

Decision 4/COP.13

Review of progress in the implementation of the comprehensive communication strategy and the United Nations Decade for Deserts and the Fight against Desertification (2010–2020)

The Conference of the Parties,

Recalling decision 4/COP.12,

Also recalling also United Nations General Assembly resolutions 62/195 and 64/201,

Welcoming the progress made in implementing the comprehensive communication strategy and the General Assembly resolution on the United Nations Decade for Deserts and the Fight against Desertification (2010–2020) (UNDDD), as reported in document ICCD/COP(13)/4,

Appreciating the continued support of the UNDDD Inter-Agency Task Force in advocacy, communication and outreach,

Noting the need to increase engagement with the public and all relevant stakeholders at the local, national, subregional and regional levels for further implementation of the Convention,

1. *Promotes* the UNCCD 2018–2030 Strategic Framework and land degradation neutrality as tools for enhancing the effective implementation of the Convention;
2. *Invites* Parties, civil society organizations, the media, the private sector and all other relevant stakeholders to engage in various awareness-raising events and activities, including the World Day to Combat Desertification, UNDDD and the Land for Life programme, to promote the implementation of the Convention and the UNCCD 2018–2030 Strategic Framework;
3. *Requests* the secretariat, subject to the availability of resources, to:
 - (a) Develop a short communication plan with objectives, key messages and channels to consistently advance the Convention's positions and identity, based on the UNCCD 2018–2030 Strategic Framework;
 - (b) Translate agreed United Nations Convention to Combat Desertification advocacy policy frameworks into appropriate communication tools and platforms, taking into account particular national and regional circumstances, to support Parties' efforts in communicating desertification/land degradation and drought-related issues at national level;
 - (c) Increase awareness of sustainable land management among the general public by making information available through various communication tools and platforms;
 - (d) Strengthen the Convention's branding with the production of branded material and ensure the Convention's website, social media channels, newsletter and library information services contain dynamic and interactive content;

(e) Enhance the effectiveness of media outreach through partnerships, databases, media training, increased publication of people-focused stories, improved delivery and dissemination of products;

4. *Invites* Parties and the international community to support the secretariat to better promote awareness of best practices related to desertification/land degradation and drought;

5. *Requests* the secretariat to report on the progress made in implementing this decision at the fourteenth session of the Conference of the Parties.

10th plenary meeting

15 September 2017