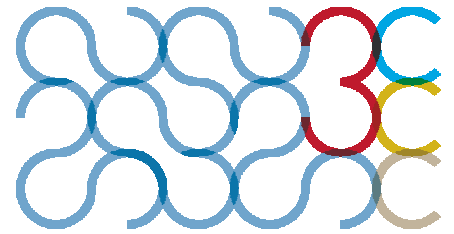




Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



COHERENT COORDINATED COMPLEMENTARY  
**3C CONFERENCE 2009**  
IMPROVING RESULTS IN FRAGILE AND CONFLICT SITUATIONS  
19-20 MARCH 2009, GENEVA, SWITZERLAND

Berne, 12 March 2009

Media Advisory and Invitation to media briefing  
17 March 2009, 11:30  
Salle de presse 3, Palais des Nations, Av. de la paix 8-14, Geneva

## 3C Conference 2009: promoting security, development and peace in fragile situations

**Representatives from the UN, the OECD, the World Bank, and NATO will meet in Geneva at a conference hosted by the Government of Switzerland on March 19-20, 2009 at the World Meteorological Organisation (WMO), 7 bis avenue de la Paix, 1211 Geneva 2. The 3C Conference will bring together for the first time some 250 decision-makers from 40 countries – from foreign affairs, security, development cooperation, finance, trade, justice, and law enforcement – to discuss ways to achieve security, development and peace objectives in fragile situations. Using lessons learnt in Afghanistan, Haiti, Liberia and Sudan, conference participants will discuss the benefits, challenges and operational requirements of a coherent, coordinated and complementary (3C) approach among the various actors.**

Against the backdrop of numerous conflict-afflicted areas and the likely significant increase in fragile situations due to the current global economic crisis, questions of impact, accountability and effectiveness are of paramount importance for all organisations engaged in fragile and conflict situations.

Media are cordially invited to attend **a pre-conference press briefing on 17 March 2009**. Representatives from the organisers will provide details on objectives, participants and expected results of the 3C Conference 2009. Speakers include:

**Cristina Hoyos**, Swiss Agency for Development and Cooperation (SDC)  
**Urs Gerber**, Federal Department of Defence, Civil Protection and Sport (DDPS)  
**Adam Rogers**, United Nations Development Programme (UNDP)  
**Christian Lotz**, United Nations Development Programme (UNDP)

We kindly ask you to register for this press briefing.

### Media access to the 3C Conference 2009

All plenary sessions are open to accredited media representatives. Information on accreditation and the relevant form will be found at [www.3c-conference2009.ch/en/Home/Media](http://www.3c-conference2009.ch/en/Home/Media).

IN ASSOCIATION WITH:



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