

## **Decision 4/COP.12**

### **Review of progress in the implementation of the comprehensive communication strategy and the United Nations Decade for Deserts and the Fight against Desertification**

*The Conference of the Parties,*

*Recalling* decisions 4/COP.11 and 7/COP.11,

*Also recalling* advocacy, awareness-raising and education as one of the main pillars of The Strategy,

*Further recalling* United Nations General Assembly resolution 64/201 in which members, “committed to raising the awareness of desertification, land degradation and drought at all levels, consistent with 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018)”, recalled its decision to declare the decade 2010–2020 as the United Nations Decade for Deserts and the Fight against Desertification (2010–2020) (UNDDD),

*Recalling* SDG 15 and its target 15.3,

*Welcoming* the progress made in implementing the comprehensive communication strategy and the General Assembly resolution on the UNDDD, as reported in document ICCD/COP(12)/2 and Corr.1,

*Also welcoming* the continued support of the UNDDD Inter-Agency Task Force (IATF) in advocacy, communication and outreach,

1. *Encourages* Parties, civil society organizations and other stakeholders to promote the importance of combating desertification and land degradation and mitigating the effects of drought to achieving the new SDGs, through awareness-raising events and activities, including the World Day to Combat Desertification (WCD), UNDDD and the Land for Life programme;
2. *Also encourages* Parties to identify opportunities such as the National Dryland Champions programme, where the best SLM practices at grassroots level are recognized in order to share these practices beyond the national level;
3. *Invites* Parties and the international community to support the training of national and community-level journalists to enable them to report in an informed manner on DLDD-related issues;
4. *Also invites* Parties to support the international observance of the WCD for national awareness-raising including, if appropriate, the hosting of an observance event in cooperation with the secretariat;
5. *Requests* the secretariat to:
  - (a) Develop a compelling communications narrative for action and to structure communications around key strategic themes in view of SDG target 15.3;
  - (b) Identify inspiring human-interest stories and testimonies from SLM projects for promotion and dissemination through the Land for Life multi-media products in order to

build awareness and public support for addressing DLDD by maximizing the expertise and strengths available through the UNDDD IATF;

(c) Continue coordinating the implementation of the comprehensive communication strategy and the General Assembly mandated resolution on UNDDD;

6. *Invites* Parties to strengthen the secretariat's capacity to use social media and web-based communications and, where relevant, traditional media to strengthen advocacy and outreach, especially to affected communities, in and for implementation of SLM, land degradation neutrality and addressing DLDD;

7. *Requests* the secretariat to report on the progress of the implementation of this decision at the thirteenth session of the Conference of the Parties.

*12<sup>th</sup> plenary meeting  
23 October 2015*