

## Decision 4/COP.9

### The comprehensive communication strategy

*The Conference of the Parties,*

*Reaffirming* the spirit of cooperation in and the emphasis placed on public awareness and education programmes as stipulated in article 19, paragraph 3, of the Convention,

*Recalling* that advocacy, awareness-raising and education constitute operational objective 1 of the 10-year strategic plan and framework for the implementation of the Convention (2008–2018)(The Strategy),

*Recalling also* paragraph 20 (b) (iii) b. of the annex to decision 3/COP.8 on the development and implementation of a comprehensive communication strategy,

*Noting* that knowledge management is one of the priorities identified by the desk-to-desk workload analysis conducted as per recommendation 12 of the 2005 report of the Joint Inspection Unit,

*Noting also* the important role of awareness-raising and education in according attention to the Convention and focusing on appropriate implementation actions at all levels, particularly through reaching important decision makers,

*Recognizing* the importance of sending a strong message to the world that drylands are assets and present opportunities for solving some of the major global, national and local challenges,

*Having reviewed* documents ICCD/COP(9)/4/Add.2 and ICCD/COP(9)/MISC.1,

1. *Welcomes* the comprehensive communication strategy as an essential tool for supporting the effective implementation of The Strategy;
2. *Requests* the secretariat to review the comprehensive communication strategy to ensure that the strategy is implemented in conformity with the mandate of the United Nations Convention to Combat Desertification, as well as the priorities of affected country Parties;
3. *Emphasizes* that the implementation of the comprehensive communication strategy is one of the priorities of the Convention, as appropriate and within the context of the 2010–2011 programme of work as adopted by the Parties at the ninth session of the Conference of the Parties (COP 9);
4. *Affirms* that the successful implementation of the comprehensive communication strategy requires strategic partnerships among relevant groups including the Parties, the institutions and subsidiary bodies of the Convention, relevant agencies of the United Nations system and other strategic partners, media outlets and journalists' associations, as well as civil society groups;

5. *Urges* Parties and relevant intergovernmental organizations and partners to take account of the opportunities offered by the comprehensive communication strategy in the implementation of The Strategy at all levels;
6. *Invites* those international organizations in a position to do so to support the activities of affected country Parties in implementing the comprehensive communication strategy;
7. *Also 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;
8. *Encourages* the secretariat and the Global Mechanism, in line with their main functions, to actively seek innovative sources of financing, including from the private sector, foundations and relevant civil society organizations as well as in-kind support for the implementation of the comprehensive communication strategy;
9. *Requests* the secretariat to continue building up efficient knowledge-management and knowledge-brokering systems to serve as tools for successful implementation of the comprehensive communication strategy, as appropriate and in the context of the 2010–2011 programme of work as adopted by the Parties at COP 9;
10. *Also requests* the secretariat to continue its role of coordinating the implementation of the comprehensive communication strategy in relevant forums at the international and regional levels;
11. *Further requests* the Executive Secretary to report on the progress of the implementation of the comprehensive communication strategy at the tenth session of the Conference of the Parties.

*9th plenary meeting  
2 October 2009*