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MRM

NOTE TO THE SECRETARY-GENERAL
(through Mr. Nambiar)

URGENT

International Day of Peace 2009 - Disarmament ✓

-8076183

I write with regard to planning for this year's International Day of Peace, which this year will have the theme of nuclear disarmament and non-proliferation. The General Assembly-mandated day is observed annually on 21 September. It will be observed at Headquarters on Friday, 18 September, owing to a UN holiday.

The DPI/NGO Conference in Mexico City, the Comprehensive Nuclear Test-Ban Treaty (CTBT) Conference in New York and International Day of Peace all offer excellent opportunities in September to promote your disarmament messages and agenda.

As with last year, we hope to issue a written message by you 100 days before the International Day of Peace observance, i.e., on 13 June, to help raise public awareness about this year's Day and its important theme. We are working with your speechwriters on your message, which will serve as an effective tool to mobilize Member States, UN partners and civil society toward advance planning for the day. We also aim to send a note verbale from you to all Member States encouraging them to observe the Day.

As part of this year's observance, my department is undertaking an innovative campaign using Twitter, a real-time messaging service, and other new technologies. Through this global campaign, we are seeking to stimulate and popularize interest in nuclear disarmament and non-proliferation and in the two existing treaties – the Comprehensive Test Ban Treaty and the Nuclear Non-Proliferation Treaty – which the general public, particularly youth, may know little about.

Beginning on 13 June, 100 days before 21 September, the United Nations will issue daily short messages that, taken together, will make up "100 reasons to disarm". The messages will be disseminated globally through various means and media available to us. They will be published on a Facebook site, and we will also encourage a global viral campaign to disseminate them further.

→ We would be honoured if you would launch this public campaign. If you agree, we would provide you with messages to be issued through a Twitter account in your name. Each short message would contain a fact about nuclear weapons and a reason to oppose them. On 21 September, we will issue and re-disseminate the "100 reasons to disarm" through our global offices and contacts. Please advise if you would agree to join our campaign.

I will be making further proposals for your engagement in the lead-up to the International Day of Peace and on the Day itself, in the near future.

Thank you.

Kiyo Akasaka
4 June 2009

cc: Mr. Kim Won-soo
Mr. Meyer
Mr. Yoon

SG OFFICE
#1827 5 June

Banibai Sundavadra /NY/UNO

09/06/2009 10:48 AM

To Jaya Dayal/NY/UNO@UNHQ

cc Yeocheol Yoon/NY/UNO@UNHQ, Kiyotaka
Akasaka/NY/UNO@UNHQ, Vijay Nambiar/NY/UNO@UNHQ,
Wonsoo Kim/NY/UNO@UNHQ, Sebastien

bcc

Subject International Day of Peace 2009 - Disarmament

Dear Ms. Dayal,

I am writing on behalf of Mr. Yoon.

With reference to the above-mentioned note to the Secretary-General from Mr. Akasaka dated 4 June 2009 (our ref # 29-5888) on International Day of Peace and the launch of the public campaign the theme this year being nuclear disarmament and non-proliferation.

The Secretary-General has seen the note and has approved the request to issue daily short messages through a Twitter account in his name for 100 days leading up to the General Assembly mandated observance day of 21 September 2009 to be observed this year on 18 September 2009.

We look forward to receiving your further proposals in due course on the engagement of the Secretary-General leading up to and including the International Day of Peace itself.

If you have any further questions please feel free to contact me.

Kind regards,

Ms Barni Sundavadra
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→ YYC
→ BS: Mail to
Jaya
05/06
→ to our
calendar

SOSG COMMENT

For SG's approval ☒
For SG's attention ☐
For SG's information ☐
For SG's signature ☐

Date: 5 June 09

Comment (if applicable):

Log number: 29-05888
1-8076183

CDC

Recommended
Action: *for approval*

Date: 05.06.09

Comment
(if applicable):

SG

Approved ☒
Noted ☐
Seen ☐
Signed ☐

Date: 05/06/09

OK

29 - 05888