

**Assembly of States Parties**Distr.: General
22 November 2010

Original: English

Ninth session

New York, 6-10 December 2010

**Report of the Court on the public information strategy
2011-2013****I. Introduction**

1. Effective and sustained public information efforts are vital to the success of the International Criminal Court (“the ICC” or “the Court”) in conducting efficient investigations, delivering public and transparent justice, receiving requisite cooperation and support for its activities, as well as contributing to the prevention of future crimes and a lasting respect for international justice. Public information is closely integrated with the Court’s external relations and outreach efforts,¹ yet plays a unique role in communicating the nature and purpose of the Court to audiences around the world. The Court’s public information activities must be innovative and far-reaching and characterized by cross-organ consultation and close cooperation with the independent bodies and offices. Developing a successful public information strategy requires making difficult choices regarding selection and prioritization of activities and focusing existing resources to ensure their implementation.

2. The present strategy on public information, produced by the Court, takes into account the distinct but complementary responsibilities and mandates of its organs, and is produced in accordance with the Assembly of States Parties (“the Assembly”) resolution ICC-ASP/8/Res.3, “Strengthening the International Criminal Court and the Assembly of States Parties”.²

¹ The Court defines *public information* as delivering timely and accurate information to the public at large and target audiences through various channels of communication. It aims to contribute to global understanding and respect of the principles ruling the system established by the Rome Statute at the national, regional and international levels. *Outreach* activities are directed towards communities affected by situations and cases before the Court to build awareness and understanding of the Court’s role and activities and provide access to the Court’s judicial proceedings. Outreach aims to address specific information needs of communities engaged and to contribute to their participation in the process. *External relations* is a dialogue between the Court and States Parties, non-States Parties, international organizations, non-governmental organizations (NGOs) and other key partners that have direct roles in the activities and the enabling environment of the ICC. See summary of the Court’s Integrated Strategy for External Relations, Public Information and Outreach on the Court’s website.

² ICC-ASP/8/Res.3, para. 34. The strategy was adopted by the President, Prosecutor and Registrar on 5 November 2010.

3. The public information strategy is complementary to the Court's Strategic Plan and other thematic strategies, including the Court's Integrated Strategy for External Relations, Public Information and Outreach³ adopted in 2005, the 2006 Strategic Plan for Outreach,⁴ the Strategy in Relation to Victims⁵ adopted in 2009 and the 2009-2012 Prosecutorial Strategy.⁶ Activities and programmes included here are aimed at generating interest in the Court's work and awareness of its role and activities, responding to identified information needs among key constituencies, increasing understanding of the Court and ensuring an optimized use of existing Court-wide resources.

4. The link between increased understanding and enhanced support for the Court has been regularly emphasized by the Court and its stakeholders and partners, including by the Assembly at the 2010 Review Conference of the Rome Statute.⁷ The Assembly also underscored at the Review Conference the importance of efforts to ensure that victims and affected communities have access to accurate information about the Court and victims' rights under the Rome Statute.⁸ Meeting these aims requires a comprehensive approach to disseminating accurate and relevant information to wide-ranging audiences.

5. This strategy establishes a framework for Court-wide public information planning, with an emphasis on the next three years. It sets out common public information objectives and supporting activities that can be undertaken within existing resources. The strategy also serves as a platform from which detailed action plans may be developed, including annual plans for Court-wide public information activities, or those with a particular geographic or thematic focus. Detailed annual action plans will be prepared as part of the Court's budget planning process to reflect external and internal developments, the dynamic nature of public information requirements and availability of resources. As the 2011 programme budget submission has already been made, the 2011 public information action plan will be finalized as a matter of priority following adoption of this strategy.

6. While the Court is responsible for making information available, it must also rely on the support of partners and others in identifying and responding to information needs. States, international organizations, civil society and the media all play a critical role in enhancing awareness of the Court, increasing greater understanding of its work and generating support for its activities. Implementation of numerous activities included in this strategy will rely on the availability of resources to partners.

7. This strategy consists of the following elements: objectives, operational principles, thematic programme areas, resources, monitoring and evaluation, and review and updates.

II. Objectives 2011-2013

8. The overarching aim of this public information strategy is to advance the Court's strategic goal of being a well-recognised and adequately supported institution⁹ and to maximize the Court's preventative impact. To achieve this aim, the Court has identified four core objectives for 2011-2013 listed from broad-ranging to specific:

(a) Increase the number of people, institutions and organizations aware of the Court worldwide;

Enhancing awareness of the Court amongst general audiences is the first stepping-stone to garnering support for the Court's purpose and activities and increasing its broader impact. Building wide recognition of the Court's basic features and responsibilities may also serve to enlist support from diverse sources and new audiences that might not necessarily have been previously interested in or supportive of the Court's work.

³ Integrated Strategy for External Relations, Public Information and Outreach.

⁴ Strategic Plan for Outreach of the International Criminal Court (ICC-ASP/5/12). While there are natural linkages between the Court's public information and outreach efforts, activities and products described herein do not necessarily include those described in the Strategic Plan for Outreach and subsequent annual Outreach Reports, except where such activities also serve to meet the Court's broader public information objectives.

⁵ Report of the Court on the Strategy in Relation to Victims (ICC-ASP/8/45).

⁶ Office of the Prosecutor Prosecutorial Strategy for 2009-2012, 1 February 2010.

⁷ Declaration on cooperation (RC/Decl.2).

⁸ Resolution on the impact of the Rome Statute system on victims and affected communities (RC/Res.2).

⁹ Report on the activities of the Court (ICC-ASP/7/25). annex.

(b) Continually increase information available providing basic knowledge of the Court to decision-making groups in all States, in particular those States considering ratification;

Increasing information available in States and non-States Parties and working with partners to disseminate information can serve to contribute to national and regional cooperation and support for the Court through raising awareness, managing expectations and supporting dialogue. Universality is inherent to the nature of the Court. While the Court does not seek to persuade States in their decision to ratify the Rome Statute, it will provide accurate information to those considering ratification.

(c) Continually improve the accuracy of information in regions and non-situation-related countries where misperceptions diminish support for the Court or directly impede the ability of the Court to carry out its mandate.

Lack of understanding and misperceptions of the Court's purpose and activities can directly impede cooperation and support for the Court's work, and impact negatively on its perceived legitimacy. In areas where the Court is active, misinformation brings particularly grave consequences for the Court, its partners and those persons the Court is intended to support, namely the victims of serious international crimes, and may also serve to undermine support the Court enjoys globally. This entails being active in clarifying misperceptions that have arisen and preventing new misperceptions where likely to arise.

(d) Facilitate access to information about the Court's proceedings and activities to interested audiences;

Making public the judicial activities of the Court is a cornerstone of delivering public and transparent justice. Through its proceedings, the Court demonstrates its independent and judicial nature. Promoting access to and understanding of judicial proceedings to communities affected by the Court's work is also a central component of the Court's outreach strategy.¹⁰

9. This strategy covers agreed Court-wide objectives in addition to the Office of the Prosecutor's ("the OTP") specific objectives.¹¹

III. Operational principles

10. Implementation of the Court's public information strategy is based on four operational principles.

A. Judicial nature of activities

11. Court-wide public information activities and programmes included in this document are intended to communicate the Court's purpose and functioning, judicial activities, provide information regarding parties to proceedings and describe innovations and protections of the Rome Statute. At all times, the Court's public information activities shall reflect the Court's independent and judicial nature and safeguard the integrity of proceedings.

¹⁰ Strategic Plan for Outreach of the International Criminal Court (ICC-ASP/5/12), para. 13.

¹¹ In addition to supporting objectives within this general framework, OTP-specific public information output, including individual communication action plans by situation and preliminary examination, also reflect and support inter-related Prosecutorial Strategy objectives, in particular: a) Continued enhancement of cooperation with States and relevant actors, in particular for the execution of arrest warrants issued by the Court, b) Communicating on and publicizing the Prosecutor's preliminary examination work, in order to trigger or contribute to national and international efforts to stop the violence, that national investigations and prosecutions of serious crimes are enhanced, pursuant to the positive complementarity principle, that ICC investigations and prosecutions, and in particular the conduct charged (e.g. recruitment and use of children in armed conflict, sexual violence, forcible displacement, infliction of conditions of life aimed at destroying a group, etc.) are known to all parties to conflicts in order to deter perpetrators, and c) Maximizing the OTP's contribution to the fight against impunity and the prevention of crimes.

B. Coordination and consultation

12. Developing and implementing Court-wide public information plans and activities are the responsibility of the Registry, under the overall guidance of the Presidency¹² and respecting and supporting the OTP and other clients' independent public information activities.¹³

13. The Registry's Public Information and Documentation Section (PIDS) is responsible for implementation of this strategy, in close cooperation with the Public Information Unit of the Office of the Prosecutor (PIU), the Trust Fund for Victims (TFV), Office of Public Counsel for Victims (OPCV), and Office of Public Counsel for the Defence (OPCD) and the Assembly in the development of programmes and activities. PIDS coordinates Court-wide public information activities through working with focal points in Presidency and Chambers, the OTP PIU, relevant divisions of the Registry, and the independent bodies and offices. Specific strategies or action plans to promote or raise the visibility of independent bodies that might be part of their own mandate, in particular in the case of the TFV, will be developed and implemented by them, assisted by the expertise and advice of PIDS.

14. As part of the One Court approach, and as indicated in the OTP Prosecutorial Strategy for 2009-2012, the OTP will "increase the understanding of its work by local, national and international media in a consistent manner, relying as much as possible on the services the Registry is able to provide". While an independent organ of the Court, the OTP relies on PIDS services for a great part of its work. PIDS disseminates OTP messages where appropriate, organizes press conferences, administers the Court website, prepares videos and provides other related services. The OTP PIU prepares OTP-specific messages related to OTP activities and areas that require confidentiality such as OTP preliminary examinations. Additionally, as a party to proceedings, the OTP sometimes disagrees with Chambers' decisions and expresses its opinion in this regard.

15. The OTP further disseminates, within existing budgeted resources, accurate and timely information about specific OTP activities, through a variety of tools such as OTP Weekly Briefings to key partners.

C. Comprehensive use of all sources and efficient cooperation with partners

16. Numerous channels of communication are foreseen in this strategy for the Court to disseminate information as broadly and effectively as possible. These range, for example, from the use of traditional media and press management to internet-based technologies, audiovisual programmes and public engagements of elected officials and other Court staff.

17. While the Court has a central role to play in making information available, it seeks to coordinate efforts with partners such as international organizations, nongovernmental organizations (NGOs), legal associations, media, external experts, academic foundations and victims associations, and in particular States Parties, to maximize the Court's own impact and to prioritize the use of limited resources. The Court will also seek cooperation from representatives of governments, relevant ministries and parliamentarians from States Parties and non-States Parties to address national information needs. In addition to forging new associations, the Court will clarify the nature of support needed and engage in an open and consultative dialogue with partners about enhancing cooperation and avoiding duplication of efforts.

¹² Report of the Court on measures to increase clarity on the responsibilities of the different organs, annex: Roles and Responsibilities of the Organs in Relations to External Communications, (ICC-ASP/9/CBF.1/12). p.16.

¹³ "Under the authority of the Presidency or the Prosecutor, each organ, in consultation with the other organs, has specific roles and responsibilities in external communications, consistent with the governance framework of the Court as set out in the Statute and the elaborated in the Corporate Governance Statement", *ibid.*, pp.14-15.

D. Regular communication with partners on efficacy of information efforts

18. Regular dialogue with States, NGOs, media and other partners will be sought to maximize the effectiveness of existing and future public information efforts and to improve upon activities and products. Particular attention will be paid to communicating with national and regional networks of key selected groups to ensure that public information efforts adequately address identified information needs, including the development of appropriate responses to misinformation regarding the Court's purpose and activities.

IV. Programmatic action lines

19. To achieve the Court's public information objectives, four programmes have been established to expand upon and improve the Court's engagement with media, global, regional and national audiences, academic and legal communities. While specific communication tools and activities are identified for each programme, there are naturally areas where the use of tools overlaps.

20. This cross-cutting programmatic approach will be combined with a geographic approach where necessary and appropriate, including regional or national campaigns, to address identified information challenges in specific areas or countries. Public information needs are fluid and the Court must be flexible in its approach to information planning. As indicated above, development of annual public information actions plans will be linked to the Court's budget preparation process and will supplement the current strategy.

A. Media programme

21. The Court has regularly employed conventional media relations and press management to provide information about its activities as broadly and expeditiously as possible. This has particularly been the case in relation to key moments of the Court's evolution and activity. Media relations and press management necessarily remain an integral component of the Court's information strategy.

22. The Court's cooperation with media will be strengthened through the following:

1. Improving accessibility and quality of information to the media

23. The Court must be highly effective in its communication with the media and ensure that information provided is both timely and instructive. Accessibility and quality of information to journalists reporting on the ICC will be improved through:

(a) Accessibility

- (i) Ensuring efficient coordination of requests for media interviews with ICC staff;
- (ii) Making timely and updated information accessible through the ICC website;
- (iii) Developing web streaming capacity to enable journalists to ask questions from outside press briefing room;
- (iv) Making available information regarding areas of expertise and experience of Court staff designated to speak with media;
- (v) Developing an audio-visual version of the handbook to journalists;
- (vi) Continuing to issue regular press releases on key judicial developments, engagement of elected officials in public events and other relevant activities;
- (vii) Revising process of issuance of press releases and other background papers to ensure that they are timely and easy to understand;

(b) Quality

- (i) Providing support and media coaching for Court staff designated to speak with the media and media training for senior Court officials as required;
- (ii) Refining and updating reference documents of responses to general and contentious questions and making documents available as appropriate;
- (iii) Supporting the production of documentaries, involving opinion shapers, prominent members of the international community and intellectuals who can contribute to explaining the Court's activities;
- (iv) Developing a schedule for op-eds to be written by ICC representatives or high-profile individuals on topical issues related to the Court's role and work.

2. Encouraging and supporting quality of reporting on international justice issues

24. The Court will support capacity-building for journalists through such measures as:

- (a) Identifying and working with an implementing partner to develop a 'Reporting on the ICC' seminar programme for journalists from all regions and encouraging NGOs and media foundations to offer media capacity-building seminars to assist journalists reporting on ICC-related issues;
- (b) Organizing short study visits for journalists in The Hague.

3. Supporting national and regional media access to ICC representatives and information

25. Bolstering cooperation with national and regional media associations is critical to providing timely and relevant information in countries distanced from the seat of the Court in The Hague. National and regional media contacts also play a key role in effectively identifying and responding to information needs in particular areas. Cooperation will be improved by:

- (a) Organizing one consultative discussion annually, as resources allow, with media representatives in each region to improve ICC media content and press reporting conditions at the Court, including discussion of accessibility and relevance of public information materials;
- (b) Organizing at least one press conference regionally on occasion with the participation of a senior ICC representative in a regional conference;
- (c) Expanding and developing regional press and media networks for distribution of press releases, media alerts and other relevant information by making contact with regional press associations and journalists and compiling/sharing databases of contacts across the Court as appropriate.

B. Global, regional and national audiences programme

26. As an international legal institution, the Court must disseminate its public information across the globe, to wide-ranging audiences, using an array of communication tools. In certain cases, information efforts undertaken by the Court and its partners must be designed to create opportunities for generating interest and discussion in the Court's work, especially in countries far removed from the Court in The Hague or from areas in which the Court is active. In other cases, the Court may have to respond to rapidly emerging information needs. Where appropriate and subject to available resources, for example, information activities might also be undertaken in areas in which there are situations under preliminary analysis by the OTP in order to explain the role and functioning of the Court.

27. Through this programme, the Court seeks to enhance global awareness of its role and activities, increase understanding of the Court, as well as address identified national and regional information needs through the following:

1. Producing informative publications

28. The ICC produces printed information materials describing the Court's mandate and activities, organization and functioning, senior staff, judicial activities, and case information.¹⁴ PIDS will improve the efficacy and distribution means of these products through:

- (a) Organizing consultative discussions with media, NGOs and other partners to review and improve quality and relevance of current and future publications;
- (b) Developing mechanisms to receive feedback on publications via the website;
- (c) Extending general invitations to third parties for distributing the materials;
- (d) Improving dissemination of updated publications through the website.

2. Improving and expanding audiovisual productions

29. Establishing an expanded audiovisual component is key to providing information about the Court globally and cost-effectively. The Court will improve and develop audiovisual products through:

- (a) Evaluating the efficacy of current audiovisual products which include summaries of proceedings in all cases, information about Court events and related issues, responses of senior staff to questions previously recorded in situation-related countries;¹⁵
- (b) Producing new programmes, as resources allow, involving representatives of the Presidency, Chambers, OTP, Registry, TFV, OPCV, OPCD, and others on topics related to their areas of work in order to 'personalize' the work of the Court and disseminate accurate and interesting information;
- (c) Continuing to make available downloadable broadcast quality video and audio edits of Court proceedings, DVD copies of proceedings, as well as digital photographs for print media;
- (d) Continuing to record speeches of elected officials to ensure virtual presence in conferences and other relevant events, when possible within the existing resources;
- (e) Regularly evaluating, revising and improving current means of distribution of Court audiovisual products (the ICC website and the social network YouTube) as needed to increase their impact.

3. Improving use of internet-based technology including website, web-based social networks and blogs

30. Internet-based means of communication, including 'new media' are innovative and efficient means to broadly distribute accurate information about the Court. These serve to portray the image of the Court as a modern and dynamic institution mindful of its need to reach global audiences, and as a key player in the world environment. The Court will continue to reach out to new audiences and persons potentially interested in ICC-related issues through:

- (a) Expanding the use of its social networking sites including posting ICC-related videos and those pertaining to judicial developments on YouTube and establishing Twitter accounts, to give regular updates of developments in different areas of the Court's work;
- (b) Organizing regular online blogging sessions with Court representatives from different organs, divisions and independent offices;
- (c) Reviewing and revising the current content of the ICC website when appropriate.

¹⁴ Current publications include: Fact Sheets, The Court Today, ICC Weekly Update, Case Information Sheets, The ICC at a Glance, and Understanding the International Criminal Court.

¹⁵ Current audiovisual products include: The ICC at a Glance, News from the Court, Ask the Court and an institutional video completed in November 2010 entitled International Criminal Court.

4. Organizing or participating in commemorative events

31. Commemorative occasions, such as the Day of International Criminal Justice, entry into force of the Rome Statute, International Women's Day and International Day of the African Child provide an opportunity for the Court to reach broad audiences as well as demonstrate linkages between the Court and broader social or international justice issues. The Court will accomplish this by:

(a) Using traditional media (TV, radio and newspapers) and new media (social networks and other internet-based platforms) to mobilize people to express support for the Court through symbolic acts;

(b) Organizing, in partnership with others, events such as photo exhibits, multimedia exhibits, concerts, seminars, awards or other specific ceremonies;

(c) Seeking cooperation from States and other key partners in raising the Court's profile through such activities as broadcasting programmes or spots through national television and radio, linking to web pages, or raising the ICC flag on 17 July, the Day of International Criminal Justice.

5. Ensuring effective public access to the Court's premises in The Hague

32. The Court receives an estimated 7000 visitors to its headquarters annually. Representatives of the three organs and of independent offices explain the role and activities of the Court and respond to questions from visitors who come from around the world. Maximizing the effectiveness of public visits will be obtained through:

(a) Continuing to improve presentation format to make visits less resource-intensive for the Court;

(b) Expanding the standardised 'study visits' programme consisting of one-day visits to the Court using modules developed with relevant organs, divisions and offices in order to provide more in-depth and focused information, depending on group needs.

6. Ensuring publicity of proceedings

33. The Court ensures the publicity of its proceedings by making accessible Court proceedings through production, publication and dissemination of audiovisual summaries of hearings, web streaming of hearings, broadcasting of key sessions through satellite, publication of judicial decisions and filings by participants, and printed materials ranging from publications that provide a general understanding of the ICC to situation-related and case-specific publications. The Court will improve its dissemination of information related to proceedings by:

(a) Consulting partners and selected audiences on the content and format of current proceedings-related printed and audiovisual products with a view to improving quality and distribution of materials.

7. Enhancing public information-related opportunities resulting from ICC participation in national and regional seminars

34. The Court will maximize public information opportunities generated through the participation of Court representatives in conferences and seminars through the following:

(a) Supporting the Presidency, Judges and Registrar as required in preparation of materials for conferences, seminars, moot courts and related media-events;

(b) Ensuring that information is shared between organs, divisions and offices wherever possible about conference and seminar participation;

(c) Seeking advance planning when more than one staff member is participating, to ensure common objectives and messages as appropriate;

(d) Providing supporting materials and documents to staff as needed;

- (e) Arranging interviews with appropriate ICC representatives with regional, national and local media, and supporting materials will be provided to staff when required;
- (f) Posting ICC representative conference remarks on the ICC website wherever possible.

8. Expanding access to the Court's library

35. Although the Court's library services are currently restricted to Court staff, the specialized collection of both digital and print information would be invaluable to the public, media, academic and legal professionals and other interested parties. The Court will seek to increase accessibility of the library by:

- (a) Gradually opening the library to certain groups to be identified as the library develops;
- (b) Developing a project to make all resources available to the outside world using current advanced digital technologies. Implementation of the project will be subject to available resources;
- (c) Developing plans over the next three years to gradually transform the library into a reference and knowledge centre on international criminal law and the history of the Court for educational purposes.

C. Academic programme

36. Universities, academic institutions, research foundations, professors, teachers and students are important targets for information activities as existing and future partners in educating and enhancing promotion and respect for international criminal, humanitarian and human rights law, which is also consistent with the OTP Prosecutorial Strategy for 2009-2012.

Increasing cooperation with national academic communities

37. The Court will increase its cooperation with academic communities by:

- (a) Supporting academic research, within budgeted resources, into fields relevant to the Court by responding timely to information requests, facilitating study visits to the Court, increasing promotion of existing ICC internship and visiting professional programmes, and facilitating access to the Court's library collections upon request;
- (b) Encouraging States to include programmes on international criminal law in formal curricula of the following faculties: law, international relations, political science, development, security, human rights, communications and journalism;
- (c) Supporting participation of senior staff members and elected officials at relevant courses or seminars, also through facilitating virtual presence of ICC officials through pre-recorded statements and/or real time video conferences, when appropriate and feasible;
- (d) Supporting programmes on ICC-related issues included in law degrees at the undergraduate and master's level, as well as summer and online courses. A project will be developed to identify existing programmes and connect professors and academic institutions from different countries or regions and explore the best ways to facilitate accessibility to know-how and support implementation;
- (e) Establishing an Annual Global Moot Court Competition on the substantive and procedural aspects of the law and jurisprudence applicable to the ICC in the six official languages of the Court, using existing networks and in cooperation with academic partners.¹⁶

¹⁶ The English and Spanish Moot Court process is already ongoing. Establishment of this exercise in Arabic, Chinese and French has begun.

D. Legal programme

38. Judges, prosecutors, bar associations, and other legal professions are natural partners for the Court and play a critical role in providing accurate information about the Court's mandate and activities, galvanising interest in the Court's work, influencing decision-makers and public opinion, advancing implementation of the Rome Statute and contributing to the development of international criminal law. While it might have a natural interest in ICC-related issues, the legal community can also become an accessible group open to listening to the Court and interested in increasing its knowledge of the ICC.

Increasing cooperation with national legal communities and regional associations

39. The Court will seek to increase cooperation through the following:

- (a) Organizing, in cooperation with partners, annual trainings at the Court for members of the List of Counsel and Assistants;
- (b) Organizing study visits and informative campaigns on relevant issues to maintain engagement with legal communities;
- (c) Publishing on a regular basis op-eds, interviews and articles on ICC-related topics in legal journals and specialized publications;
- (d) Working with legal and bar associations (at the national or international level), in particular for the purposes of sensitizing counsel to the work of the Court and stimulating their interest and strengthening the legal capacity of external counsel who might be appearing before the Court;
- (e) Extending the "Calling Female Lawyers" campaign to other regions following the success of the "Calling African Female Lawyers" campaign jointly launched with the International Bar Association (IBA) in May 2010.¹⁷

V. Resources

40. The proposed strategy can be implemented within existing resources.

41. The Presidency and judges play a particularly important role in advancing the Court's public information objectives through their participation in conferences, seminars, moot courts and media-related events. As the 'external face of the Court',¹⁸ the President is naturally-situated to lead discussions of all aspects of the ICC and the Rome Statute system, taking into account the independence of the Prosecutor. PIDS will support the Presidency, judges and the Registrar's participation in public information-related events, including online blogging sessions, interviews and other contacts with media.

42. The Court will increase the involvement of staff members as well as elected officials to maximize the impact of its work. In addition to the public engagements of the elected officials, senior staff members will be invited and trained to participate in activities with the public, such as briefings, lectures and presentations to groups.

43. Representatives of the Presidency, Chambers, OTP, Registry, TFV, OPCV, and OPCD will be incorporated into new audiovisual programming explaining the ICC's role and activities before the Court. Programmes will include topics related to their areas of work, online blogging sessions and other activities where possible.

¹⁷ The "Calling Female Lawyers" campaign is aimed at increasing the number of women lawyers authorized to represent defendants or victims at the ICC. In its first phase, the campaign focused on African countries. The information campaign, organized in cooperation with the national bar associations in nearly fifteen countries, offered a unique opportunity to raise awareness and increase understanding of the ICC among the legal communities of African countries. The campaign also helped establish and strengthen a network with the African legal community and identify local events and publications on a regular basis, which can be used again in the future for ICC collaborations.

¹⁸ ICC Integrated Strategy for External Relations, Public Information and Outreach.

44. However, the Court's limited resources to conduct public information activities require the support and partnership of both States and civil society. It is important in this regard that States and civil society also work together in support of the Court's mandate and activities.

45. States and civil society play a dual role in their support of the Court's public information objectives. As implementing partners, they carry out activities that the Court cannot undertake due to limited resources, including for example organization of conferences, fund-raising initiatives for common programmes or capacity-building projects for media. States and civil society also provide invaluable information for the planning and evaluation of Court activities and products.

1. The role of States Parties

46. In accordance with the "Declaration on cooperation"¹⁹ adopted in Kampala, States Parties will be encouraged to play a key role in promoting the work of the Court, including at the national level. A natural opportunity for this, for example, is for States to organize awareness-raising efforts and visible public events around 17 July each year, which States Parties declared as the Day of International Criminal Justice.²⁰

47. Governments will be invited to generally use their communication networks and national mass media, such as television and radio, as well as other contacts, to increase the visibility of the Court and provide information regarding its role and activities.

48. States will also be encouraged to support civil society initiatives aimed at promoting awareness of the ICC and the Rome Statute system, as well as assist with NGO capacity-building programmes in this regard.

2. Civil society: complementing and implementing

49. The Court works in partnership with NGOs actively involved with issues of concern to the ICC. NGOs, and civil society more broadly, are indispensable partners for the ICC public information efforts, particularly at the national level. NGOs play a key role in disseminating information and raising awareness about the Court through such activities as organizing seminars, panel discussions, roundtables, exhibits and commemorative events, and focusing on ICC-related key issues.

50. The Court will rely on civil society representatives, in particular NGOs and educational and legal institutions, to implement some of the planned activities included in this strategy such as the moot court, "Calling Female Lawyers" campaign and capacity-building initiatives for journalists. Lack of resources of these partners could lead to a partial lack of implementation of the strategy.

51. To avoid duplication of work and increase impact, NGOs are also invited to participate along with the ICC on relevant projects that can complement the Court's communication efforts worldwide.

52. In addition to consultation on specific activities and programmes, the Court will continue to work closely with the Coalition for the International Criminal Court (CICC), 'Team on Communications', with regard to the development of information strategies and activities.

¹⁹ Declaration on cooperation (RC/Decl.2), paras. 10-11.

²⁰ Kampala Declaration (RC/Decl.1), para. 12.

VI. Monitoring and evaluation

53. Regularly evaluating the success of the Court's public information efforts is essential to developing future information programmes and will be done through performance indicators and, in certain instances, surveys. Relevant indicators will be developed for each activity in the current strategy and subsequent action plans. The Court will consult on the formulation and efficacy of qualitative and quantitative indicators, and other means for effective monitoring, in the case of activities undertaken in cooperation with implementing partners.

54. As part of the Court's annual reporting process, PIDS will conduct an annual review of progress made in the implementation of each activity undertaken in support of the strategy's public information objectives. This review will be used to identify obstacles to implementation, possible solutions, and/or whether additional resources are required.

55. Throughout the implementation period of the strategy and future action plans, the Court will seek close consultation with States and NGOs in evaluating the efficacy of activities, particularly those related to national and regional information efforts. This evaluation will be undertaken in a number of ways. The Court will invite feedback on its public information initiatives during regularly scheduled contacts with States and NGOs.²¹ The Court will organize consultative discussions on particular activities and products as described in the programmatic action areas above, including for example Court publications and audiovisual programmes. Following each event or activity organized with an implementing partner, the Court will seek feedback on its participation and seek recommendations for maximizing its involvement in similar future activities.

56. OTP-specific communication action plans define concrete and measurable communication goals and evaluate target outcomes.

VII. Review and updates

57. In conjunction with an annual review of implementation of the current strategy, the Court will review and/or develop annual action plans for the Court's public information activities as well as action plans developed in relation to specific geographic or thematic approaches. Updates will be the product of consultations with States, NGOs and others throughout implementing period as well as lessons learned from the Court's experience in implementing its public information activities.

58. Review and updates will be linked to the Court's budget preparation process to take into account existing and additional resources required, as well as the Court's annual performance review and reporting mechanisms.

²¹ Such contacts include, for example, preparatory discussions prior to sessions of the Assembly, briefings for the diplomatic community held four times annually and meetings with NGO representatives hosted at the Court twice a year to discuss matters of mutual interest.