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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Hill and Knowlton Strategies, LLC

2. Registration Number
3301

3. Primary Address of Registrant
Hill and Knowlton Strategies, LLC
C/O Sarah Riley

4. Name of Foreign Principal
United Nations

5. Address of Foreign Principal
405 East 42nd Street
New York, NY, 10017

6. Country/Region Represented
N/A - The United Nations is an intergovernmental organization

7. Indicate whether the foreign principal is one of the following:

- ☐ Government of a foreign country [1]
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☒ Other *(specify)* Intergovernmental Organization
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
N/A

b) Name and title of official with whom registrant engages
N/A

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

N/A

b) Aim, mission or objective of foreign political party

N/A

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

The United Nations is a governmental organization that works to maintain international peace and security, protect human rights, deliver humanitarian aid, support sustainable development and climate action, and uphold international law.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐

11. Explain fully all items answered "Yes" in Item 10(b).

The United Nations receives its funding from two main sources: Members States paying their assessed contributions (membership dues from member countries, and voluntary contributions from Member States and other partners.

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

The General Assembly is the main deliberative assembly of the United Nations. It is composed of all United Nations member states and meets in regular yearly sessions. The General Assembly is led by a president, elected from among the member states on a rotating regional basis, and 21 vice-presidents.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature	
November 30, 2021	Andy Scharf	Sign	/s/ Andy Scharf	eSigned
		Sign		
		Sign		
		Sign		

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U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Hill and Knowlton Strategies, LLC	3301

3. Name of Foreign Principal

United Nations

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? November 19, 2021

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The agreed upon terms and conditions of the engagement are reflected in the attached Annex B and Annex C (collectively, the "Statement of Work").

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

As detailed in the attached Statement of Work, Hill and Knowlton Strategies, LLC ("H+K") will provide professional services to the United Nations in support of key aspects of the least developed countries conference in Doha.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

See response to item 9.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

N/A

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
N/A			

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
N/A			

Total

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount
N/A			

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature	
November 30, 2021	Andy Scharf	Sign	/s/ Andy Scharf	eSigned
		Sign		
		Sign		
		Sign		

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ANNEX B
STATEMENT OF WORK

Provision of professional services to support key aspects of the Least Developed Countries conference in Doha

1. **Background.**

1.1. UN-OHRLLS

United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS) is the office of the United Nations that assists the world's most vulnerable countries. UN-OHRLLS works with least developed, small islands, and landlocked developing countries by directing the world's attention to issues that concern them most, including climate change, economic growth and poverty reduction. The office assists 91 countries with a combined population of 1.2 billion.

1.2. Least Developed Countries

The 46 Least Developed Countries (LDCs) represent the poorest and most vulnerable segment of the world's population. LDCs are low-income countries confronting severe structural impediments to sustainable development. They are highly vulnerable to economic and environmental shocks and the COVID-19 pandemic is demonstrating that vulnerability across many factors, affecting their populations out of all proportion to other countries.

The LDCs are: Afghanistan; Angola; Bangladesh; Benin; Bhutan; Burkina Faso; Burundi; Cambodia; Central African Republic; Chad; Comoros; Democratic Republic of the Congo; Djibouti; Eritrea; Ethiopia; Gambia; Guinea; Guinea-Bissau; Haiti; Kiribati; Lao People's Democratic Republic; Lesotho; Liberia; Madagascar; Malawi; Mali; Mauritania; Mozambique; Myanmar; Nepal; Niger; Rwanda; Sao Tome and Principe; Senegal; Sierra Leone; Solomon Islands; Somalia; South Sudan; Sudan; Timor-Leste; Togo; Tuvalu; Uganda; United Republic of Tanzania; Yemen and Zambia.

1.3 The Fifth Conference on Least Developed Countries (LDC5)

On January 23-27, 2022, world leaders will meet in Doha to agree on a new and urgent programme of action for the world's Least Developed Countries.

LDC5 will be one of the biggest gatherings of world leaders in 2022. This UN conference will inspire greater international cooperation and action on supporting LDCs to ultimately graduate from the category.

At the Conference, the international community will address LDCs' special needs and mobilise additional international support and action to help them meet their targets.

The Conference will adopt a new ten-year programme of action for LDCs at a critical time, as LDCs battle to recover from COVID-19, tackle climate change and handle the post-pandemic economic disaster. It will also coincide with the last decade of implementation of the Sustainable Development Goals (SDGs), a universal set of goals, targets and indicators that UN member states use to frame their agendas and political policies on issues like poverty, climate and development until 2030.

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In a world that will undoubtedly still be grappling with the pandemic and its consequences, with so much having been put on hold, it is vital that this Conference stands out. Technology, storytelling and innovation will be at the heart of LDC5 to better convey the needs of the citizens of LDC5, to connect the Conference to those citizens, and to demonstrate the possibility and potential of LDCs themselves.

1.4. Communications Objectives for LDC5 and preparatory process

- Mobilize global leadership so they demonstrate increased action for and with LDCs to help them meet their development goals.
- Establish consensus that LDCs are most vulnerable of all countries to effects of COVID-19 and its economic aftermath, and on the need for them to be at core of global recovery efforts.
- Build the case for partnerships for sustainable development – including with private sector, technology, infrastructure development, financing, debt sustainability, trade preferences, regional integration etc.
- Amplify LDC perspectives, lived experiences and solutions for specific issues including:

COVID-19	*Digital Equity*	*Resilience*
Climate change	*Development Finance*	*Gender Equality*
Youth	*Poverty Reduction*	*Inequality*
Graduation	*Partnerships/Private Sector*	*Structural Transformation*

- Celebrate success stories and solutions, including human-interest stories, best practices and innovative initiatives, to inspire more individual and collective action.
- Highlight outcomes of the Conference and provide a public accountability mechanism for sticking to commitments made there.

1.5. Target Audiences

1.5.1. <u>Primary</u>

Heads of State/Governments – LDCs and development partners

- Strengthen their commitment to the development of the LDCs.
- Invest in common solutions to help address issues facing LDCs.

International System – UN, OECD, International Financial Institutions & other multilaterals

- Prioritize LDCs and their issues in development planning.
- Engage with innovation and partnerships in the pursuit of sustainable development in LDCs.

Civil Society

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- Hold governments and the private sector accountable to their commitments.
- Mobilise solutions-based initiatives and drive action from grassroots up.

Private Sector

- Invest in the latest science, technology, innovation to develop scalable solutions.
- Set up and step-up initiatives influencing consumer/ public behaviour.

Youth

- Engage with the conference preparation process and ensure their voices and demands are heard by leaders.

1.5.2. Secondary

Media

- Boost awareness of the conference and build pressure on government leaders to attend and make commitments commensurate with need.
- Raise awareness of LDCs as a specific category of countries with special needs.
- Cover the conference and its issues in thoughtful, engaging ways and amplify commitments made.
- Hold leaders to account after the conference.

Multipliers (Media, Influencers, Campaigners)

- Create, share and amplify content to 'unpack' LDC issues, build knowledge and empathy, inspire action and change.
- Tell people's stories – their lived experiences, cultures, hopes for a better future.
- Highlight solutions-based impact-driven stories, emphasizing the LDCs as ground zero for the world's development targets.

2. Scope of Work

LDC5 will be one of the biggest gatherings of world leaders in 2022. It aims to set a new and ambitious development agenda for the world's most vulnerable countries. It needs to deliver on that aim, given that decisions made here could transform the lives of a billion of the world's most vulnerable.

In a world that will undoubtedly still be grappling with the pandemic and its consequences, with so much having been put on hold, it is vital that this conference stand out – the stakes are too high and the LDCs cannot wait. Technology, storytelling and innovation must be at the heart of LDC5 to better convey the needs of the citizens of LDC5, to connect the conference to those citizens, and to demonstrate the possibility and potential of LDCs themselves.

OHRLLS therefore seeks a major creative agency to help conceive and deliver key aspects of the LDC5 conference. The agency should have a global footprint, multidisciplinary staffing and extensive

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partnerships that they are willing to bring on board. The agency should be able to provide the entire spectrum of service identified below either directly or through subcontractors that are managed by the agency.

2.1 Media Outreach

Deliverables due by December 15, 2021

- The agency will deliver media and marketing strategy for key markets (especially LDCs and development partners) that establishes LDC5 as a make-or-break moment for global development; builds around external events and opportunities; brings in influential voices; and accentuates role of OHRLLS and the High Representative throughout.
- Extensive media training will be delivered to colleagues throughout the process, specifically the High Representative, Director of the office and spokesperson.
- The agency will deliver full designs and plans for look and feel of LDC5 conference space, including stages, screens, signage, media zone, etc. adhering to guidelines shared by venue (Qatar National Convention Centre).

Deliverables due by January 22, 2022

- The agency will lead on a launch moment in early January, 2022 and coordinate all preparatory processes such as media training, invitations to the press, logistics, etc.

Deliverables due by March 31, 2022

- Post-conference media strategy that celebrates outcome, integrates it into development discourse and establishes achievements of main parties to the conference.

2.2 Digital Outreach

Deliverables due by December 15, 2021

- The agency will deliver a detailed digital content and publishing strategy to include engagement with influencers, partnerships and UN entities; guidance on platforms and frequency. This will also include paid promotion, content calendar, approval process, live activity for the conference period, and crisis/negative response recommendation. This strategy will promote the role of OHRLLS as organiser (helping to grow audience and engagement for office accounts including that of the High Representative).
- The agency will compile a presentation deck and suite of shareable products for presenting to UN and member state stakeholders.
- The agency will negotiate digital partnerships and support from social media companies.

Deliverables due by January 22, 2022

- Through all phases up to LDC5, agency will deliver social content for the campaign period a minimum of 2 concepts per week ramping up towards the conference for all channels. This will include a mixture of new content designed by agency, sourced imagery from the UN archives, influencer and partner content.
- Agency will manage and execute all paid social amplification, and engage Facebook Social Good, and Google Ad Grants to explore access to not-for-profit grants.

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Deliverables due by March 31, 2022

- The agency will deliver handover plans for online platforms to continue raising awareness and accountability for LDC5 outcome and commitments.

2.3 Film & Photography

Deliverables due by Dec 31, 2021

- The agency will deliver creative concept and content signed off for both conference films and photography exhibitions with full website and social media integration.

Deliverables due by January 22, 2022

- Agency works with Professional Conference Organiser (PCO) to deliver a curated, licensed and hung photography/multimedia exhibition at UNHQ and LDC5 with website and social media integration.
- Agency will produce and complete a high-end opening film for LDC5 (using UN archival footage or original footage) to include social media cuts.
- Closing film concept created by agency based on pre-agreed narrative and footage shot at the event. This footage will also be used on social media through event.

2.4 Cultural Celebration

Deliverables due by December 31, 2022

- Agency will deliver creative concept for LDC celebration to take two forms: celebration of the LDCs on stage (opening day plenary) and an 'always on' version that will be situated in the large entrance hall of the QNCC.
- Agency will deliver full and detailed project plan include technical specifications, programme (if relevant), and full details for delivery (talent, social integration, staffing requirements, etc.)

3. Coordination with OHRLLS

The UN office responsible for LDC5 is OHRLLS, the United Nations Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States.

OHRLLS requests weekly meetings and these meetings will be attended by the Advocacy team, who will also take responsibility for various tracks.

Major signoff moments will require the engagement of the Director of OHRLLS. These moments must be anticipated as far in advance as possible in order to arrange meetings.

At various points, meetings may also be requested with the agency and the wider UN communications teams, both at secretariat level and across the system (UNICEF, WHO, etc.) on a bilateral or multilateral basis.

Representatives from the agency team may be requested to travel, especially to Doha for the Conference, but potentially for a planning mission in the lead-up, possibly late 2021.

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ANNEX C
FEE SCHEDULE

All Prices are in US Dollars.

A. Lump Sum Total All-inclusive Fee

Provision of Professional Services to support key aspects of the Least Developed Countries conference in Doha under the Statement of Work (Annex B)	**$477,480**

The Contractor could invoice based on the following instalments pursuant to the satisfactory delivery of all services under the relevant milestones:

Milestone Date	Instalments (up to amount pursuant to actual delivery)
15 Dec 2021	**$172,050**
31 Dec 2021	**$208,330**
22 Jan 2022	**$55,300**
31 Mar 2022	**$41,800**

B. Travel

In case of travel, that may arise during the execution of the Contract and as confirmed in writing by the OHRLLS prior to the travel, it will be reimbursed as follows pursuant to a total not to exceed budget of **US$ 17,500**:

- The cost for international/national transportation and terminal expenses will be reimbursed for travel (economy class) by the least costly airfare upon provision of supporting documents (copies of tickets and boarding passes).

- Other travel expenses shall not exceed the allowance under the relevant UN rules such as the terminal expenses and Daily Subsistence Allowance (DSA) in accordance http://icsc.un.org/.

- No travel time will be paid.

- Travel reimbursements, upon occurrence, are to be invoiced together with the above instalment professional fee in Section A. They should be listed separately from the professional fees and shall include the breakdown as well as the supporting documents.

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C. Other Reimbursable Costs

For any other third-party expenses, that may arise during the execution of the Contract and as confirmed in writing by the OHRLLS prior to the incurrence, it will be reimbursed pursuant to a total not to exceed budget of US$ 162,500 with the following breakdowns:

No.	Description	Quantity	Estimated Unit Cost	Estimated total
Image purchasing	Image rights for any assets used within on-site, digital or social	1	$5,000	$5,000
Font licensing	Rights for font for usage within on-site, digital or social	1	$2,500	$2,500
Audio/visual licensing	Music licensing fee	1	$5,000	$15,000
Social boosting of content	To boost key digital launch moments on LDC5 social media channels, or to boost influencer's content through whitelisting, for a four month flight	4	$20,000	$80,000
Photography exhibition production	Photography printing for exhibition, including freight costs for estimated 100 images to Qatar but not frames for LDC5 conference. Includes possible reprints and frames for repeat of exhibition at UN HQ	1	$20,000	$20,000
Media monitoring/clipping service	Set-up media clipping service for conference period and one month following (Oct 2021- end of Feb 2022)	5	$5,000	$25,000
Hardware rentals	Hire of camera, lighting, sound equipment locally during conference period	1	$15,000	$15,000

- Other reimbursable costs, upon occurrence, are to be invoiced together with the above instalment professional fee in Section A. They should be listed separately from the professional fees and shall include the breakdown as well as the supporting documents.

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