CONCEPT NOTE
Fifth commemoration of the
International Day of Remembrance of and Tribute to the Victims of Terrorism
“Surviving Terrorism: The Power of Memories”
21 August 2022

Background

The General Assembly, in its resolution A/RES/72/165, proclaimed 21 August as the International Day of Remembrance of and Tribute to the Victims of Terrorism (hereinafter referred to as “International Day”). The resolution further “invites all Member States, organizations of the United Nations system, as well as other international organizations, and civil society entities, including non-governmental organizations and individuals, to observe the International Day in an appropriate manner”. The main focus of the resolution is to honour, remember and pay tribute to the victims of terrorism by standing in solidarity with them and promoting and protecting their human rights and fundamental freedoms.

Objective

This year will mark the fifth commemoration of the International Day, which is often seen as a milestone date for victims of terrorism. As the fifth commemoration takes place as the world is transitioning out of the state of emergency triggered by the global COVID-19 pandemic, there is still much uncertainty and anxiety amongst victims of terrorism as armed conflicts, violent attacks, and terrorist acts continue to have an impact on them. Remembrance and paying tribute to victims is a central part in demonstrating that their status as victims is respected and recognised. The International Day commemorates and upholds the dignity of victims, as well as showing global solidarity and ensuring that victims are not forgotten.

The theme for this year’s International Day, which was selected following consultation with victims and victims’ associations, is linked with the “Memories” campaign of the United Nations Office of Counter-Terrorism (UNOCT)’s Counter-Terrorism Centre (UNCCT), which was launched at the “Victims of Terrorism and Survivors Session” of the UNOCT High-Level Conference on Human Rights, Civil Society and Counter-Terrorism in May 2022. The theme “Surviving Terrorism: The Power of Memories” alludes to the importance of memories and the symbolic associations these can hold for victims of terrorism. Physical objects can hold memories, emotions and aspirations. They are the link to people who are no longer with us and keep us connected to versions of ourselves that were forever changed by a traumatic event, such as a terrorist attack. Memories bind us together as if connected by a red thread, a “fil rouge”, that shows our common humanity and solidarity for those who have suffered irreparable losses in the most heinous of circumstances. Through film, photography, and carefully crafted captions, the “Memories” campaign tells the stories of these objects and shares the memories and emotions that they represent to their owners, who are themselves victims of terrorism.
Format
As in the previous two years, this year’s International Day activities will take place online. Due to its proximity to the Global Congress of Victims of Terrorism, the activities will comprise a pre-recorded event that will be livestreamed on UN Web TV, accompanied by a social media campaign.

Fifth commemoration of the International Day of Remembrance
To observe the International Day, the United Nations Counter-Terrorism Centre (UNCCT) of the United Nations Office of Counter-Terrorism (UNOCT) will include the following activities based on the theme of the “Memories” campaign.

1. High-level pre-recorded event (to be broadcast live on UN Web TV)

A short high-level pre-recorded event will be launched on 21 August 2022, with the participation of the Secretary-General (tbc) and the Under Secretary General for Counter-Terrorism, Vladimir Voronkov, and in collaboration with the co-chairs of the Group of Friends of Victims of Terrorism, the Republic of Iraq and the Kingdom of Spain. The proposed pre-recorded event will feature:

- Testimonies by four victims of terrorism from Morocco, Indonesia, Norway and Uganda on the power of memories
- Video message by Under-Secretary-General Voronkov
- Video message from the Secretary-General (tbc) (otherwise a message from the SG will be shown at the end of the pre-recorded event)
- Intervention by the co-chairs of the Group of Friends of Victims of Terrorism (Iraq and Spain). One co-chair will deliver remarks on behalf of the Group of Friends and the other will serve as master of ceremonies
- A musical interlude from the UN Chamber Music Society (extract from the 2020 event to commemorate International Day)

2. Social media campaign

Social media quote cards based on interviews with the victims and high-level speakers featured in the “Memories” film will be released in the lead up to and on International Day. In addition, UNICS and other UN entities across the world will be invited to share these products on International Day, and across different time zones as in previous commemorations. The link to the high-level pre-recorded event can also be shared once broadcast.

In addition, victims and victims’ associations will be encouraged to create social media content based on the subject of “connections” for use on their own social media platforms and websites on 21 August, using the same hashtag created by UNOCT: #UNiteforVictimsofTerrorism. The branding will include the International Day logo and the link with the Memories campaign branding, with the use of the red thread to connect the social media quote cards and the film.
Audio-visual products that will be developed for the International Day include:

- **Multimedia products on “Surviving Terrorism: The Power of Memories”**
  a) A promotional clip for the International Day film (a teaser-style videoclip to be released in advance of the International Day)
  b) Four social media quote cards from victims’ statements
  c) A social media quote card from the USG statement.
  d) Two social media quote cards from the co-chairs of the Group of Friends.
  e) A social media quote card from the SG statement/message

- **Websites**
  Specific webpages will be developed for the United Nations Victims of Terrorism Support Portal, and a dedicated International Day page for the main UN website and the UNOCT website. The video message from Under-Secretary-General Voronkov that will be featured in the pre-recorded event will also be shared in the United Nations Victims of Terrorism Support Portal. These pages will include information about the establishment of the International Day of Remembrance of and Tribute to the Victims of Terrorism; an outline of the “Memories” theme; and links to the social media campaign, film and webinar, and the Secretary-General’s message.

**Partnerships**

The UNOCT/UNCCT Victims of Terrorism Unit will take the lead in organizing and implementing the activities, in collaboration with the Group of Friends of Victims of Terrorism, and in partnership with the Global Compact Working Group on Human Rights, Rule of Law and Victims of Terrorism.

**Communications Strategy**

UNOCT/UNCCT is developing an International Day communications plan in conjunction with the communications plan for the Global Congress and in collaboration with the Communications Team of the Front Office. The Victims of Terrorism Unit will also partner with the Department of Global Communications (DGC) to ensure the publication of the video products and accompanying messages on the United Nations’ main Instagram account (@unitednations), as well as the use of the Facebook account of the Secretary General (@unitednations) and UNOCT’s Twitter account (@UN_OCT). The social media posts will also be embedded into the Victims of Terrorism Support Portal and can also be featured on the UNOCT/UNCCT website. Individual posts will be shared by all affiliated UN entities, including UNICs, and victims’ associations social media accounts and pages around the world by use of a Trello Board.
Networks, including victims’ associations, the Group of Friends of Victims of Terrorism and Member States of participating victims can be alerted to posts, which can be shared on their affiliated networks. Hashtags will be developed, for example, #UNiteforVictimsofTerrorism, which is proposed for use across all events of the Global Victims of Terrorism Support Programme.

**Logistics and timeline**

A timeline has been developed to provide planning clarity and an overview of the envisioned finalization of production for the film, videos, and social media products for the International Day. The proposal follows below.

**Timeline Proposal**

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<th>Month</th>
<th>Activity and Remarks</th>
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| **June** | 1. Develop and finalise concept note  
2. Concept note to be circulated to the co-chairs of the Group of Friends and briefing to the HR, RoL and VoT WG  
3. Develop budget/detailed workplan  
4. Develop communications plan  
5. Identify victim participants for film  
6. Finalise speakers for approval  
7. Develop film concept  
8. Gain approvals for selected victims  
9. Gain approval for communications briefing  
10. Approach and arrange to remotely interview participants for the film  
11. Develop communication products including short videos, key messages, social media products, and programme  
12. Approach GoF chairs for participation with concept note and draft questions  
13. Confirm SG’s participation for a video message and draft speech.  
14. Confirm UN Web TV will be able to broadcast the pre-recorded event on Sunday 21 August  
15. Draft USG opening and closing remarks  
16. Draft interview questions for individual victims |
| **July** | 1. Confirm number of DGC and UNICS social media posts  
2. Draft SG video message  
3. Recording of SG video message  
4. Draft and recording of USG video message  
5. Gather photos of memorials and tributes from CSOs/victims  
6. Finalise film  
7. Finalise all communication products and send to OUSG Comms to distribute to DGC for broadcasting by 22 July |
| **August** | 1. Implement communications strategy  
2. Launch film and social media campaign on 21 August |