

## Decision 4/COP.11

### Review of progress in the implementation of the comprehensive communication strategy

*The Conference of the Parties,*

*Recalling* decisions 4/COP.9 and 4/COP.10,

*Recalling also* the importance of addressing the information and communication needs of various partners involved in the global partnership under the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy),

*Welcoming* the progress made in the implementation of the comprehensive communication strategy, as reported in document ICCD/COP(11)/2,

*Appreciating* the constructive discussion made during the eleventh session of the Committee for the Review of the Implementation of the Convention on advancing the operational objective 1 of The Strategy, as reported in document ICCD/CRIC(11)/19, paragraphs 37–48,

*Recognizing* United Nations observance events such as the World Day to Combat Desertification and the United Nations Decade for Deserts and the Fight against Desertification (2010–2020) as outstanding opportunities to raise public awareness on issues concerning the Convention and its 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018);

*Also recognizing* the importance of awareness-raising activities on the need to mitigate the effects of drought as highlighted, inter alia, by the High-level Meeting on National Drought Policy held in Geneva in 2013;

*Cognizant of* the importance of recognizing excellence, innovation and best practices in sustainable land management through recognition initiatives such as, inter alia, the Land for Life Award initiated under the Changwon Initiative and the Dryland Champions programme in inspiring leadership for future generations and raising awareness of the global benefits of land conservation and restoration,

*Noting* the rapid progress in the field of information and communication technologies and its potential for awareness-raising on desertification/land degradation and drought (DLDD),

*Recognizing* that awareness-raising and educational activities on addressing desertification/land degradation and drought-related issues should receive greater attention in cooperation programmes in order to address the operational objectives of The Strategy,

*Taking note of* document ICCD/COP(11)/21,

1. *Encourages* Parties to continue their awareness raising initiatives at national level in line with the Convention and its comprehensive communication strategy;
2. *Also encourages* Parties to: (1) use the information generated through, inter alia, the Committee on Science and Technology and the Committee for the Review of the Implementation of the Convention, that demonstrates the key role of actions to combat

desertification and land degradation and mitigate the effects of drought, in accordance with the mandate of the Convention, in addressing climate change impacts and biodiversity loss; and (2) strengthen the incorporation of these issues into the processes of the United Nations Framework Convention on Climate Change, Convention on Biological Diversity and other relevant agreements, while respecting the individual mandates of these processes;

3. *Urges* Parties to inform the secretariat annually at early stage about their planned activities for the observances of the World Day to Combat Desertification and the United Nations Decade for Deserts and the Fight against Desertification, in particular their intention to host a global event on these observances in cooperation with the secretariat;

4. *Encourages* Parties to make efforts to raise awareness among policymakers and planners in order to further mainstream United Nations Convention to Combat Desertification (UNCCD) issues into their domestic and development cooperation agendas in order to enhance the mobilization of resources for the implementation of the Convention;

5. *Invites* Parties, the international community, civil society organizations and the private sector to place higher priority on their in-kind and financial support to: (1) awareness-raising, communication and education activities related to sustainable land management; and (2) the synergetic implementation of the Rio conventions, as demonstrated by the Rio Conventions Pavilion;

6. *Also invites* Parties, the international community, civil society organizations, the private sector and other major cooperating partners to continue providing voluntary support to the UNCCD recognition programmes, including the Land for Life Award, allowing for the programme participants to become advocates for UNCCD issues, including sustainable land management in drylands;

7. *Requests* the secretariat to further align its comprehensive communication strategy with the decisions taken by Parties at the eleventh session of the Conference of the Parties;

8. *Invites* Parties, as appropriate, and other relevant stakeholders to include in their communication programmes awareness-raising actions pursuant to the implementation of the Convention and its 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018);

9. *Requests* the secretariat to focus its comprehensive communication strategy awareness-raising actions on the mandate of the Convention and on the mission and objectives of its 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018);

10. *Invites* Parties to support and strengthen training and capacity development among journalists and environmental correspondents, including strengthening collaboration between journalists and national focal points;

11. *Requests* the secretariat to increase its efforts to draw media attention to the outcomes of the activities of the Committee on Science and Technology and to further use the internet, publications, the Scientific Knowledge Brokering Portal and other communication tools in raising awareness on these outcomes;

12. *Also requests* the secretariat to continue coordinating the implementation of the comprehensive communication strategy;

13. *Further requests* the secretariat to report on progress made in the implementation of the comprehensive communication strategy at the twelfth session of the Conference of the Parties.

*9<sup>th</sup> plenary meeting*  
*26 September 2013*