

## **Message to World Expo/V-Win 2022**

### **Event on improved communication & fake news free information**

In order to understand and address world problems we need successful communication among the participant actors - governments, the United Nations and other international organizations, civil society organizations, corporate entities, and not in the least, the public. The recipe for success in any communication strategy is utterly dependent on truthful and accurate information, without which projects and enterprises would eventually fail. This was an axiomatic principle until not many years ago. Although sometimes imperfect, traditional media's focus on fact checking was generally universally acknowledged.

Nevertheless, this paradigm of communication has shifted in recent years along with the digitalization of information as we are witnessing an invasion of fake news in the public sphere and an unprecedented traction of erroneous assertions. The rapid proliferation, distribution, and repetition of misinformation and fake news results in confusion for the public when navigating among *alternative facts*.

In this new climate, the mission of the Communications Coordination Committee for the United Nations (CCCUN) is more important than ever, as facilitating the interchange of information among civil society organizations, the United Nations, and the public is not only essential but guided by a sense of urgency. Improving methods of communications at the global scale is also our objective and we encourage endeavors, events, and organizations with a similar purpose.

We applaud initiatives and events such as **v-WINter2022**, organized under the auspices of the World Expo, which are particularly important on the venue of improving global communication (now altered by the proliferation of fake news), regardless of the field of impact. Whether they manifest in the fields of phlebo-lymphology, women's health, global health in general, environment and development, or resilient communities, large scale initiatives such as this one, are to be commended and supported.

The concern for good health and quality education for all, which inspired this event, is in alignment with two of the UN's Sustainable Development Goals. In recognition of science as a foundation for accurate information, CCCUN appreciates the addition of an academic dimension to this event designed also as an **International Inter-university meeting** and salutes once again this remarkable initiative, the v-WIN's president, professor Sergio Ganesini and all the sponsors and participants.

Best Regards,  
Dr. Elizabeth Carll  
President, CCCUN