

EVENT SCENARIO

- EVENT:** Press Conference: Launch of the United Nations Week 2009
- DATE:** October 23rd, 2009
- TIME:** 12 noon
- LOCATION:** Belgrade City Hall, 2 Dragoslava Jovanovica Street
- SPEAKERS:** Deputy Mayor of Belgrade, Ms. Radmila Hrustanovic;
Minister of Youth and Sports, Ms. Snezana Markovic Samardzic;
Resident Coordinator of UN in Serbia, Mr. William Infante;
UNICEF Area Representative for Serbia and Croatia, Ms. Judita Reichenberg
Director of the City of Belgrade Youth Office, Mr. Kosta Andric.
- Background:** Every year, in the second half of October, coinciding with the United Nations Day (24th October), The United Nations Country Team in Serbia celebrates the United Nations Week. The United Nations Week is an opportunity to highlight the importance of a particular development issue in numerous events being organized in partnership with the Government of Serbia, civil society and the private sector.
- The UN Week 2009, which will take place from 23 to 30 October, focuses on the youth of Serbia, the next generation of leaders and thinkers, who are able and willing to take a more active role in shaping both the current development agenda, as well as the future of the country.
- SEQUENCE OF EVENTS:** Moderated Press Conference
Moderator announces the purpose of the press conference and speakers, followed by speakers in above order (5-10 minutes each)
Consecutive translation for UNRC speech

TALKING POINTS:

1. Deputy Mayor of Belgrade, Ms. Radmila Hrustanovic:

Welcome to participants and commitment of Belgrade City to youth, as manifested by the work of the City's Youth office – General and short, details presented later on by Kosta Andric of the Youth Office

2. Minister of Youth and Sports, Ms. Snezana Markovic Samardzic;

The work of the Ministry, National Strategy and Action Plan, where we stand at present in implementing the Action Plan, what was the value of UN support? How does the UN Week fit into Ministry's objectives?

3. Resident Coordinator of UN in Serbia, Mr. William Infante;

- The slogan of the UN Week 2009 is *"Wake up, move up – we are counting on you!"*, and represents a message both to the youth of Serbia, and to all other stakeholders in development, to take a proactive and committed approach to ensuring that youth, a most precious development asset, is fully engaged in addressing current issues and in planning the future of Serbia.
- The events taking place throughout the UN Week are designed to showcase the contribution made by the agencies of the United Nations to supporting youth development in a number of key areas: youth employment, participation of youth in democratic processes, healthy lifestyles and environmental sustainability.
- The detailed programme of the UN Week will be distributed to all reporters present. We hope that this UN Week will do more than showcase the work of the UN Agencies in Serbia. We hope that as the result of the UN Week, youth will feel more motivated and will be proactive in driving forward Serbia's development;
- On the other hand, we hope that all other stakeholders and decision makers will recognise youth as invaluable partners in policy making, in designing specific projects and actions, in opening doors and inviting youth to enrich our joint efforts to assist the people of Serbia in achieving better lives.
- Thank you to all the people and organisations, to the Government of Serbia, the City of Belgrade, many NGOs as well as to corporate sponsors for joining us in organising the UN Week events. Above all, thank you to the Youth of Serbia. To see some of the energy and creativity that Youth have invested in this UN Week, I invite you all to come to Knez Mihailova tomorrow at noon.
- Youth have expressed joy, hope, concerns, issues and fears. Together, we can realize hopes and allay fears. Let's stand up, move up and, together, support Serbia's youth in shaping both the present and the future.

4. UNICEF Area Representative for Serbia and Croatia, Ms. Judita Reichenberg

More specific – key initiatives of the UN team and UNICEF in particular: Support to National Strategy and Action Plan, Youth and Migration, Schools without violence, Participation in- / access to democratic decision making, etc.

5. Director of the City of Belgrade Youth Office, Mr. Kosta Andric.

Work of the Belgrade Youth Office, and the value of the UN and UN Week to this work