

# Communications Strategy

## United Nations System-wide Action Plan on Youth (Youth-SWAP)

*Prepared by the Communications sub-group of the Youth-SWAP core group of the Inter-Agency Network on Youth and Development (IANYD).*

### I. Background

The Secretary-General has made working with, and for, young people a priority of his Five-year Action Agenda and called for the development of a System-wide Action Plan on Youth (Youth-SWAP). The Youth-SWAP provides strategic guidance to the entire UN system in its work on youth within the framework of the World Programme of Action for Youth. Based on the Secretary-General's Five-year Action Agenda, the System-wide Action Plan focuses on the following thematic areas: employment, entrepreneurship, protection of rights, civic engagement and political inclusion, education, including comprehensive sexuality education, and health.

This communications strategy provides a framework to communicate the Youth-SWAP to key audiences and ensure a coordinated and shared outreach effort across the UN system. . The strategy was developed by communication focal points from the entities of the Inter-agency Network on Youth Development.

Entities will take the lead in further developing and implementing relevant aspects of the joint communications effort. A table of recommended actions, responsible entities and timeline can be found in Annex I.

In particular, interactions with young people, youth organizations and relevant stakeholders – such as major youth events and specific International Days – should be used as an opportunity by all entities to communicate the Youth-SWAP. See note on timeline and calendar Annex.

### II. Strategic goals

- This strategy will contribute to achieving the overall goals of the Youth-SWAP through raising awareness of it and UN activities on youth in the context of the System-wide Action Plan on Youth.
- Promote UN system efforts to coordinate and prioritize youth in its work.
- Engage youth, governments, donors, UN agencies, civil society and the private sector in youth issues and the Youth-SWAP.

### III. Communication aim and objectives

The overarching aim of this communications strategy is to engender strong support for, and engagement in, the Youth-SWAP and UN activities on youth among key target groups in the context of the System-wide Action Plan on Youth.

Main communications objectives:

- Raise awareness of the Youth-SWAP, why it exists, its objectives, and how it is being implemented among internal (United Nations) and external target audiences (youth, Member States, and donors);
- Promote UN system efforts to coordinate and prioritize youth in its work;
- Project the UN as an effective and credible platform for youth issues.
- Highlight the increasing prioritisation of youth within the UN agenda, in particular efforts to better engage young people in its work.

### IV. Challenges

- Resources and dedicated staff across the UN system are limited. Entities are therefore encouraged to commit to absorbing the costs for developing specific deliverables and/or carrying out specific activities as part of the joint communications effort (e.g. printing of materials on the Youth-SWAP, developing a joint website on the Youth-SWAP, etc).
- The language of the Youth-SWAP and its indicators for achievement are challenging for a lay person to understand. Communicating the Youth-SWAP in a comprehensible manner to various audiences is key.

### V. Opportunities

- The Youth-SWAP presents a unique opportunity to reinvigorate efforts to highlight what the UN is doing for youth around the world and at the same time get youth engaged in the UN system, which could pay long-term dividends, as a growing awareness in young people today will continue to develop and evolve throughout their lives.
- The thematic areas of the Youth-SWAP – employment, entrepreneurship, protection of rights, civic engagement, political inclusion, education, including comprehensive sexuality education, and health – are extremely important both now and in the future and are often overlooked. The Youth-SWAP provides an opportunity to highlight UN efforts on these themes and galvanize support from Member States, donors, youth and others on these issues.

### VI. Target Audiences

#### External

- Youth,<sup>1</sup> including respondents to the Youth-SWAP survey, to which some 13,500 people responded. The results of the survey have been synthesised into a report which will be available online and circulated to respondents.

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<sup>1</sup> The Youth-SWAP addresses the development and evolving capabilities of a critical segment of society: the largest generation of young people the world has ever known. It addresses issues relevant to different age groups of young people within the thematic areas, including adolescents (aged 10-19 years) and youth (aged 15-24 years), and in

- Youth-led organizations and youth networks – in particular, targeting youth networks within UN entities and key networks of youth organizations, at global, regional and national levels, such as the International Coordination Meeting of Youth Organizations (ICMYO), amongst others.
- Potential donors, including foundations and the private sector that entities are working with at international, regional and/or country level.
- Member States.
- Other key players needed to implement and promote the Youth-SWAP, such as civil society and academia.
- The broader public interested in youth issues in general and in the thematic areas of the Youth-SWAP.
- Media – both traditional and new – that reach above audiences.
- Regional institutions, such as the European Union, League of Arab States, OAS, African Union etc.

### Internal

- UN agencies, entities, funds, programmes, and UN Staff, both at the regional and country level, as well as at headquarters. Information should be targeted at both colleagues working on youth issues and those not.
- Younger UN staff members, eg, YPPs, JPOs or equivalent entry level staff from entities and interns.
- UN Volunteers, particularly young people participating in the UNV youth modality

## VII. Messages

### Overall message

Youth issues are a priority for the UN in its work. Addressing youth issues and challenges is essential to realizing the goals of a better future for all. The United Nations is committed to working with and for young people and in doing so, wants to engage young people in its work.

### Message to Young People

- The Secretary-General of the UN has made working with and for young people a priority – he wants to enhance the coherence and synergy of UN system-wide activities in key areas related to youth development: education, health, employment and entrepreneurship, political participation, civic engagement and protection of rights.
- The Youth-SWAP promotes young people’s rights and their development priorities. It recognizes as crucial the need to bring the voices and concerns of young people on the long-term UN agenda.
- The Youth-SWAP brings special attention to the inclusion of the most marginalized and those left out due to disability, ethnicity and being out-of-school.
- The United Nations has heard young people’s voices. Young people’s inputs to the Youth-SWAP survey have been taken into account. We will continue to seek your input on the Youth-SWAP and its implementation.

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accordance with agencies’ mandates. Given that the definition of young people varies by country context, the Youth-SWAP may also apply to young people older than 24.

- *A set of sample messages directed to youth can be found in Annex III – Sample Messaging to Young People*

### Message to Member States

- The Youth-SWAP is consistent with the World Programme of Action for Youth.
- Strong investments in youth are essential.
- Implementation of the Youth-SWAP has great benefits for countries, in terms of promoting investment in and engagement with youth, these benefits will be showcased via stories of activities on the Youth-SWAP website and reporting mechanisms.
- With 1.8 billion young people in the world today, and youth unemployment at an all time high across many regions, better investment in young people's skills, education and social integration is central to development.
- The meaningful participation of young people in the events and processes that shape their lives is vital if national human development paths are to be sustainable.
- Around the world young people are calling on governments to become more accountable to citizens and to expand public opportunities to influence policy making.
- The rapid expansion of educated youth in much of the developing world adds to the urgency of job creation on a mass scale.
- Internet and other technology platforms are opening new channels through which young men and women can advocate for accountability.
- The failure of economic opportunity and productivity to keep pace with demographic changes can not only keep countries from benefiting from the demographic dividend, it can also threaten social stability, as seen in many countries in recent years.

### Message to Donor Partners

- The Youth-SWAP is a tool that is helping the UN system work more closely together.
- UN entities are working together and are spending resources more efficiently.
- The Youth-SWAP is in line with the MDGs and is likely to contribute to the post-2015 development agenda.
- Strong investments in youth are essential
- Development of innovative public-private partnerships with and for youth is essential

## VIII. Spokespeople

- Secretary-General and Deputy Secretary-General
- Secretary-General's Envoy on Youth
- Heads of UN Agencies and Staff
- UN Goodwill Ambassadors
- UN Youth Delegates
- Youth organizations at international, regional and national level (example, ICMYO, European Youth Forum, national youth councils, etc)
- Youth advisory boards and networks of UN entities
- Global and national United Nations Student's Associations (UNSA)

## X. Products and Activities

### Communication of the sub group

The Youth-SWAP communication group will communicate virtually via email to inform each other of relevant days/advocacy opportunities through which entities can highlight Youth-SWAP related work. For example, on International Youth Day, DESA will send out sample Tweets/FB messages to entities to use in messaging related to the Youth-SWAP.

Entities will also inform field and country offices of communication opportunities and activities taking place and encourage them where relevant to participate in communicating the Youth-SWAP.

Regular communication will take place over UN Teamworks so as to reduce email impact. Relevant materials and products can be uploaded to Teamworks for access by other entities.

### **Accessibility of products/materials**

To reach the widest audience possible, all materials developed for the web and offline should be available in all official UN languages. Given resource constraints, efforts will be made to secure regular translations of materials through the use of UN Volunteers or absorbed in-house through entities.

### **Identifier**

An identifier to be developed for the Inter-agency Network on Youth Development will also be utilised for the purposes of advocacy activity related to the Youth-SWAP.

### **Informational products and events**

The Inter-agency Network on Youth Development will develop a set of materials and products on the Youth-SWAP which will be distributed electronically and, if feasible in print. Such materials may be adapted at the regional and country level by respective entities. Materials may include:

- A user-friendly version of the Youth-SWAP available on the webpage.
- Updated information on the Youth-SWAP sent by the IANYD members to regional and country offices on a regular basis as well as information to colleagues at the Headquarters level not directly working on youth issues.
- UN Information Centers (UNICS) will be sent a background note and on the Youth-SWAP.
- Regional and country offices will be encouraged to share case studies and stories about implementation of the Youth-SWAP for inclusion on the Youth-SWAP webpage.
- Colleagues at headquarters level not directly working on youth issues will be informed of the Youth-SWAP via an iSeek article.
- Letters to regional and country offices, by UN Agency Heads informing them of the Youth-SWAP and encouraging their collaboration and development/establishment of youth networks will be circulated by respective entities.
- A brochure explaining the Youth-SWAP and its objectives which can be downloaded and distributed to youth organizations, Member States, donors and other partners.

- Existing Factsheets on Youth, developed by the Inter-agency Network on Youth Development entities will be promoted via the website.
- The possibility of holding an awareness raising event to promote the Youth-SWAP will be looked into. The event could be linked to an existing event/day.

### Online and newer media

- The primary format for internal and external audiences on the Youth-SWAP will be the development of a webpage.
- The main aim of the webpage will be to present the Youth-SWAP primarily to youth and Member States. If feasible, the webpage will be available in all six official languages of the UN.
- Communicating using social media will raise the visibility of the Youth-SWAP, particularly among young people and youth led networks and organizations, who are often the primary consumers and users of social media.
- Entities are encouraged to share social media messaging and use common branding, such as hashtags, where appropriate. Further information and a detailed social media strategy can be found in Annex II.
- The Inter-agency social media group within the secretariat should be used as a forum for furthering communication on the Youth-SWAP when appropriate by entities who are part of the group.
- The possibility of developing a set of infographics, similar to those used in the MDG campaign will be looked into for each Goal of the Youth-SWAP and accompanying commitments and measures. If developed they will be included on the Youth-SWAP webpage.

### Traditional Media

Communication using traditional media tools, such as radio, print media and information circulars will be used where appropriate. Where feasible, outreach to broadcast/print journalists through the following means will take place:

- Briefings of the UN Press corps and outreach to relevant journalists outside the UN press corps, including by UN agencies.
- Targeted outreach to bloggers.
- Creation and distribution of Op-Eds by the SG or other UN senior officials
- Targeted outreach to college and university newspapers + radio stations.
- Creation of relevant material for media, including online press kits, fact sheets, press releases, and executive summaries of key reports to provide the media with a coherent package of the latest UN System data, news and information on youth-related issues.
- A list of entities media and press contacts will be available on the Youth-SWAP website.

## **XI. Timeline**

A calendar showing a broader range of Youth-SWAP related events for year one can be found in Annex III. UN entities will be asked to share and update this on a regular basis.

## **XII. Monitoring and evaluation**

The effectiveness of the joint communications effort will be monitored and evaluated on an ongoing basis, informally through the communication focal points from the entities of the Inter-agency Network on Youth Development, through exchange of information.

Where feasible, UN entities who are in the lead on specific outreach efforts will provide data related to measurable outcomes.

## Annex I

### Deliverables and responsible entities

Each of the entities is expected to actively contribute to the communication and promotion of the Youth-SWAP and its activities.

Contained below is a preliminary list of actions to be undertaken by entities. Additional activities and suggestions are encouraged from entities on how they can actively contribute to the communication of the Youth-SWAP. The list below is a 'living' list which should be expanded and updated regularly.

Action	Entity	Timeline
Creation of webpage hosting information on the Youth-SWAP	DESA with input from other entities on content/format. DESA will maintain Youth-SWAP website.	August/Sept 2013
Creation of user friendly Youth-SWAP	FAO/UNHABITAT with support from DESA	August/Sept 2013
Creation of identifier for Youth-SWAP/Interagency network	DESA working with Graphic Design Unit	August 2013
Printing of Youth-SWAP information brochures/flyers	UNFPA (tbc)	TBC
Translation of materials into official UN languages	UN Volunteers - online volunteers	TBC
Submission of stories on the implementation of Youth-SWAP from country/regional offices	UN entities with field offices to encourage country/regional networks to submit short success stories to the Youth-SWAP website	Once first phase of Youth-SWAP begins
Letters to regional and country networks explaining and encouraging the Youth-SWAP	UNDP and UNFPA are working on letters for circulation. Other UN entities with country/regional offices encouraged to adapt the letters for circulation to their respective entities	June/July 2013
Implementation of the Social Media strategy and messaging	All entities	ongoing
Messaging to Donors, Member States and Youth	DESA – draft youth messages UNDP – draft messages to Member States and donors	As contained
Social Media Postcards	UNICEF will develop a set of online social media postcards (image and tagline) to be used	August

	on Facebook and other platforms	
Iseek article on Youth-SWAP	DESA	Once website up
Background note on Youth-SWAP to be circulated to UNIC contacts	DPI	August
All entities to send a list of its media/press contacts to DESA for inclusion on Youth-SWAP website on Youth-SWAP page by 30 June.	All entities to send to DESA	31 June
Entities will include a link to the Youth-SWAP webpage on their existing websites	All entities	Once Youth-SWAP website has been created.
Development of a set of Infographics (similar to MDG campaign ones) will be looked into as a possibility for inclusion on the Youth-SWAP website	DPI/UNDP (?)	
Entities will use youth events and other relevant activities to draw awareness to the Youth-SWAP by providing informational material on it.	All entities	Ongoing
The possibility of hosting an awareness raising event on the Youth-SWAP, linked to another relevant activity will be looked into	UNDP with support from DESA	
Entities will submit the links to their social media accounts to DESA for inclusion in the strategy (Twitter and Facebook)	All entities submit to DESA	ASAP
All UN entities encouraged to share examples of mentions of Youth-SWAP key messages in media and outreach materials	ALL entiies	

**Annex II**  
**Youth-SWAP Social Media Strategy**

## I. Primary Social Media platforms

Twitter and Facebook have been identified as the two most common social media platforms used by UN entities and with the largest global following of users, particularly amongst youth. As such, Twitter and Facebook are considered the two primary platforms through which social media communication on the Youth-SWAP should occur. In addition to entities own social media accounts, they are encouraged to collaborate and utilise/share through other popular UN social media accounts.

In addition, entities are encouraged to share information via email to their youth list serves.



### Twitter

- All entities are encouraged to use their Twitter accounts to communicate the Youth-SWAP, using a common hashtag: **#UN4Youth**
- **@UN4Youth** is the official Twitter account for the Focal Point on Youth. The account is focused solely on messaging about youth and youth related activities happening within a UN context, sending out approximately 6 tweets per day. @UN4Youth will tweet regularly about the Youth-SWAP. All entities are also encouraged to retweet (RT) or Modify Tweet (MT) the @UN4Youth tweets related to the Youth-SWAP.
- Entities drafting Tweets relevant to their own work in the context of the Youth-SWAP are encouraged to share sample tweets with the communication subgroup for RT and MT.

### Key United Nations Twitter Accounts

**United Nations Focal Point on Youth:** <https://twitter.com/UN4Youth>

**United Nations:** <https://twitter.com/UN>

**UN News Centre:** [https://twitter.com/un\\_news\\_centre](https://twitter.com/un_news_centre)

**Africa Renewal:** <https://twitter.com/#!/AfricaRenewal>

**Dept. of Economic and Social Affairs:** <https://twitter.com/undesa>

**Dept. of Political Affairs:** [https://twitter.com/un\\_dpa](https://twitter.com/un_dpa)

**UN Spokesperson:** [https://twitter.com/un\\_spokesperson](https://twitter.com/un_spokesperson)

**Office of the Coordination of Humanitarian Affairs:** <https://twitter.com/unocha>

**Office for Disarmament Affairs:** [https://twitter.com/un\\_disarmament](https://twitter.com/un_disarmament)

**Office for the High Commissioner of Human Rights:** <https://twitter.com/unrightswire>

**Millennium Development Goals:** <https://twitter.com/WeCanEndPoverty>

**Please submit your twitter account info to Elizabeth  
[nilande@un.org](mailto:nilande@un.org)**

*Sample Tweets directed at young people can be found in Annex III - Sample Messaging to Young People.*



### Facebook

- All entities are encouraged to use their own Facebook accounts to communicate the Youth-SWAP.
- <https://www.facebook.com/UNyouthyear> is the official Facebook account for the Focal Point on Youth. This account will post Youth-SWAP-related updates on a regular basis. All entities are also encouraged to like and to share the UNyouthyear Facebook account and posts.
- Entities are encouraged to share/like each other's facebook pages and share their messages related to Youth-SWAP activities when relevant.

**Key United Nations and Inter-Agency Network on Youth Development Facebook accounts**

**United Nations Focal Point on Youth :** <https://www.facebook.com/UNyouthyear>

**United Nations :** <http://www.facebook.com/unicnetwork>

*Please submit your facebook account to Elizabeth [nilande@un.org](mailto:nilande@un.org)*

*Sample Facebook posts directed at young people can be found in Annex III - Sample Messaging to Young People.*

## II. Secondary Social Media Platforms

Newer social media platforms are gaining increasing interest and usage, particularly amongst youth, but also within the UN. Tools such as Google+ Hangouts are particularly useful for conducting online events, which are then later uploaded to YouTube. In addition, tools such as Thunderclap can be utilised to create a 'buzz' around a campaign or in its lead up.



### Google+ Hangout

Google+ Hangouts can be organised to highlight specific areas of the Youth-SWAP, and used as a means for holding online panel discussion with various stakeholders working with or interested in the Youth-SWAP. A video can also be posted on the United Nations YouTube account after the event so that it can be watched after the fact.

**United Nations:** <https://plus.google.com/u/0/+UnitedNations/posts>



### YouTube

Much UN related video content is uploaded and shared via YouTube, including Google+ Hangouts. Embedding of relevant video content onto social media platforms and the Youth-SWAP website will provide a means for entities to showcase their activities under the Youth-SWAP. Entities should share links to relevant YouTube related (or other video platform) content for posting/sharing.

**United Nations:** <http://www.youtube.com/unitednations>



Vine, owned by Twitter, is a mobile app which allows users to create and upload 6 second videos to the platform. Videos can be re-tweeted onto accounts. It may be a useful tool for both the UN and youth in showcasing snippets of activities which tweak interest in the Youth-SWAP or which allow them to show how they are celebrating an event, for example, uploading snippets of how they are celebrating International Youth Day.



- Additional social media platforms, which focus primarily on visuals, such as Pinterest, Instagram, Flickr, Weibo, Blogs and Tumblr, are gaining popularity amongst 'younger' youth. These may be useful tools to use for online photo exhibitions which could showcase the Youth-SWAP activities in action at the country level.

**United Nations Accounts:**

**Pinterest:** <http://pinterest.com/unitednations/>

**Blog:** <http://blogs.un.org/>

**Flickr:** [http://www.flickr.com/photos/un\\_photo/](http://www.flickr.com/photos/un_photo/)

**Tumblr:** <http://united-nations.tumblr.com/>

**Weibo:** <http://www.weibo.com/un>

### III. Imagery

Photos and videos tend to be very popular on Facebook, and social media platforms based primarily on photo sharing are gaining increased usage amongst youth.

Entities are asked to submit and share photos and videos for both the Youth-SWAP website and social media messaging efforts, particularly those reflecting the thematic areas of the Youth-SWAP and its implementation.

A set of Social Media postcards to be used for promotional purposes on Facebook and other platforms will be developed, highlighting the Youth-SWAP.



## IV. Good practice

### Regular outreach

Using the sample messaging (*see section on primary social media platforms above*), each entity will communicate on a regular basis of:

- One Tweet and / or one RT of the @UN4Youth twitter account or other entity account where relevant per week.
- One Facebook and / or one post shared from the UNyouthyear Facebook or other entity account where relevant per week.

### Intensive outreach

Entities will make increased efforts to outreach and will intensify output in particular when they are involved in a relevant event, thematic or youth related. Entities are encouraged to share information on these activities with other members of the communication subgroup. Entities should inform the subgroup of upcoming events/activities via the calander.

### Incorporation of Facebook and Twitter buttons on Youth-SWAP website

The Facebook and Twitter logos will appear on every page of the Youth-SWAP website, so people can follow/ like the Youth Focal Point Facebook and Twitter accounts, through which regular Youth-SWAP messaging will go out for the global level. Logos for additional social media, depending on usage, can be added as required. Links to entities social media accounts can also be added as required.



## Annex III Sample Messaging to Young People

### Messaging to Youth

- The UN recognises your potential as agents of change and development! The UN wants to work with and for you.
- The United Nations cares about you! Your voice, choices, development and participation. We have developed a United Nations System-wide Action Plan on Youth (Youth-SWAP) that will help us work better together, with and for you!
- The Youth-SWAP has been created to guide the United Nations to work on programmes that enhance opportunities for youth in the areas of education, health, employment and entrepreneurship, political participation, civic engagement and protection of rights.
- The Youth-SWAP is a plan to help UN agencies, programmes and funds, work better together in making Youth a priority in the UN.
- The United Nations has heard your voices. Young people’s inputs to the Youth-SWAP survey have been taken into account in the development of the System-wide Action Plan on Youth!
- Young men and women can contribute to resilience-building so that countries can sustain their development gains in the face of shocks and rebound stronger.
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## Social Media Messaging

### Twitter - Sample tweets:

*“How will the System Wide Action Plan on #Youth promote young pple’s rights? Learn everything about the [#YouthSWAP](#)! bitlylink to the website”*

*“Read how the [#YouthSWAP](#) works in promoting greater opportunities for #youth to secure decent work bitlylink to the website”*

*“The [#YouthSWAP](#) focuses on promoting young people’s inclusive civic engagement at every level. Find out more: bitlylink*

*“Are you up to speed on what the System Wide Action Plan on Youth does for young people? Check it out! Bitlylink [#YouthSWAP](#)”*

*“Check out how the System Wide Action Plan works with youth! Bitlylink [#YouthSWAP](#)”*

*“See how young people's voices are a priority and share the System Wide Action Plan with others. Bitlylink [#YouthSWAP](#)”*

*“What are the eight themes of the [#YouthSWAP](#) or System Wide Action Plan and what does it mean for young people? Check it out: Bitlylink”*

### Facebook Sample posts:

*“Employment, entrepreneurship, protection of rights, civic engagement and political inclusion, education, including comprehensive sexuality education, and health. These are the thematic areas that the United Nations has agreed to work towards, together with*

*governments and civil society organizations. Learn everything about the System-wide Action Plan on Youth: [bitlylink to website](#)*

*“UN Secretary-General Ban Ki-moon believes young people everywhere deserve the power to get information, to connect and to ask hard questions. He has called upon the entire UN system to come together and develop an Action Plan on Youth. Find out more: [Bitlylink to the website](#)”*

*“What’s a SWAP? At the United Nations, we love acronyms. “S-W-A-P” stands for System-wide Action Plan. The Youth-SWAP has been created to guide the United Nations to work on programmes that enhance opportunities, strengthen capabilities and ensure the rights of young people everywhere to education, health, employment and entrepreneurship, political participation, civic engagement and more. Discover all the Youth-SWAP commitments!: [Bitlylink to the website](#)”*

**Annex IV**  
**2013 Calendar of Youth-SWAP events for communications strategy**

(FOR INTERNAL USE ONLY)

Date	Event	Location	Lead
13-14 June	<b>C20 Summit 2013</b>	Moscow	UNDP
16 June	<b>International Day of the African Child</b>	Global	
12 July	<b>Malala Day – Youth Take over GA</b>	New York	PGA
12 August	<b>International Youth Day and launch of World Youth Report 2013</b>	Global	DESA
Week of 23 September	<b>UN General Assembly – General Debate High-level week</b>	New York	DGACM
22-24 September	<b>Social Good Summit #2030Now</b>	New York Worldwide	UNDP
2 <sup>nd</sup> week October	<b>UN youth delegates attending third committee of General Assembly</b>	New York	DESA
11 October	<b>International Day of the Girl Child</b>	Global	UNFPA, UNICEF, UN WOMEN
20 November	<b>Universal Children’s Day/CRC 23<sup>rd</sup> Anniversary</b>	Global	UNICEF
5 December	<b>International Volunteer Day</b>	Bonn, Worldwide	UNV

A full list of United Nations International Days can be found here:  
<http://www.un.org/en/events/observances/days.shtml>