

Decision 4/COP.10

Review of progress in the implementation of the comprehensive communication strategy

The Conference of the Parties,

Recalling decision 4/COP.9,

Recognizing the importance of operational objective 1 of the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy) on advocacy, awareness-raising and education,

Recognizing also the importance of language as a fundamental tool for any form of communication, and especially for public outreach,

Affirming that the implementation of the comprehensive communication strategy is central to coordinated and targeted awareness-raising activities which support the effective implementation of The Strategy,

Welcoming the progress made in the implementation of the comprehensive communication strategy, as reported in document ICCD/COP(10)/2,

Welcoming also the “Land for Life Award”, which was presented at the Conference of the Parties as part of the proposed “Changwon initiative”, as a contribution to the comprehensive communication strategy,

1. *Calls on* Parties to implement the comprehensive communication strategy as an integral part of the implementation of The Strategy and as an integral part of UNCCD knowledge management;
2. *Emphasizes* that training and capacity development among journalists and environmental correspondents are imperative for developing a core group of actors whose primary focus is on desertification/land degradation and drought;
3. *Invites* Parties, as well as Governments of States not Parties to the Convention, intergovernmental organizations and non-governmental organizations to provide financial and/or in-kind support to ensure the effective implementation of the comprehensive communication strategy, including financial and/or in-kind support for translation services for wider and balanced dissemination of media and outreach materials;
4. *Also invites* public-private partnerships for the implementation of the comprehensive communication strategy to further strengthen the outreach for new actors on sustainable land management and to receive support from those partnerships for global campaigns on desertification/land degradation and drought;
5. *Further invites* Parties and stakeholders with particular emphasis on the private sector to support the Land for Life Award by participating in the promotion of the Award and other possible activities to ensure the smooth operation of the Award programme;
6. *Requests* the secretariat to continue coordinating the implementation of the comprehensive communication strategy;

7. *Also requests* the Executive Secretary to report on progress in the implementation of the comprehensive communication strategy at the eleventh session of the Conference of the Parties.

9th plenary meeting
21 October 2011