programmes that have a focus on COVID-19 recovery, Climate Change and other SDGs such as vulnerable infrastructure.

2. IPRA organises free monthly Thought Leadership Webinars. Attendance from Africa and Asia is notable. The webinars have discussed communication challenges during the COVID-19 pandemic, and issues around Climate Change.

3. In 2023, IPRA launched the Climate Change Communication Guidelines. These guidelines take articles of the IPRA ethical code of conduct and interpret implementation with respect to climate change communication. For example, under the article to ensure truth and accuracy the guidelines urge reference to science-based sources in line with the Intergovernmental Panel on Climate Change. The guidelines can be found at <https://www.ipra.org/member-services/climate-guidelines/>

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IPRA recommends the adoption and further dissemination of this modified set of Climate Change Communication Guidelines by ECOSOC and other bodies within the UN system.

All those who wish to communicate on climate change should:

1. *act with honesty and integrity* by
 - ensuring honesty in climate-related communications
 - translating the science into communication that can be understood in the public arena
2. *establish the moral conditions for dialogue* by
 - fostering an internal culture in which all parties feel safe to voice concerns
 - promoting climate education in the public arena
3. *be open and transparent* by
 - reporting on their own organization's emissions and reductions pathway
4. *avoid misunderstandings* by
 - ensuring that work is in line with the UN's sustainable development goals
 - advising management about societal expectations
5. *ensure truth and accuracy* by
 - encouraging reference to science-based sources in line with the Intergovernmental Panel on Climate Change
 - calling-out inaccurate communication in the public arena
6. *not disseminate misleading information* by
 - preventing greenwashing in communication by referencing science-based data.

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