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The 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018)

Follow-up on outstanding Joint Inspection Unit recommendations

**United Nations Convention to Combat Desertification
comprehensive communication strategy**

Land Matters

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I. Introduction

1. In its decision 3/COP.8, the Conference of the Parties (COP) requested that the UNCCD secretariat “coordinate the development and implementation of a comprehensive communication strategy at the international level with a set of core communications objectives and expected results” (Annex, paragraph 20 (b), (iii), b.).

2. The comprehensive communication strategy was developed to serve as a tool to support the effective implementation of the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy), which was adopted at the eighth session of the COP (COP.8). The Strategy takes stock of the limiting factors that prevented the optimal deployment of the Convention during its first decade, as well as of the changed policy, scientific and financial environments. With The Strategy, the Parties committed to creating a new, revitalized common ground for all UNCCD stakeholders in order to enhance the implementation of the Convention during its second decade.

3. The Strategy, as envisaged by COP.8, will forge a global partnership to reverse and prevent desertification/land degradation and to mitigate the effects of drought in affected countries with a view to supporting both environmental sustainability and poverty reduction. COP.8 committed all UNCCD stakeholders and partners to four essential strategic objectives: (i) to improve the living conditions of affected populations; (ii) to improve the conditions of affected ecosystems; (iii) to generate global benefits; and (iv) to mobilize resources to support the implementation of the Convention.

4. The Comprehensive Communication Strategy (CCS) is designed to facilitate the achievement of these results. The Convention underlines that Parties take the lead in making decisions for the optimal deployment of the Convention. Similarly, the CCS requires two main sets of actors, the governments of affected countries and those of developed country Parties, to take the lead in making the CCS an effective aid to the implementation of The Strategy. However, civil society, the public at large, the scientific community and the private sector each have an important role to play in bringing about the desired outcome.

II. Goal, objectives and key messages

5. The goal of the CCS is to accord land/soils (sustainable land management, SLM, and desertification/land degradation and drought, DLDD) the attention and priority they deserve in political and economic decisions at the local, national and international levels, in order to support the optimal deployment of The Strategy. The CCS will achieve this by setting in place the necessary information basis and providing an information exchange capability among stakeholders

6. The operational objectives of the CCS are to:

- (a) Increase the attention given to DLDD and its related major global challenges;
- (b) Mobilize support for the implementation of The Strategy through awareness-raising and education;

(c) Develop partnerships between the secretariat and key stakeholders to facilitate broad communication and information dissemination;

(d) Strengthen the competence of key partners in the target groups, particularly National Focal Points, journalists and the United Nations system, to effectively communicate the linkages between DLDD and its related major global challenges;

(e) Establish a strong and effective mechanism to facilitate communication and information exchange among the UNCCD's key partners in the target groups;

(f) Enhance the technical and scientific authority of the UNCCD on SLM;

(g) Raise the global profile and visibility of the Convention.

7. In essence, the CCS will be articulated around the following messages:

(a) DLDD affect a considerable proportion of life-sustaining land on Earth. SLM and hence soil regeneration as well as preventive action constitute an absolute must in addressing major global challenges;

(b) When it occurs, land/soils degradation has far-reaching consequences which affect many realms of life, sometimes far away, but land/soils are above all a powerful element of a solution to the major challenges of our time

(c) Even where degradation is in action, the land/soils hold resources which, if properly worked and managed, can yield considerable and multiple benefits.

Major global challenges (Strategic priority issues)

The CCS short-term issue focus will include linkages between DLDD and poverty eradication, food crisis and hunger, water scarcity, climate change, loss of biodiversity, deforestation, energy challenges, and environmental migration as major global challenges (strategic priority issues). These issues, however, need to be reviewed as necessary in the light of new and emerging global issues and crises.

III. Strategic priorities

8. The development of an effective CCS is contingent on a sound assessment of the context in which The Strategy will be implemented. In this regard, challenges inherited from the past and underlying assumptions about the future are significant. The CCS addresses the information and communication needs of various partners that will be involved in the global partnership called for by COP.8. These needs will be met primarily through advocacy initiatives directed towards awareness-raising and education designed to: (i) strengthen communication support for the UNCCD institutions, subsidiary bodies and National Focal Points; (ii) influence relevant processes and actors in adequately addressing DLDD-related issues; and (iii) reach out to critical target groups that are not involved or are insufficiently involved at present.

9. The CCS will aim to be proactive in conveying the relevance of the Convention to major challenges, where appropriate, and to alter and influence perceptions and prejudices pertaining to drylands, turning what appears to be a liability into an asset.

10. Media coverage of the drylands has increased, yet outside specialist circles DLDD remain technical and distant issues for a majority of the people living beyond the affected areas. Part of this disconnect arises because, apart from those who are directly affected, the public is largely unaware of the impacts of DLDD on their own lives, from the prices of consumer goods in grocery stores to climate disorder, energy supplies and migration. There is even less awareness of the potential gains to society from sustainable land management.

11. Another constraint is the evolution and history of “desertification” as a concept. Despite past awareness-raising efforts, desertification continues to be associated with the spread of deserts and the struggle against it. Not surprisingly, this dilemma is reflected in many decision-making circles, be they in the economic or political spheres. Consequently, few incentives for appropriate action are in place.

12. Against these backdrops, and critical to grounding the Convention, according it the attention it deserves and mobilizing appropriate action, is the need to generate and heighten awareness about land, water and soil management in all their dimensions. Raising the global profile of DLDD must precede raising the profile of the Convention. Once this stage is achieved, the CCS will maximize this new awareness and translate it into increased action – again through differentiated approaches by target group. This would put the Convention on the radar screen of the various constituencies and stimulate interest in the Convention and The Strategy.

A. Priority targets

13. An effective CCS will need to target various levels of government. Decision makers in countries that are Parties to the Convention need to be fully informed of the potential benefits that a dynamic implementation of the Convention can bring. Any minister whose mandate straddles land/soils issues or is influential in related decisions will require strategic information. Broader sectors of government and administration, the parliament, the public and influential target groups require relevant information on land/soils, including the relationship between these aspects and major current and emerging global challenges.

14. Whereas the public at large needs to be aware of what is at stake in order to understand the negative and positive aspects of DLDD/SLM and voice its concerns, decision makers in affected developing countries and developed countries must be fully informed of the potential benefits that a dynamic implementation of the Convention can bring.

15. At the same time, as a by-product of the United Nations Conference on Environment and Development, the Convention is consistent in underlining the important role that partnerships can play in attaining desired outcomes, particularly the Major Groups elaborated in Agenda 21, Section III, that include non-governmental organizations (NGOs), farmers, the scientific community and technological community, business and industry, women, local communities and children and youth. These principles have guided the design of the CCS, in particular the identification of key target groups.

B. Tailor-made information needs

16. Initiatives tailored to each target group whose involvement or support is indispensable. To meet these demands, the CCS requires a variety of approaches and tools, appropriately packaged to reach and be accessible to these different communities. To this end, the CCS will follow the principle of subsidiarity. The secretariat will coordinate the implementation of the CCS at the international level and provide the overall framework and coordination, as well as key messages and communication material. The UNCCD National Focal Points are the strongest partners in this initiative to facilitate advocacy on the ground, taking into account their respective contexts.

C. Contents

17. An important consideration is the distribution strategy so that the information is effectively targeted, has a broad reach, is accessible to different target groups and mobilizes actors. The information needs to be properly packaged and translated into messages, which each target group can accumulate as knowledge that is transformed into a driving force for change. To this end, partnerships approached through a “network of networks” will be an important communication strategy that maximizes information dissemination. Thus, the creation of a database on this distribution network is an important component of the CCS.

18. Also key to effective advocacy through awareness-raising and education are the timely and expeditious delivery of information and communication materials. Interactive, integrative and rapid web-based electronic media provide facilities to meet these needs in a cost-effective manner. However, there is recognition that supporting a bottom-up approach when implementing The Strategy as required by the Convention entails the participation of affected communities. A majority of these are among the poorest of the poor and lack access to such facilities. Yet, they have information and communication needs and also possess invaluable local and traditional knowledge that needs to be shared. In this respect, printed materials have significance to those who do not have easily available electronic means or resources, especially when these materials are translated into local languages.

D. Strategic partnerships

19. Decision 3/COP.8 emphasizes the significance of partnerships for success. Among the strategic partners of the CCS are: the Parties (in particular, National Focal Points), institutions and subsidiary bodies of the Convention, including Regional Coordination Mechanisms and Regional Liaison Offices; relevant members of the United Nations system; and strategic non-UN institutions, media outlets and journalists’ associations as well as civil society groups. Pooling the communication resources of various institutions will harness a critical mass of outreach avenues and broaden the reach. This, in turn, should benefit each of the partnering institutions in delivering their respective mandates. A crucial step will therefore be to invite all potentially concerned United Nations institutions and other major stakeholders to join an ad hoc DLDD/SLM-focused communication partnership.

20. The content to be carried is critical. The CCS will primarily build on the substance available from existing material produced by the Convention secretariat, the Parties, its subsidiary bodies and institutions, and the broad community of DLDD/SLM stakeholders,

including the research and scientific communities and intergovernmental organizations. The CCS will relay the outcomes of the Committee on Science and Technology (CST) and the Committee for the Review of the Implementation of the Convention (CRIC) processes as well as the Joint Work Programme of the UNCCD secretariat and the Global Mechanism (GM), and benefit in particular from the information emerging from the efforts deployed to turn the UNCCD into a global reference for DLDD. It will make use of the substantive information contained in the National Reports by affected countries and in the various CST outputs. The implementation of the CCS will therefore be aided by the processes mandated by The Strategy.

21. Additional indispensable research will be undertaken as necessary, and through partnerships to the extent possible. At the moment, there is no institution that serves as the global information source and as a reference and knowledge broker on DLDD. The UNCCD is well-suited to carrying out this task because it is the only multilateral environmental agreement on land and soil degradation.

22. While recognizing the constraints on a predetermination of the full scope of the content to be carried in a rapidly changing global environment, the messages to be conveyed through the CCS will include: raising the profile of the Convention and The Strategy; analysing the varied consequences of underinvesting in countermeasures to DLDD; publicizing the potential of SLM to address DLDD; changes in the scope and effects of desertification; and interlinkages among DLDD and SLM and new and emerging global issues and crises; as well as sharing news, lessons learned and best practices.

IV. Implementation approach

23. The CCS will be implemented in three phases.

(a) The first phase will focus on raising and increasing awareness among key target groups on the considerable environmental, social and economic impacts of land degradation and drought. It will also focus on the potential for SLM to address some of the current major global challenges. Information about the Convention will be disseminated during this phase and as appropriate, but priority will be given to making the issues known or better known. Attention will be paid to the visibility of the contributions of all actors to land/soils issues. The secretariat will revise its public information materials on the Convention to link them to people's daily lives. The repositioning of the UNCCD will entail highlighting the Convention's accomplishments during the first decade and the vision for the period to 2018;

(b) The second phase aims to arrive at a point where the level of public awareness of the problems linked to DLDD and of the opportunities generated by SLM for addressing major global challenges matches a new understanding by political and economic decision makers of the advantages of making SLM a real priority for investment rather than keeping investment at the current level. During this phase, the provision of information on the Convention will be stepped up;

(c) During the third phase, efforts will focus on raising the profile of the Convention itself, establishing it as an indispensable governance tool in addressing environmental, social and economic challenges and generating global benefits, in addition to making a significant difference at the local level.

24. During these phases, the following strategic actions will be taken. These points are elaborated in the sections below.

(a) Building and/or strengthening databases on specific target groups as an integral part of establishing appropriate distribution channels with partners in order to provide a network of networks-type structure;

(b) Designing relevant and timely target-specific messages backed by strong research and scientific evidence;

(c) Establishing a small network of “SLM champions” who have sufficient clout to influence a wide range of decision makers and media organizations;

(d) Reviewing existing substantive, scientific and public information documents and studies, synthesizing, complementing and reshaping them as necessary in order to provide stakeholders with convincing and easy to use communication materials;

(e) Stepping up communications with the public at large through a mix of media relations, launch of authoritative documents, television joint ventures, radio programmes, journalists training, media field trips and advertising where feasible;

(f) Targeting specific movers (influential people and institutions) and decision-makers with direct fine-tuned communication, involving them in special events and brainstorming sessions, and piggy-backing on events centered on related issues and, where appropriate, organizing one-to-one exchanges – some of which may involve the participation of the SLM champions;

(g) Harnessing the outreach capacity of the United Nations system by building strategic alliances and involving the United Nations Resident Coordinators system to boost dialogue at the national level and assist in implementing the resulting measures;

(h) Reaching out to new actors, from local and regional authorities to the private sector, and creating innovative partnerships and pilot programmes;

(i) Facilitating the work of Parties, partners and potential allies, including in the communication work of concerned institutions, by transforming the UNCCD website into the major reference portal on DLDD/SLM;

(j) Establishing inter-agency and cross-institutional substantive virtual practice networks on DLDD/SLM among field practitioners and researchers, thereby boosting information exchanges and pooling knowledge among them;

(k) Weaving into all of the above, wherever and whenever appropriate, branded information on the Convention itself;

(l) Improving in-house information circulation by harnessing internal exchanges and building a strong outreach communication capacity.

V. Communications objectives and expected results, by targets

25. The CCS was designed based on an analysis of the desired outcomes of The Strategy. The success of the CCS in supporting The Strategy will depend on the impact the CCS has on each target group. The communications objectives, content and incentives will be differentiated to reflect their respective roles and added value. In short, the operationalization of the strategy is differentiated by target.

26. For example, the public needs to perceive that drylands are not a liability but an asset; not a problem, but an opportunity. Government decision makers both in affected and developed countries need to perceive SLM as a cost-effective and efficient element of solving major global challenges. The private sector needs to perceive SLM as a profitable investment. The ability of relevant United Nations institutions and civil society partners to relay the information that DLDD affects and is affected by other development concerns needs to be enhanced.

27. This section outlines the communications objectives by target group and expected outcomes. These outcomes will not necessarily be a by-product solely of the CCS initiatives. In some cases, they will result from several initiatives of which the CCS is a part. In some cases, National Reports will serve as the basis or as an important reference for measuring the outcomes indicated (such as the priority given to land/soils in national budgets and development plans, or the level of resources allotted to SLM/DLDD).

A. Ministers, high-ranking government officials and parliamentarians

1. Communications objectives

(a) To deepen understanding among policymakers and key civil servants of the impact of DLDD on the economy and on the environment/natural resources, the multiple relationships between trade and land/soils, as well as the social consequences of insufficient investment in combating land degradation and addressing drought.

(b) To raise awareness among political decision makers and key civil servants about the potential returns on SLM as well as of the disproportionate cost of “business as usual” compared to the cost of appropriate action in addressing land degradation and drought.

(c) To promote recognition among political decision-making circles of the whole range of global benefits brought about by land/soils restoration and SLM.

(d) To deepen understanding among political decision makers and leaders of how soil restoration and SLM can contribute to addressing major global challenges.

(e) To increase understanding among political leaders of the added value of the Convention.

2. Expected results

- (a) Increased knowledge by policymakers of the relationship between land/soils and other development challenges leads to a higher priority for DLDD in national budgets and development planning, and DLDD are addressed as such at international negotiations on key issues in which they play a role;
- (b) Decision makers increase awareness and technical understanding of DLDD issues and their various implications;
- (c) Higher priority is given to SLM in international cooperation by more countries addressing their concerns about DLDD at international conferences;
- (d) Increased knowledge on DLDD/SLM through inter-ministerial collaboration on the subject;
- (e) Decision makers address heightened awareness of the global benefits of soil regeneration and protection wherever it takes place;
- (f) Land/Soils, SLM and DLDD are prominently addressed at international negotiations on climate, biodiversity, energy, food security, water, poverty and migration;
- (g) DLDD issues are addressed in relevant international forums, including trade negotiations;
- (h) A higher priority and political support are given to the Convention and its institutions among the international community;
- (i) Strengthened linkages with the other Rio conventions through inter-ministerial collaboration.

B. Civil servants in ministries concerned with desertification/land degradation and drought/sustainable land management

1. Communications objectives

- (a) To provide relevant technical, economic, legal and scientific information on land/soils-related matters in a user-friendly format for concerned civil servants on a global basis; and in particular, to provide government administrators access to policy options and tools for making informed decisions in national planning and international negotiations on DLDD;
- (b) To promote awareness among civil servants on the interlinkages between DLDD/SLM and related major global challenges and on their policy implications at the national level.

2. Expected results

(a) DLDD and the interlinkages with climate change and biodiversity are better addressed at national, regional and international meetings on the environment and sustainable development;

(b) National reports indicate improved assessment of the drivers of desertification and the barriers to SLM;

(c) Relevant line ministries incorporate the UNCCD National Action Programmes as part of their overall national development plans, policy measures, budget planning and international cooperation investment;

(d) Increased knowledge of DLDD/SLM among government officials facilitates sound and knowledge-based policies in affected developing countries;

(e) SLM/DLDD are raised in briefings for international negotiations and resources mobilization drives;

(f) National administrations are increasingly equipped to undertake advocacy and communication initiatives at the national and local levels;

(g) DLDD issues are addressed at a number of national and regional awareness-raising events;

(h) The UNCCD is increasingly seen as the global focal point and normative reference for DLDD issues and SLM best practices;

(i) Local area programmes on DLDD/SLM in affected countries are increased;

(j) Information on appropriate technology is used by affected country Parties.

C. The United Nations system and intergovernmental organizations

1. Communications objectives

(a) Heightened awareness and knowledge among the United Nations system and intergovernmental organizations (IGOs) of the environmental, social, institutional and economic impacts of DLDD and of the potential role of land restoration, soil protection and SLM in addressing major global challenges;

(b) Commitment by concerned United Nations institutions and IGOs to participate in a global communication drive aimed at raising awareness of land/soils as potential providers of global benefits and at providing the public and target groups with relevant solution-oriented knowledge.

2. Expected results

- (a) The United Nations system and international institutions that address global crises refer prominently to DLDD/SLM;
- (b) Opportunities are increased for substantive dialogue on DLDD/SLM with national authorities in affected developing countries;
- (c) Increased technical support is provided to governments in addressing DLDD;
- (d) Other stakeholders receive increased support for SLM from United Nations institutions;
- (e) Increased advocacy for DLDD and SLM to be incorporated into Common Country Assessments (CCAs), United Nations Development Assistance Frameworks (UNDAFs) and Poverty Reduction Strategy Papers (PRSPs);
- (f) Capacity to deal with DLDD/SLM issues among United Nations staff is strengthened;
- (g) The Convention receives more and enhanced political support from the United Nations system and IGOs;
- (h) Inter-agency substantive exchange networks are established for programme staff involved in DLDD/SLM;
- (i) DLDD/SLM is taken into account in United Nations activities, whether operational or normative, pertaining to major global challenges;
- (j) Enhanced and more coherent United Nations system-wide communications on DLDD/SLM;
- (k) The amount of information on DLDD/SLM disseminated at the country level in affected and developed countries through the United Nations country offices is increased;
- (l) National and local media outreach is enhanced;
- (m) More United Nations entities and IGOs are reporting to CRIC on their activities related to DLDD/SLM;
- (n) An increased number of partnerships among the United Nations system/IGOs and the UNCCD secretariat on DLDD/SLM communication activities.

D. The media

1. Communications objectives

- (a) To increase the understanding of the media of the importance of DLDD/SLM;
- (b) To raise awareness among the public at large of the impact of DLDD on their daily lives, and awareness that dryland areas are not a global liability but an asset, not a problem but an opportunity, and a potential solution to some of today's most pressing global problems.

2. Expected results

- (a) Reporting of DLDD/SLM-related issues by the media in association with relevant major global challenges is increased;
- (b) Media articles on SLM and its effect on major global challenges are increased;
- (c) Public opinion and decision makers are better informed on DLDD and SLM issues;
- (d) Media reports growing interest among public opinion and increasing support for investing in SLM;
- (e) Influential journalists report on DLDD issues more frequently and provide in-depth analyses;
- (f) The media and the alternative media with a strong outreach ability to end-users (pastoralists, farmers, local cooperatives, etc.) are better equipped to address DLDD and SLM.

E. The scientific community

1. Communications objectives

- (a) To provide stakeholders with opportunities to benefit from more and better scientific knowledge on DLDD/SLM;
- (b) To encourage the scientific community to advocate the importance and role of soil as a terrestrial ecosystems service, promote SLM and incorporate it into science plans and research agendas;
- (c) To encourage the scientific community to play its role in addressing DLDD/SLM issues and to contribute to policy formulation;
- (d) To ensure relevant scientific findings are given due publicity with the public at large and among target groups;
- (e) For the Convention to receive recognition as a supportive global focal point on DLDD and a normative reference among the scientific community;

(f) To promote the participation and contribution of the scientific community in the CST process, communicating its views to the UNCCD stakeholders.

2. Expected results

(a) Substantive studies and research material that establish and/or strengthen the scientific basis for advocacy on SLM are produced or compiled;

(b) More scientists advocate on DLDD/SLM through the media;

(c) Participation by scientists is increased in CST activities, including in the scientific conference, the scientific segments of regional meetings and scientific working groups;

(d) Collaboration opportunities between the UNCCD secretariat and the scientific community are increased;

(e) The scientific community contributes to the CRIC reporting process on its findings;

(f) The UNCCD is recognized as a global focal point and a normative reference for DLDD issues in the scientific and research communities;

(g) The scientific community contributes to the knowledge-management and knowledge-brokering system of the UNCCD.

F. Non-governmental organizations and civil society organizations

1. Communications objectives

(a) To empower civil society in the area of DLDD/SLM;

(b) To provide access for NGOs and civil society organizations (CSOs) to relevant, user-friendly and comprehensive information on land/soils-related issues for use in advocacy, technical assistance, community mobilization, education and other functions;

(c) To increase opportunities for NGOs/CSOs to share their experience with all other stakeholders and thereby support the National Action Programme (NAP) implementation process;

(d) To increase the involvement of young people, youth groups, schools and universities in DLDD/SLM activities.

2. Expected results

(a) DLDD become part of NGO's/CSO's advocacy, awareness-raising and education initiatives;

- (b) DLDD issues are addressed at events and forums on trade and major global challenges organized by CSOs and NGOs;
- (c) UNCCD officials, National Focal Points and experts are invited to events organized by NGOs/CSOs and vice versa;
- (d) Participation by NGOs and CSOs in the Convention processes is increased;
- (e) UNCCD subsidiary bodies and regional meetings receive substantive CSO inputs;
- (f) The UNCCD secretariat and NGOs/CSOs collaborate on joint and/or mutually supportive media operations such as joint press releases and joint op-eds;
- (g) Relevant DLDD/SLM information is disseminated to end-users;
- (h) The UNCCD and its issues and policy perspectives are included in the information material produced by NGOs and CSOs;
- (i) Youth groups, schools and universities incorporate DLDD and SLM issues into their informal and formal programmes;
- (j) DLDD/SLM are addressed taking a participatory approach, and from a human rights-based perspective including women and youth in the decision-making processes;
- (k) The benefit of SLM among youth from employment and other measures are recognized.

G. The public at large

1. Communications objectives

- (a) To make the public more aware of the importance of land/soils and increasingly understand that appropriate land management can help solve some of the world's most pressing crises;
- (b) To mobilize public opinion to increasingly express vocal support for SLM.

2. Expected results

- (a) The public is increasingly well informed on DLDD and its impact on major global challenges as well as the potential role of SLM in addressing these issues;
- (b) A growing share of public opinion supports investing in SLM;
- (c) Growing public support in developed countries for international cooperation on SLM.

H. The private sector

1. Communications objectives:

- (a) To promote understanding among the private sector of the value of SLM and its potential returns;
- (b) To provide practitioners with better access to relevant land/soils-related scientific and economic data;
- (c) To involve the private sector in UNCCD processes and share its knowledge with other stakeholders.

2. Expected results

- (a) The private sector is better informed on the potential added value of SLM;
- (b) The private sector invests in providing solutions to DLDD;
- (c) Access to information on markets, technologies, methodologies and specialized expertise is enhanced;
- (d) Private sector involvement with the UNCCD processes, including support to country-level initiatives supporting NAPs, is increased.

VI. Content formation

28. The CCS is expected to cover a wide range of needs in order to support the ability of each target group to play its role. These range from advocacy to information, to technical and logistical needs. Furthermore, the response to these needs will be tailored to the specific circumstances in which they will be applied. The secretariat, after due consultations, will, to the extent possible, determine the information and content deemed most compelling or effective for mobilizing action.

29. The studies and/or analyses undertaken by the CRIC and the CST as well as National Reports from affected countries and other UNCCD processes and materials are valuable information resources for implementing the CCS. For example, analyses by the CRIC on specific capacity-building measures to assist countries in monitoring The Strategy and on the impact indicators of The Strategy need to be shared widely, with varying levels of support provided to the target groups. Studies on scientific information available at the level of United Nations agencies and IGOs and UNCCD best practices contain valuable information for awareness-raising and education. The CCS will draw on studies and materials generated by many of its partners. The content of the material and means of dissemination will be reviewed as necessary, taking into account developments in the global context and feedback on the communication drive.

30. The determination and elaboration of messages by the secretariat and its partners will follow the principle of participation in the implementation of the Convention underlined by

article 3 of the Convention. An online informal group of communication experts, knowledgeable in DLDD/SLM issues, was consulted on the design of the CCS. A core group of this nature is needed to elicit commitment from partners, and such a group will be established with partners from the relevant target groups. The informal group of communication experts will be invited to remain as advisors on communication to this core group for the duration of implementation of the CCS.

A. Awareness-raising messages

31. Awareness-raising messages are meant to capture the imagination and attention of the general public so that they view desertification as their problem and concern regardless of their location. In this regard, the approach needed is to connect DLDD/SLM with people's daily lives.

32. Messages depicting the negative impact from failure to pay adequate attention to DLDD are needed, but have limited value for The Strategy due to society's limited tolerance for negativity. By contrast, messages that inspire and activate the "desire to act" by demonstrating the benefits and achievements of SLM generate hope and increase motivation. This approach may succeed with the public at large, but it is necessary to capture the interest of decision makers by highlighting the political and economic gains.

33. Awareness-raising messages also need to focus on reversing the stereotypical connotations associated with desertification, such as waste and sterile arid lands, poverty and hopelessness. Therefore, the CCS, while keeping a focus on desertification as a process and on drylands as ecosystems, will market drylands as an asset and opportunity for solving some of the major global, national and local challenges.

34. Recent global crises, such as food security and migration, and global initiatives, such as poverty reduction and climate change, are relevant to the Convention. Other issues and crises of this nature with strong relevance to the Convention will no doubt emerge during the implementation of The Strategy. It is vital that the CCS engage in these debates, and piggyback on them to raise awareness on land/soils as well as on the Convention and what it can offer.

35. Substantial information on these issues exists but additional research will be required to support various arguments. During the initial phase of the CCS, existing material will be reviewed, and salient points classified in terms of appropriateness for each type of audience in order to avoid untargeted communication. Editing and redrafting of materials will be required to supply the global network of communicators and the stakeholders with relevant, timely, compelling and appropriately packed material. All content should be of a high standard and consistent. In this regard, a validation process for the content is needed.

36. All these documented reflections will also be used to produce slogans and tag lines.

B. Educational messages

37. Educational messages are designed to deepen understanding of issues of interest, including for the policy process and in the field for practical solutions. Key messages should aim to move decision makers and the public from a position of "can we afford it?" to "can we afford not to do it?" These messages will include analyses of SLM as an investment, as well as a

comparison between the mounting cost of “inaction” – that is, of a business as usual scenario – and of appropriate action. Messages will also include a comparison between the cost of soil protection and of restoration.

38. User-friendly documents will be prepared on the feasibility of land restoration and soil health and on the global benefits of land/soils. A “business case” for private sector involvement in SLM, and “how to” materials on effective, cheap and easy to implement solutions will also be prepared. Some educational content will be compiled as reference material for governments seeking to prioritize DLDD and SLM in their development plans and in international cooperation, and as “training of trainers” packages for media and civil society groups.

39. Existing material needs to be reviewed, insufficiencies in data and analysis identified, and additional research conducted as appropriate. Educational messages will be designed based on the secretariat’s research into the information needs and gaps of various partners.

VII. Tools

40. The variety of targets and diversity of messages and approaches envisaged in the CCS have implications for the mechanisms and tools required. Organizations distinguish and differentiate themselves by their products, which also serve as vital publicity tools. The quality of each product matters as it has implications for the authority of an organization. Consequently, the nature and quality of the communication materials, as well as the UNCCD’s corporate identity, require careful consideration. Eight primary mechanisms will be used to support the communications and information function of The Strategy: print and electronic materials; the web portal and clearing house; strategic partnerships; the mass and alternative media, public awareness events/campaigns; computer-mediated communication; SLM champions; and capacity-building.

41. Possessing effective dissemination capacity is as important as producing quality materials. Specific communication and information dissemination drives and campaigns will build on the substance of these materials, and take into account the specific roles and capacity of the target groups. The CCS will draw from its products and the outcomes of the partnerships simple messages to be used in a number of ways: op-eds, speeches, lectures, one-to-one communications, and radio and television interviews. Several methods will be used to disseminate the organization’s materials, raise awareness, carry out education initiatives, provide access to information to stakeholders and gather feedback.

A. Printed and electronic materials

42. In its first decade, The Convention’s information, education and communication materials depended primarily on printed publications, especially reports, fact sheets, brochures, comics and press material. New cost-saving electronic technologies have diminished the need for printed materials. The CCS will maximize the use of electronic technologies but important documents will be made available in both print and electronic versions. Electronic means will be explored in consideration of the high cost of printing and the need to communicate in as many national languages as possible. However, published materials will be produced in consideration that a substantial number of the potential end-users, particularly in developing countries, lack

electronic technologies. In the latter case, the decision to print will be made on a case-by-case basis.

43. Messages will be delivered in various forms to the target groups according to their specific needs and circumstances. The print and electronic materials envisaged include, but are not limited to: electronic newsletters, issue-specific fact sheets, policy briefs for decision makers and parliamentarians, speeches, databanks of speaking notes and slides for power point presentations, press materials and packages, brochures, booklets/books and reports, CD/DVD/Video material, and articles/op-eds. The first step will be to review existing material and identify possible areas for improvement.

44. To the extent possible, the production, layout and dissemination of these materials will be carried out with or by the UNCCD partners. For example, the secretariat could approach UNDP to explore the possibility of dedicating a forthcoming global Human Development Report to DLDD/SLM and Human Development or solicit collaboration with the Intergovernmental Panel on Climate Change to dedicate a forthcoming assessment to the way in which SLM in drylands can contribute to mitigating climate change, and so on. Efforts will be made to replicate these initiatives at the regional and national levels in most affected or threatened countries. Stakeholders could be invited, through the CRIC process, to document and submit their achievements for publication as part of the best practices series to share experiences, traditional and local knowledge, and educative case studies.

45. The UNCCD secretariat will, at a minimum, provide the following materials, some through partnership with other entities: electronic news flashes with highlights of new developments; a newsletter; a series on best practices and lessons learned; issue-specific and topical drylands assessment studies and reports; and educational booklets and materials for youth.

46. The publications for the first implementation phase, to be prepared in collaboration with the scientific community, will include simple user-friendly booklets documenting scientific or practical evidence of the feasibility of land restoration and cheap, easy to implement and effective solutions, as well as flyers explaining the positive and negative impacts of land/soil restoration and degradation, respectively, on populations located at a distance from the drylands. Pending a determination of the organization's flagship products, the following publications constitute initial undertakings to provide for a series of effective communication tools on SLM/DLDD issues and the Convention.

(a) A specific study on the "global common good" nature of soils, building on existing research, and corresponding easy to read one-pagers for multiple uses;

(b) A compelling document showing that investing in SLM/DLDD is a cost-effective way of alleviating poverty, which creates more jobs, feeds more hungry people and sustains the planet;

(c) An information profile on the UNCCD for the general public, with indications of what has been achieved so far in practical terms, including salient points from The Strategy and an indication of how people can get involved. The document will be forward-looking and outline the potential benefits of various actions;

(d) Material to be used for capacity-building on the ground as well as for training sessions at the United Nations System Staff College and for United Nations staff located in affected developing countries;

(e) A strong business case for private sector involvement including public-private partnerships for land restoration;

(f) Information and formal educational materials for use in schools;

(g) A major report on “the cost of DLDD and the returns from SLM”. A collaborative venture between relevant United Nations institutions, the scientific community and leading economists, this work will show that SLM is a profitable investment. The findings will be backed by case studies and scientific research demonstrating ways in which soil regeneration and SLM can bring practical and affordable solutions to major global challenges. It will also demonstrate that the failure to invest in soil regeneration to prevent land degradation is more costly than doing it;

(h) A “youth booklet” on DLDD and SLM available worldwide and downloadable from the Internet. Printed versions will be produced subject to resource availability, possibly in partnership with a specialized United Nations institution or an NGO.

47. To the extent possible, the products will be translated into simpler materials for education purposes and with complementary video materials. Printed materials will be accessible via the Internet from the UNCCD Knowledge-Management System/Library. To this end, UNESCO’s pedagogical documents and documents produced by other institutions could be reviewed jointly. Strategies aimed at involving national education authorities will be designed collaboratively.

B. The web portal and clearing house

48. At present, information on land/soils is located on various websites, and in academic institutions, government agencies and libraries, often as one piece among other topics. These sites usually focus on the land aspects in which the institutions specialize. Yet, addressing soil-related issues requires a whole range of measures and knowledge from a wide range of disciplines, the sources for which are geographically dispersed.

49. By transforming its website into the reference portal on soils, desertification and drought, the UNCCD secretariat can fill this gap and better serve the needs of the Parties, help all actors involved in land-related issues, and give visibility to the centrality of soil management in the 21st Century. This would address the gap identified in the knowledge-management studies undertaken by the CST, and the need for a comprehensive knowledge-management system that is emerging from the CRIC process.

50. The revamping of the secretariat’s flagship web tools will take an integrated knowledge-management approach. The secretariat will support the knowledge-management systems established by the CST and perform information- and knowledge-brokering functions as mandated by decision 3/COP.8. As a first step, the website will be improved to facilitate interaction with and among users, and add substantive information on soils and related issues,

including links to other sites and portals. Such a portal would allow easy access to practical, legal, political, statistical, social, economic, scientific, environmental and other types of information. It would contain links to, among other organizations, scientific institutes, NGOs, CSOs, experts, relevant United Nations institutions and other international and national bodies. The website's functions would include a dedicated clearing house mechanism to provide a more coherent and coordinated approach to accessing information and data from internal and external data sources based on a network of networks approach.

51. The portal would be an instrument at the service of the Parties, as well as of the entire United Nations system and public or private institutions concerned with DLDD/SLM. In addition to information provision, it would facilitate raising the profile of the actors, making contact with other stakeholders and sharing information, and mutual learning. Potential users will be consulted on the structure and content to ensure its relevance. A special promotion will be elaborated to draw traffic to the portal once it is created.

52. Pending the creation of the portal, all important communication documents produced under the CCS will be available on the UNCCD website and be accessible to all. The secretariat will facilitate access to information by establishing links to other relevant websites and will explore possible agreements with online user-generated libraries on access to quality documents in order to facilitate document sharing and searches. This will enable those with an interest in DLDD/SLM to find relevant scientific and other types of information rapidly.

C. Strategic partnerships

53. Entities and individuals with a stake in DLDD/SLM will be invited to join the new communication effort. The secretariat, together with the partners, will implement the activities described in the CCS. The secretariat will serve as a catalyst and provide impulse and coordination to the extent of its own capacities and, with the assistance of its partners, continually assess the CCS priorities in view of its outcomes and of the evolving context. The updated priorities will be reflected in the successive CCS implementation plans, starting with the 2010–2011 work programme.

54. The CCS will seek interactive communication and involve stakeholders in an ongoing brainstorming process to the extent possible. It will also seek to mobilize the resources that exist in the United Nations system and in society. Five core partnerships are envisaged (see below).

55. The secretariat will establish, in collaboration with its partners, a roster of potential speakers on the various aspects of DLDD/SLM with an indication of their area of specialization and the languages spoken by the experts. Areas covered will focus on major global challenges. The secretariat will keep a calendar of negotiations, major conferences and other newsworthy events concerning all the major global challenges with a “soil dimension.”

1. National Focal Points

56. UNCCD National Focal Points have been playing an important role as communicators. They are the best informed advocates on DLDD/SLM and the Convention, and important communication liaisons for the media inside and outside their own country. The UNCCD secretariat therefore maintains close relationships with the National Focal Points on the latest

policy developments of the Convention as well as general information on DLDD/SLM. At the same time, the secretariat solicits the assistance of National Focal Points in addressing media inquiries about issues of DLDD/SLM at the country level.

2. The United Nations system

57. The Convention is the only United Nations institution with a legally binding mandate to address DLDD. However, issues of land, soil and water, which are at the heart of DLDD, are prominent or present in the mandate of several United Nations bodies and organizations. Enhanced visibility and prioritization of land/soils and of SLM are likely to facilitate the delivery of the respective programmes of these organizations, and vice versa. Therefore, collaboration with relevant entities in the United Nations system can make a significant contribution to the success of the CCS and of The Strategy. The secretariat will pursue stronger ties with the United Nations institutions with a stake in SLM and explore the possibilities of establishing an institutionalized communication partnership with the objective of collectively promoting SLM. Interested non-UN institutions should also be invited to join the ad hoc DLDD/SLM-focused communication partnership.

58. A key benefit from such collaboration is the possibility of sharing and exchanging information, experiences, data, reflections and mutual support through a common web-based network. The secretariat will provide leadership in: (i) promoting a community of practice with an interest in DLDD/SLM land issues; and (ii) establishing an interagency virtual network on DLDD/SLM. While the network will primarily target relevant UN staff, it will be open to interested SLM practitioners and researchers.

59. In implementing the CCS, due consideration will be given to the principles of Communication for Development (C4D), derived from the United Nations Inter-agency Roundtable established by the United Nations General Assembly.¹ Members of the United Nations system that participate in the C4D initiative will be invited to help extend C4D approaches to the work on DLDD/SLM.

60. In affected developing countries, the Resident Coordinator and the United Nations Country Team (UNCT), in cooperation with National Focal Points, could support governments in prioritizing DLDD and SLM in national development plans and in international cooperation instruments such as the CCA, the United Nations Development Assistance Framework and Poverty Reduction Strategy Papers. This would help mainstream DLDD and SLM where it has low priority. The UNCT could also assist authorities to deliver the CCS at the country level.

61. Staff members in international organizations need to be sufficiently conversant with the issues on DLDD/SLM for them to be incorporated into operational programmes. Simple information packages will be elaborated for this purpose containing information on technical elements that demonstrate ways in which SLM can help reach a country's and the UNCT's objectives.

¹ The C4D is a two-way process that facilitates participation in programme delivery, empowers the communities concerned and gives voice to the poor and those most affected by the development problems that are being addressed. It is distinct from corporate communication and from communicating results.

62. In order to raise the profile of soils, and given that they are one of the solutions to some of the current global issues, the secretariat will propose the inclusion of DLDD and SLM among the topics that are systematically included in the development-related courses provided by the United Nations System Staff College and other training institutions in the United Nations system. Subsequently, quality technical documents may need to be prepared.

3. Civil society

63. The Convention emphasizes the importance of civil society, particularly CSOs, in the effective implementation of the Convention. CSOs play a direct role and can influence the realization of the kinds of outcomes contemplated in The Strategy. CSOs are potential allies in operational activities on SLM, and in the education and mobilization of public opinion in support of land/soils and SLM.

Receiving the support of developed countries

Local and Regional authorities in developed countries are potential UNCCD partners. They can invest in international cooperation, particularly to support the development of a given territory within a developing country. Donations and technical assistance from local and regional authorities could provide technical competencies and new cooperation resources at a time of financial constraint. The impact of such international cooperation schemes at the national level would be enhanced if they were pooled.

The Hub for Innovative Partnerships of UNDP and the United Nations Capital Development Fund (UNCDF) have concluded agreements with various United Nations agencies to jointly promote and facilitate international support for decentralized cooperation for integrated, participatory and sustainable local development, in line with local and national priorities and the Millennium Development Goals. The brand name for this approach is ART GOLD (*Appui aux Réseaux Territoriaux*). With support from the Parties, the secretariat could explore, with UNDP and the UNCDF, the possibility of mounting DLDD-geared ART GOLD pilot programmes in selected countries. If successful, such initiatives would raise fresh resources for SLM and lend themselves well to media coverage.

64. The United Nations Non Governmental Liaison Service (NGLS) has extensive experience of working with NGOs, which the UNCCD can draw on. The secretariat will initiate dialogue with NGLS to explore ways to increase the knowledge and interest of NGOs/CSOs in the work of the UNCCD, particularly NGOs/CSOs with a development agenda.

65. Drawing on its last decade of work with NGOs, the UNCCD secretariat will seek to support network-centred initiatives driven by NGOs/CSOs, such as *Réseau International d'ONGs sur la Désertification* (RIOD), DryNet and DesertNet. The UNCCD will set up a civil society consultation and coordination mechanism on DLDD/SLM issues in the spirit of the partnership sought by The Strategy. This will help draw attention to some of the elements required for creating the right context for SLM that may otherwise be ignored or forgotten. The consultation mechanism will also contribute to defining the web portal content on land/soils/DLDD/SLM. The secretariat will solicit the views and perspectives of NGOs/CSOs on

ongoing strategic reflection processes concerning the CCS². As appropriate, communication/information documents on DLDD/SLM will be prepared in partnership with relevant NGOs. This includes technical and advocacy materials, the series on best practices, and educational materials for children and young people.

66. Special attention will be given to reaching out to NGOs/CSOs that are not already involved in the UNCCD processes, or that have little knowledge of the Convention but have an interest in joining forces to foster land/soils in their work. This may be the case in particular for NGOs/CSOs dealing with related issues (for example on energy, climate, migration or other topics on which land/soils have a bearing) that are not currently addressing DLDD/SLM per se. They will be targeted through, inter alia, targeted document mailings, one-to-one contacts and invitations to seminars.

67. Young people in developed countries have demonstrated an increasing interest in the issues at the heart of the UNCCD mandate. The CCS needs to capture, build and maintain this interest because youth, the world's future decision makers, have great potential to mobilize public opinion. Drawing on the experiences of UN agencies such as UNEP, UNESCO, UNICEF and UNDP, which have long-established youth and children's activities, and in consultation with existing UNCCD youth partners and the planned computer mediated social networks, the secretariat will elaborate a relevant youth-oriented awareness and education programme. Potential activities include: exchange programmes; preparation of youth-oriented awareness-raising campaigns, including puzzles, booklets for youth and children and computer games; and competitive events such as photography/drawing competitions and youth projects as well as annual awards for the best masters and dissertation theses on DLDD, and so on. The UNCCD will also join the inter-agency network on children and youth activities.

4. The media

68. Developing media relations is essential for effective public information dissemination and agenda setting. To enhance its effectiveness in media outreach, the secretariat will explore the potential for establishing a media relations partnership in cooperation with National Focal Points, United Nations institutions and other key partners that have a stake in DLDD/SLM, with the specific objective of jointly promoting land/soils issues.

69. The secretariat, in collaboration with the GM and other partners, as appropriate, will strengthen relationships/partnerships with journalists by taking advantage of events attended by journalists to offer training on specific aspects of DLDD/SLM. This would entail marginal costs for the UNCCD, with high returns. Other training sessions for journalists will be organized on an ad hoc basis, and in partnership with media-oriented organizations, to the extent possible.

70. At the same time, the CCS will pursue agreements with influential media organizations to facilitate coverage of land/soils-related issues by offering interesting angles as well as access to locations and people, providing an opportunity to report from on the ground. This does not imply funding, but can be particularly valuable for television coverage. For example, experience shows that organizing training sessions for journalists can yield long-term benefits. An increase in the

² Some NGOs/CSOs participated in the preparation of the draft CCS through the online discussion group and the information posted on the UNCCD website.

number of selected journalists around the world who are knowledgeable on DLDD/SLM and “who’s who” in the DLDD/SLM sector is likely to lead to growing and better quality coverage of the issues. To this end, the secretariat will establish a dialogue with the organizations that join the communication partnerships for soils. Agreements will be pursued with a number of institutions that organize training for journalists, such as the British Broadcasting Corporation (BBC) Trust Fund or the Geneva-based Media 21. To the extent possible, training sessions will be organized in conjunction with events that bring together a large number of experts.

5. The private sector

71. Key to the success of SLM is the direct involvement of companies and entrepreneurs, whose activities have a direct bearing on soils, particularly those involved in agriculture, energy, water management and forestry or in activities with waste and by-products that affect soil fertility. Part of the communication plan will be geared to raising the profile of the issues of DLDD with carbon finance actors. Specific information materials will be produced, inter alia, in partnership with the Global Environment Facility.

72. A first step in this process is the preparation of a document that makes the case for private sector involvement in SLM. The arguments could include: the range of benefits that can be gained from SLM; the economic risks and potential losses of land degradation and the consequences of its irreversible character; the medium-term economic risk of unsustainable land management for short- and medium-term economic benefits; the potential that SLM provides for increased access to markets; data on global market trends; and anticipated future rules for sustainable agricultural production. A major seminar on land/soils and the challenges of the 21st Century with CEOs of large companies could be conducted as a follow-up, subject to the availability of funds. This is expected to increase the political drive behind the issues at stake, and behind the Convention.

73. The growing interest in corporate social responsibility among private sector actors also provides an opportunity to develop partnerships to promote awareness-raising. The secretariat will explore possibilities for corporate sponsors for various events, including sponsorships of the various awards and events elaborated in the CCS (see the above discussion on CSOs and the media in this section, and section 7.5 below on public awareness campaigns and events).

D. The mass and alternative media

74. This section focuses on the role of the media as a channel for the distribution and dissemination of information. The mass and alternative media are crucial components of the CCS outreach strategy. In an increasingly competitive environment, the CCS strategy on the media will follow two principles. First, it will address the media only when there is something to say that is both new and newsworthy (substance is of the essence). Second, it will seize opportunities that the media can use as “pegs” to relay information to the public. Events, such as major international negotiations, conferences around scientific or social topics with breakthrough information, the launch of a substantive report, or an event unusual enough to warrant coverage are examples of news “pegs”. It may be necessary at times to create these opportunities by mounting specific events in order to generate attention around specific messages. A varied media relations strategy will be used so that information reaches different segments of society.

75. The CCS will establish close relations with a select group of journalists from influential media organizations, and those primarily interested in the “environment beat” to serve as the primary mass media distribution channel. These journalists will be provided with “press information” (press releases, media advisories, press kits, press conferences, etc.) on DLDD/SLM. Attractively packaged media kits will include, inter alia, “briefing notes” providing background information on an issue and fact sheets with up-to-date data and newsworthy facts and figures.

76. The CCS will seek the assistance of the Communications Departments of relevant United Nations institutions in this endeavor. Some United Nations agencies as well as funds and programmes tackling land/soil and water issues have large communications units with a global presence spanning developed and developing countries, in addition to the United Nations Department of Public Information and the United Nations Information Centres around the world. This mechanism provides a strong relay to alert national and international media organizations, place articles, arrange interviews, organize events, and reach out to civil society groups and national and local administrations. The CCS stands a better chance of reaching its objectives at the national, regional and global levels if it pools the media outreach capacities of several United Nations institutions with a stake in DLDD/SLM.

77. The second information distribution strategy will be ad hoc, taking opportunities as they arise. The DLDD/SLM communication strategy needs to be sufficiently flexible to piggyback on emerging issues and debates to publicize relevant work on the themes that pertain to the Convention. This will comprise of, inter alia, issuing press statements, linking media organizations with UNCCD experts, supplying SLM champions or affected people for interviews and disseminating op-eds, including those co-authored by a broad range of leaders. The database of events and experts developed with partners will serve as a basis for planning possible statements, op-eds, press releases, studies or events and related media relations and coordinating related action with UNCCD partners. The success of the communication strategy depends in part on the capacity to be proactive at an early stage and reactive when news hits the mass media.

78. The third approach will be more general, and will target public outreach and the mass and alternative media. User-friendly, informative documents will be circulated to the media communicating the benefits of multilateral investment, and highlighting successful partnerships and joint initiatives. The CCS will seek to organize field trips for journalists in order to provide an *in situ* understanding of the scope of land degradation and/or the potential for SLM to solve a range of major problems. These trips will be organized jointly with partners, and subject to funding. In order to interest journalists assigned the “environment beat” in coverage of DLDD/SLM, an annual media award for journalism on DLDD/SLM could be presented during the World Day to Combat Desertification, or at another significant UNCCD event requiring global media attention, such as the COP.

79. NGOs/CSOs will be proactively and constantly provided with key information regarding DLDD/SLM, and encouraged to disseminate it through their networks.

80. The geographic distance between affected and non-affected populations is an important contributor to the low visibility of news and issues relating to drylands. Thus, visual productions have the greatest potential to mobilize collective action. However, cost constrains the commissioning of television documentaries on land/soils. Instead, the secretariat and its

communication partners will offer advisory services on ideas, situations, angles and access channels to specific producers and major international television broadcasters.

81. Community media outlets are equally important to the dissemination of information. In affected countries, National Focal Points, UNCTs and local authorities will be invited, in the context of the CCS, to approach community media organizations, including local radio stations that reach out to relevant target groups, to collaborate in the dissemination and exchange of relevant information.

82. Considering the UNCCD institutions' limited communication means and the number of influential media organizations to be targeted on each continent, it is essential to establish a media outreach capacity. Parties to the Convention are invited to make the necessary resources available to that end. To enable the secretariat to be proactive and reactive at all times, there is also a need to add to its communications team at least one journalistic writer with an outstanding ability to draft press releases for the media, as well as media advisories, articles and so on.

E. Public awareness campaigns and events

83. Non-governmental advocacy organizations employ various approaches to raise public awareness on issues of interest. Increasingly, IGOs are using a modified versions of methods such as "symbolic events" to raise awareness. Report and book launches, conferences, exhibitions, side events such as the UNCCD's "Land Day" organized on the margins of the Climate Change Talks in June 2009, and press conferences held during major negotiations are variations of this strategy. Strategically deployed, such events provide powerful avenues for raising awareness in the media as "instant news". Where events form part of an educative event such as a conference, their value is enhanced as the products launched are then used for follow-up action.

84. The secretariat will, to the extent possible in collaboration with its partners, organize a variety of events, including a Land Day aimed at awareness-raising. These will include regional and global seminars on topical issues, parallel events during major conferences organized by UNCCD partners, and a sponsored SLM global award honouring individuals who have demonstrated outstanding leadership in SLM in the political, civil service, civil society and media sectors.

F. Computer-mediated communication

85. The emergence of web-based technologies has segmented society, especially socio-economically and inter-generationally. Computer-mediated social networks have become powerful mechanisms for social mobilization, particularly among the youth. United Nations entities such as UNEP and UNDP are using facilities such as Twitter, Facebook and YouTube for publicity and to mobilize various groups to their causes.

86. Computer-mediated social networks are also effective at stirring debate around specific issues and for collectively solving practical problems. They are participatory among people who speak the same language, and require minimal dedicated involvement of secretariat staff. They are cost-effective as they require, as a minimum, investing time in the exchange, while the

benefits from awareness-raising may be substantial. Drawing on the experience of its partners, these tools will be used to reach specific targets, in particular the youth.

G. Sustainable land management champions

87. The effectiveness of the CCS will depend on its ability to draw the interest of decision makers, and on the publication of media articles that portray land/soils issues as significant globally and SLM as a solution to major global challenges. IGOs are increasingly drawing on highly regarded public personalities – champions – to sponsor organizational initiatives as a strategy to draw the interest of decision makers and the media, and for issue advocacy. This is particularly effective at drawing media interest and, thus, raising public awareness. Identification of highly regarded champions to draw attention to the issues upheld by the Convention, including through advocacy, would provide the impetus needed to launch publicity on The Strategy and de-link the Convention from its conceptual rigidity and other dilemmas. The champions need not be issue experts. However, they require a reasonable understanding of the issues, commitment and clout or prestige, and must be respectable and articulate.

88. SLM champions should be able to undertake a range of activities such as occasional missions, generating access to influential people, brokering agreements, making media appearances, publishing articles, communicating via the web and participating in special events, including seminars and press conferences. Advocacy through champions incurs substantial costs and its implementation is therefore subject to the availability of funds. In the selection of champions, due consideration should be given to geographic, cultural, gender and language balances.

H. Capacity-building

89. Materials for capacity-building could be developed from the advocacy materials and technical documents, events associated with the CCS, particularly national, regional and international seminars, and the web portal.

90. The units and institutions working on substantive issues are responsible for producing the materials for capacity-building, but the UNCCD unit responsible for implementing the CCS will facilitate the circulation and sharing of this material.

91. While the CCS will rely on the various stakeholders and additional resources will be sought to support the activities elaborated in the CCS, the secretariat's existing human resource capacity lacks the resources needed for the implementation of the media outreach portion of the plan. As media outreach is a significant component, this capacity requires strengthening to enable the secretariat to make proactive and reactive interventions in public debates in a flexible way at all times, and stimulate public discussions as necessary. Furthermore, staff members need to be empowered to contribute to the CCS. This requires constant and consistent in-house information sharing, and training in communication especially for those mandated to address the media. Consideration should be given to providing resources for this internal capacity-building.

Other possible tools for consideration

The following ideas emerged from brainstorming sessions conducted during the preparation of the CCS. They are shared here in the spirit of launching and nurturing an open and creative brainstorming process involving all the Parties to the Convention.

- The secretariat could organize with various partners a series of regional and global seminars on “a global common measurement of the health of soils”.
- A specific consultation on the communication challenges of DLDD/SLM could be organized, gathering various stakeholders and potential partners including major environmental and development NGOs, academic institutes, journalists and public relations agencies.
- In order to create some kind of emulation, the establishment of an SLM global award could be envisaged in a prestigious set-up with four levels: political leadership; civil servants; civil society; and the media
- The UNCCD could explore with a scientific or an academic institution the creation of an online course on SLM with a certificate delivered to those who successfully pass the corresponding tests.

VIII. Branding and corporate identity

92. The main purpose of the CCS is to ensure the success of The Strategy. However, the CCS should also be seen as an opportunity to “brand” the Convention itself for the following reasons:

- (a) by giving visibility to the Convention, the CCS may be able to generate some of the political clout it needs to reach its objectives;
- (b) making the Convention known will facilitate the involvement of crucial actors;
- (c) highlighting the importance of the Convention may enhance resource mobilization and donor relations at all levels;
- (d) clarifying the objectives of the Convention could advance the political drive needed to ensure its success; and
- (e) emphasizing communication during the 2008–2018 decade requires seizing all opportunities to promote the Convention per se.

93. Branding is not simply a question of graphic design. Branding is first and foremost establishing the identity of the Convention. It is clarifying the purpose and modus operandi of the Convention as well as bringing visibility to the Convention.

94. In this regard, it will be necessary to define in a few short, compelling sentences what the Convention is about and how it operates. These promotional slogans will have to be used by the entire organization. They will be woven into speeches and public statements, used during one-to-

one interviews and discussions, and posted at the bottom of every press document. The CCS will make provision for the in-house dissemination of the branding principles. The branding exercise will be conducted in consultation with the UNCCD's partners.

95. While the primary task of the CCS is to promote the implementation of The Strategy, a secondary task is to heighten the visibility of the Convention. Thus, during the initial phase of the CCS, emphasis will be placed on promoting land/soils. The secretariat will implement the CCS with a view to ensuring that its key SLM actors receive due visibility in return for their support. As public awareness of land/soils and their impact on various domains grows and key actors become known and receive credit for their contribution, it will become increasingly appropriate to accord greater attention to the work of Convention.

IX. Implementation modalities

96. The CCS was elaborated through a participatory process. Internal and external consultations were conducted, and will continue throughout the implementation of the communication drive. The success of the CCS depends in large part on the extent of the involvement of the Parties, and the extent to which other partners participate in promoting land/soils and the urgent need to manage and conserve our global commons. The success of the CCS will also depend on Parties using it as a supporting tool for the implementation of The Strategy in line with the reporting guidelines developed for the CRIC process.

97. As the CCS workplan takes a results-based management (RBM) approach, results will be assessed through the monitoring and assessment process of the UNCCD subsidiary bodies and institutions. It is important that constant attention is paid, and that the communication strategy is able to adjust, to the evolution of global environmental, economic, political, institutional and social events. To facilitate such adjustments, two independent assessments of the progress with implementation will be undertaken: the first, halfway through the process through a mid-term external evaluation, and the second, two years before the end of the implementation period, to facilitate planning for the subsequent phase, as necessary. The CCS is designed so that communication activities can be stepped up as additional resources become available. As requested by Decision 3/COP.8, the secretariat will coordinate the CCS at the international level. However, as a broad range of actors will be involved in the CCS activities, mutual agreements on monitoring outputs and outcomes will be necessary.

98. Consideration will also be given to relevant official documents and decisions at the international, regional and subregional levels related to DLDD/SLM issues. The evolution of the participation of CSOs and the scientific community in UNCCD processes will also be considered, as well as the amount and type of DLDD/SLM-related work by NGOs/CSOs and science and technology institutions. The number of major international initiatives and conferences with UNCCD outputs, the thematic inputs that may be provided for these conferences, and the number of invitations the UNCCD receives to participate in relevant forums and conferences may also serve as proxy indicators of implementation.

99. Between sessions of the COP, consultations with the Parties will take place at regular intervals concerning the substantive arguments used in the CCS, the impact of the initiatives taken, potential opportunities and the measures that the secretariat can take to serve the evolving needs of Parties in adjusting and implementing the communication plans to the new situations

that will emerge throughout the decade. Such consultations may be held directly or through online exchanges.

X. Concluding remarks

100. The CCS will promote SLM- and DLDD-related concerns and issues in all strategic forums. It will seek to provide timely access for stakeholders to relevant and accurate information and knowledge. The CCS will contribute to strengthening coordination within and across relevant issue areas, among key stakeholders and with the other Rio conventions. The CCS will further support the mobilization of financial, technical and human resources for UNCCD implementation through new and innovative communication tools, and facilitate the collection of regular feedback on the implementation of the Convention. These measures will contribute to raising the profile of the Convention and its issues of concern in key decision-making forums.

101. The initial plan of action will be based on the matrix attached as annexes I and II to this document.

Annex I

Matrix of The Strategy elements

This matrix will remain a work in progress. Given the multiple impacts of any communication action, it usually contributes to more than one outcome. Therefore, the horizontal linkages should not be seen line per line, but each block of strategic action based on the corresponding blocks of key messages contributes to generating the corresponding expected blocks of outcomes.

	Key messages/content	Expected results	Strategic actions
<i>Target group: Ministers, high-ranking government officials and parliamentarians</i>	<ul style="list-style-type: none"> ▪ The impact of DLDD on: <ul style="list-style-type: none"> - the economy - the environment/natural resources - biodiversity - social issues, including poverty and migration ▪ Soils as global common goods ▪ The economic potential of SLM (returns on investment) ▪ Drylands are an asset: they hold essential elements of the solution to the major global challenges ▪ The multiple relationships between trade and soils ▪ The cost of action / inaction ▪ The current and potential added value of the Convention 	<ul style="list-style-type: none"> ❖ Increased knowledge by policymakers of the relationship between land/soils and other development challenges leads to a higher priority for DLDD in national budgets and development planning, and DLDD are addressed as such at international negotiations on key issues in which they play a role ❖ Decision-makers increase awareness and technical understanding of DLDD issues and their various implications ❖ Higher priority is given to SLM in international cooperation by more countries addressing their concerns about DLDD at international conferences ❖ Increased knowledge on DLDD/SLM through inter-ministerial collaboration on the subject ❖ Decision makers address heightened awareness of the global benefits of soil regeneration and protection wherever it takes place ❖ Land/Soils, SLM and DLDD are prominently addressed at international negotiations on climate change, biodiversity, energy, food security, water, poverty and migration ❖ DLDD issues are addressed in relevant international forums including trade negotiations 	<ul style="list-style-type: none"> ➤ Tailor messages: <ul style="list-style-type: none"> ○ produce arguments for finance and planning ministers: <ul style="list-style-type: none"> • respective investment yields in soils versus other areas • cost of action / inaction • specific contribution of SLM to solving single issues such as climate change, threats to biodiversity, energy crisis, food insecurity, water, poverty, deforestation and forced migration, with a clear costing for each case ○ share these with other ministers (agriculture, environment, technology, etc) and heads of government ○ the added value of the Convention ➤ Tailor documents on the same themes for parliamentarians ➤ Produce similar messages, sometimes with more technical detail, for the civil servants who prepare dossiers and do the ground work ➤ Hold one-o-one meetings with government ministers and high-ranking officials on the above subjects ➤ In selected cases, visits by “SLM champions” to high-level political decisions

	Key messages/content	Expected results	Strategic actions
		<ul style="list-style-type: none"> ❖ A higher priority and political support are given to the Convention and its institutions among the international community ❖ Strengthened linkages with the other Rio conventions through inter-ministerial collaboration 	<ul style="list-style-type: none"> ➤ In affected developing countries, request the United Nations Resident Coordinator / United Nations Country Team to open a dialogue with the government, and consider the inclusion or strengthening of SLM/DLDD in CCAs, UNDAFs, PRSPs and other planning documents ➤ Mail to some government officials selected press clippings of significant SLM/DLDD coverage in influential media ➤ Negotiate with the e-parliament the opening of a debate on SLM/DLDD ➤ Negotiate with parliamentary institutions a new phase of international dialogue on SLM/DLDD and a way of sustaining the debate over time ➤ Approach negotiators on key international issues (, trade, energy, food security, etc) during the run-up phases to each negotiation process and present the case for SLM/DLDD ➤ Negotiate with the UNDP and some countries the launch of an ART-GOLD SLM-related pilot programme, with subsequent mobilization of regional and local authorities in donor countries and other affected countries. ➤ Organize regional seminars on the economic benefits of SLM (and the environmental and social benefits) ➤ Brainstorm in house and with UNCCD partners internationally as well as at the country level to determine what are the current and potential added value of the Convention and craft a specific document ➤ Define the branding sentences on the Convention ➤ SLM champions occasionally communicate with selected decision makers on the current and potential added value of the Convention and seek support for it ➤ Create a web portal on soils and include all information on the Convention

	Key messages/content	Expected results	Strategic actions
<i>Civil servants in ministries concerned with DLDD/SLM</i>	<ul style="list-style-type: none"> ▪ The links between DLDD and crucial issues such as climate change, biodiversity, energy, food security, poverty, water, deforestation and migration ▪ Relevant scientific and technical knowledge which must be taken into account in policy formulation and disseminated to end-users ▪ The multiple relationships between trade and soils ▪ The economic potential of SLM (returns on investment) ▪ The potential roles of local and regional authorities ▪ Case studies on SLM practice involving local and/or regional authorities ▪ Instructive practices and good practices (shared with and among policymakers and end-users) 	<ul style="list-style-type: none"> ❖ DLDD and the interlinkages with climate change and biodiversity are better addressed at national, regional and international meetings on the environment and sustainable development ❖ National reports indicate improved assessment of the drivers of desertification and the barriers to SLM ❖ Relevant line ministries incorporate the UNCCD National Action Programmes as part of their overall national development plans, policy measures, budget planning and international cooperation investment ❖ Increased knowledge of DLDD/SLM among government officials facilitates sound and knowledge-based policies in affected developing countries ❖ SLM/DLDD are raised in briefings for international negotiations and resource mobilization drives ❖ National administrations are increasingly equipped to undertake advocacy and communication initiatives at the national and local levels ❖ DLDD issues are addressed at a number of national and regional awareness-raising events ❖ The UNCCD is increasingly seen as the global focal point and normative reference for DLDD issues and SLM best practices ❖ Local area programmes on DLDD/SLM in affected countries are increased ❖ Information on appropriate technology is used by affected country Parties 	<ul style="list-style-type: none"> ➤ Adapt the messages prepared for high-level political actors and complement them with additional detailed substantive and operational elements. This applies in particular to documents produced for finance and planning ministers on: <ul style="list-style-type: none"> ○ respective investment yields in soils versus other areas ○ cost of action / inaction ○ the specific contribution of SLM to solving single issues such as climate change, threats to biodiversity, the energy crisis, food security, water, poverty, deforestation and migration, with a clear costing for each case ➤ Disseminate this information to all UNCCD National Focal Points and make it available on the new web portal on soils ➤ Involve civil servants from all country Parties in the preparation of a document on the added value of the Convention ➤ Seek information from all National Focal Points and other contacts on the type of information and communication support that would help them to fulfil their own mission and on what could benefit their country, and make use of this information particularly when designing the new web portal on soils ➤ Approach negotiators on major global challenges (climate change, trade, energy, food security, etc.) during the run-up phases to each negotiation process and present the case for SLM/DLDD ➤ Organize regional seminars on the economic benefits of SLM, and on the environmental and social benefits
The United Nations system and IGOs	<ul style="list-style-type: none"> ▪ The impact of DLDD on: <ul style="list-style-type: none"> - the economy - the environment/ natural resources - biodiversity 	<ul style="list-style-type: none"> ❖ The United Nations system and international institutions that address global crises refer prominently to DLDD/SLM 	<ul style="list-style-type: none"> ➤ Establish an agreement at the highest level among concerned United Nations agencies and other partners to jointly promote SLM, and establish ad hoc memorandums of understanding as appropriate

	Key messages/content	Expected results	Strategic actions
	<ul style="list-style-type: none"> - social issues, including poverty and migration ▪ Soils as global common goods ▪ The economic potential of SLM (returns on investment) ▪ Drylands are an asset: they hold essential elements of the solution to the major global challenges ▪ The multiple relationships between trade and soils ▪ The cost of action / inaction ▪ The current and potential added value of the Convention ▪ The benefits for all concerned stakeholders of building communication partnerships and a clearing house mechanism for promoting SLM/DLDD ▪ Case studies on instructive SLM practices ▪ Press material ▪ DLDD/SLM-related scientific findings 	<ul style="list-style-type: none"> ❖ Opportunities are increased for substantive dialogue on DLDD/SLM with national authorities in affected developing countries ❖ Increased technical support is provided to governments in addressing DLDD is provided ❖ Other stakeholders receive increased support for SLM from United Nations institutions ❖ Increased advocacy for DLDD and SLM to be incorporated into Common Country Assessments (CCAs), the United Nations Development Assistance Frameworks (UNDAFs) and Poverty Reduction Strategy Papers (PRSPs) ❖ Capacity to deal with DLDD/SLM issues among United Nations staff is strengthened ❖ The Convention receives more and enhanced political support from the United Nations system and IGOs ❖ Inter-agency substantive exchange networks are established for programme staff involved in DLDD/SLM ❖ DLDD/SLM is taken into account in United Nations activities, whether operational or normative, pertaining to major global challenges ❖ Enhanced and more coherent United Nations system-wide communications on DLDD/SLM ❖ The amount of information on DLDD/SLM disseminated at the country level in affected and developed countries through the United Nations country offices is increased ❖ National and local media outreach is enhanced ❖ More United Nations entities and IGOs are reporting to CRIC on their activities related to DLDD/SLM 	<ul style="list-style-type: none"> ➤ A joint mailing of a letter by heads of agencies to their respective staff members, giving SLM promotion due priority and weight ➤ Make official the importance of the communication strategy by setting in place an inter-agency communication task force on SLM promotion ➤ In parallel, programme staff should exchange their knowledge and contacts through the creation of a virtual inter-agency practice network to boost the effectiveness of programme delivery ➤ Seek an agreement with the high-level task force for advancing the Millennium Development Goals in Africa set in place by the United Nations Secretary-General to include SLM/DLDD in the work of the task force and consequently of the sub-task force on communication ➤ Establish a dialogue in affected countries between the United Nations Country Teams (UNCTs) and governments and CSOs, and cater for the communication needs that emerge ➤ Disseminate appropriate DLDD/SLM information to UN staff on the ground ➤ Discuss with the UN Staff College in Turin and other relevant training institutions the introduction of DLDD/SLM among the topics taught, and prepare training material accordingly; ad hoc communication partnerships can then be built linking the communication officers of the respective institutions ➤ Make maximum use of the established outreach structure of the UN system in both affected and donor countries to relay information to the media and channel specific information to targeted audiences; organize seminars and other events as appropriate

	Key messages/content	Expected results	Strategic actions
		<ul style="list-style-type: none"> ❖ An increased number of partnerships among the United Nations system/IGOs and the UNCCD secretariat on DLDD/SLM communication activities 	<ul style="list-style-type: none"> ➤ Negotiate with the UNDP and some countries the launch of an ART-GOLD SLM-related pilot programme, with subsequent mobilization of regional and local authorities in donor countries and other affected countries ➤ Negotiate with the UNDP the publication of a global Human Development Report on soils and human development, and advertise it widely with the support of the global communication task force on SLM/DLDD
The media	<ul style="list-style-type: none"> ▪ Monthly press information on substantive DLDD/SLM issues ▪ Reports that illustrate the relationship between soils and the major global challenges ▪ Cutting edge economic analysis and scientific findings specially “digested” and packaged for wide dissemination to people who are not specialists ▪ Statements/declarations to the media in relation to ongoing debates on burning issues that are affected by or have a bearing on DLDD/SLM ▪ Op-eds by leaders and experts ▪ Case studies on instructive SLM practices ▪ Ad hoc information on the Convention ▪ DLDD/SLM in action (journalists’ field trips) 	<ul style="list-style-type: none"> ❖ Reporting of DLDD/SLM-related issues by the media in association with its relevant major global challenges is increased ❖ Media articles on SLM and its effect on major global challenges are increased ❖ Public opinion and decision makers are better informed on DLDD and SLM issues ❖ Media reports growing interest among public opinion and increasing support for investing in SLM. ❖ Influential journalists report on DLDD issues more frequently and provide in-depth analyses ❖ The media and the alternative media with a strong outreach ability to end-users (pastoralists, farmers, local cooperatives, etc.) are better equipped to address DLDD and SLM 	<ul style="list-style-type: none"> ➤ Make an international selection of a core group of influential print and broadcast media and of the journalists to target within them; constantly update the database throughout the decade ➤ Distinguish mainstream media and “alternative” influential sources of information such as much-visited websites, specialized references web-based databanks or sources of scientific or economic information ➤ Go through the radio and television programmes of major broadcasters in selected countries and list those which lend themselves to coverage of SLM/DLDD issues; update this information twice a year ➤ Establish and keep updating a roster of experts and officials (including from Parties) with their areas of competence, for media interviews ➤ In communication partnerships, share responsibilities for the production of press material and media outreach ➤ Prepare press material: <ul style="list-style-type: none"> ▪ the “story of the month” ▪ Ad hoc documents, piggybacking on debates around current hot issues (keep a calendar of forthcoming events and remain proactive at an early stage during the 10 years) ▪ Documents on joint activities between the Rio conventions ▪ Specific material for community media outlets

	Key messages/content	Expected results	Strategic actions
	<ul style="list-style-type: none"> ▪ Substantive information on SLM/DLDD or on the SLM/DLDD dimension of the major global challenges (training for journalists) ▪ Technical information (including digests of scientific findings) for use by community media ▪ Establish partnerships with the media at the local level (through National Focal Points, the UN presence <i>in situ</i> and/or NGOs/CSOs) to disseminate hands-on information to end-users 		<ul style="list-style-type: none"> ➤ Dispatch monthly information ➤ Op-eds, some of which will be signed collectively ➤ Media advisories and press releases with statements reacting to ongoing debates on related major global challenges ➤ Journalists' field trips, provide access to situations and people particularly for the broadcast media ➤ Training sessions for journalists in partnership with specialized organizations ➤ Involve leading environment and economic journalists as resource persons in some of the main events organized during the decade ➤ Constantly feed UNCTs and National Focal Points with information they can relay to the local media outlets ➤ Monitor and make proactive use of press clippings and audio/video extracts to further sensitize decision makers
The scientific community	<ul style="list-style-type: none"> ▪ The political and economic drivers of the low priority of SLM in national plans and in international cooperation and the subsequent need for substantive advocacy (dialogue with research teams and institutes) ▪ Substantive contributions at events and/or interviews with the media (by selected experts) ▪ Information on the added value of the Convention for scientists and scientific institutions ▪ Information on relevant activities organized under the Convention ▪ Feedback to the scientific 	<ul style="list-style-type: none"> ❖ Substantive studies and research material that establish and/or strengthen the scientific basis for advocacy on SLM are produced or compiled ❖ More scientists advocate on DLDD/SLM through the media ❖ Participation by scientists is increased in CST activities, including in the scientific conference, the scientific segments of regional meetings and scientific working groups ❖ Collaboration opportunities between the UNCCD secretariat and the scientific community are increased ❖ The scientific community contributes to the CRIC reporting process on its findings ❖ The UNCCD is recognized as a global focal point and a normative reference for DLDD issues in the scientific and research communities 	<ul style="list-style-type: none"> ➤ Preparation of handouts on the various ways in which soils impact negatively and positively ➤ Prepare a roster of experts from academia and the world of business for media interviews ➤ Systematic preparation and dissemination to the media throughout the decade of press materials on the latest findings, major reports and significant scientific advances ➤ Preparation of "digests" for each audience ➤ Inclusion of information on the new web portal on soils and creation of links to all scientific institutions and research institutes ➤ Seminars ➤ Feed the scientific community with the latest information from other stakeholders ➤ Examine the feasibility of a periodical global "Earth balance sheet" including a review of soils assets with losses and gains

	Key messages/content	Expected results	Strategic actions
	<p>teams/ institutions on dissemination by the UNCCD and its partners of the scientific information they produce</p> <ul style="list-style-type: none"> ▪ UN DLDD/SLM-related reports and case studies ▪ New scientific findings ▪ Elements of the discussion on the measurement of land degradation, and the final outcome when agreement is reached ▪ The content of DLDD/SLM open debates at UN-sponsored events 	<ul style="list-style-type: none"> ❖ The scientific community contributes to the knowledge-management and knowledge-brokering system of the UNCCD 	<ul style="list-style-type: none"> ➤ Production/dissemination of op-eds by scientists and organize interviews with scientists, particularly in relation to ongoing debates on major global challenges

	Key messages/content	Expected results	Strategic actions
NGOs/CSOs	<ul style="list-style-type: none"> ▪ The impact of DLDD on: <ul style="list-style-type: none"> - the economy - the environment/ natural resources - biodiversity - social issues, including poverty and migration ▪ Soils as global common goods ▪ The economic potential of SLM (returns on investment) ▪ Drylands are an asset: they hold essential elements of the solution to major global challenges ▪ The cost of action / inaction ▪ Case studies on instructive SLM practices ▪ Press materials ▪ DLDD/SLM-related scientific findings ▪ Information on existing sources of support within the UN system for DLDD-related projects and activities 	<ul style="list-style-type: none"> ❖ DLDD becomes part of NGO/CSO advocacy, awareness-raising and education initiatives ❖ DLDD issues are addressed at events and forums on trade and major global challenges organized by CSOs and NGOs ❖ UNCCD officials, National Focal Points and experts are invited to events organized by NGOs/CSOs and vice versa ❖ Participation by NGOs and CSOs in the Convention processes is increased ❖ UNCCD subsidiary bodies and regional meetings receive substantive CSO inputs ❖ The UNCCD secretariat and NGOs/CSOs collaborate on joint and/or mutually supportive media operations such as joint press releases and joint op-eds ❖ Relevant DLDD/SLM information is disseminated to end-users ❖ The UNCCD and its issues and policy perspectives are included in the information material produced by NGOs and CSOs ❖ Youth groups, schools and universities incorporate DLDD and SLM issues into their informal and formal programmes ❖ DLDD/SLM are addressed taking a participatory approach, and from a human rights-based perspective including women and youth in the decision-making processes ❖ The benefits of SLM among youth from employment and other measures are recognized 	<ul style="list-style-type: none"> ➤ Establish communication partnerships with interested major NGOs/CSOs and/or include major NGOs/CSOs in SLM communication networks built with United Nations institutions; and subsequently define the respective roles and responsibilities and build ad hoc databases ➤ Set in place a civil society consultation and coordination mechanism on DLDD/SLM issues ➤ Feed NGOs with scientific, economic and political information regarding DLDD/SLM and the links with the major global challenges ➤ Help disseminate information from NGOs ➤ Joint publications ➤ Joint television endeavours ➤ Compilation and dissemination of case studies ➤ Circulate technical lessons learned on SLM ➤ Consult with the United Nations Non-governmental Liaison Service and NGO Focal Points in the United Nations system on: <ul style="list-style-type: none"> ○ SLM/DLDD promotion in civil society ○ Possible strategic alliances

	Key messages/content	Expected results	Strategic actions
The public	<ul style="list-style-type: none"> ▪ Comprehensive up-to-date data on DLDD/SLM available on the UNCCD website and through links to other sites ▪ The main points derived from cutting edge economic analyses and scientific findings are publicized through the media ▪ Soils as global common goods ▪ Drylands are an asset: they hold essential elements of the solution to major global challenges ▪ Insufficient investment in SLM ends up being more expensive than adequately investing now ▪ The impact of DLDD on: <ul style="list-style-type: none"> - the economy - the environment/ natural resources - biodiversity ▪ <i>Social issues, including poverty and migration</i> 	<ul style="list-style-type: none"> ❖ The public is increasingly well informed on DLDD and its impact on major global challenges as well as the potential role of SLM in addressing these issues ❖ A growing share of public opinion supports investing in SLM ❖ Growing public support in developed countries for international cooperation on SLM 	<ul style="list-style-type: none"> ➤ Transformation of the UNCCD website into “the” web portal on soils containing all possible information and links to relevant institutions and individuals ➤ A possible periodical publication on an “Earth balance sheet”, including a review of soils assets with losses and gains ➤ The possible launch with UNDP and other partners of a global Human Development Report on soils and human development ➤ Production and dissemination of a youth booklet in as many languages as possible ➤ Explore connection with Computer-Mediated Communication tools for easy retrieval of DLDD/SLM-related documents ➤ The whole set of actions listed under “selected media”

	Key messages/content	Expected results	Strategic actions
The private sector	<ul style="list-style-type: none"> ▪ Drylands are an asset: they hold essential elements of the solution to major global challenges ▪ Specific aspects of the relationships between trade and soils/SLM ▪ A business case for private sector involvement in SLM ▪ Economic opportunities that derive from SLM ▪ Case studies on SLM practices involving private companies ▪ Selected DLDD/SLM-related scientific findings 	<ul style="list-style-type: none"> ○ The private sector is better informed on the potential added value of SLM ○ The private sector invests in providing solutions to DLDD ○ Access to information on markets, technologies, methodologies and specialized expertise is enhanced ○ Private sector involvement with UNCCD processes, including support for country-level initiatives in support of NAPs, is increased 	<ul style="list-style-type: none"> ➤ Tailor documents on the business case for soils ➤ Prepare specific documents for targeted sectors of the economy particularly for carbon finance actors ➤ Involve business leaders in brainstorming exercises and in local, regional and international seminars on DLDD/SLM and related burning issues ➤ Involve private sector actors in ART-GOLD DLDD/SLM-centred territorial development schemes in affected countries ➤ Circulate SLM/DLDD scientific findings to relevant enterprises ➤ Disseminate to other audiences relevant information from the business sector ➤ Offer articles and interviews to the publications of major companies which have a stake in SLM ➤ Include a business forum on the new web portal on soils ➤ Advertise pioneering undertakings by businesses that contribute to SLM and address DLDD

Annex II**Strategic elements for implementation by the secretariat of the United Nations Convention to Combat Desertification****I. Workplans for 2010–2011 (activities costed in the draft programme and budget for the biennium 2010–2011)***EA=Expected Accomplishment in the 2010–2013 workplan and 2010–2011 work programme*

Activities	Budget (EUR)
<p><u>CREATION OF AN AD HOC DLDD/SLM COMMUNICATION PARTNERSHIP (EA 1.1.1)</u></p> <p>The main purpose is to harness the outreach capacity of the UN system and the major non-UN institutions that have a stake in promoting soils.</p> <ol style="list-style-type: none"> 1. Under the proposed framework of the UN Land Network, approach the heads of the potentially concerned institutions to forge an alliance with the objective of ensuring that soils are given due importance and priority in decision-making at all levels as well as in relation with the various topics which are or can be affected by DLDD/SLM according to the strategic priority issues. Partnership agreements can be sought to include: <ol style="list-style-type: none"> a. a commitment to ensure that the Resident Coordinators and UN Country Teams in affected developing countries play a major role at the national level in upholding SLM and fostering relevant communication as described in the CCS b. a proposal to establish an inter-agency virtual community of practice through the web c. a training component on DLDD/SLM for staff, including at the UN System Staff College d. joint addresses with the UNCCD Executive Secretary to their respective staff members e. official inclusion of communication on DLDD/SLM in the respective workplans of the partner institutions. 2. Set in place a network of communication officers in the various concerned institutions who agree to support each other and jointly promote DLDD/SLM issues. 3. Set in place a mechanism to identify communication opportunities based on an external calendar of events as well as an “alert mechanism” in the communications network in order to be able to react quickly to debates, controversies and other opportunities for flagging the “land/soils dimension”. 	10,000

<p><u>BUILD/UPDATE/REVAMP THE DATABASES (EA 1.1.1. 3.6.1)</u></p> <ol style="list-style-type: none"> 1. Establish/update/revamp the following databases to disseminate information and stimulate communication. <ol style="list-style-type: none"> a. Media database – comprises a set of influential media organizations sorted by languages, and all the media organizations/journalists that wish to receive information on DLDD/SLM. The database must be updated at least once a year throughout the period 2009–2018. b. Radio and television programmes database – a list of television and radio programmes on major channels in affected developing countries and in developed countries, which lend themselves to coverage of the kind of issues that the CCS wishes to address. c. Target audiences databases – build databases for each of the audiences listed in the CCS in order to establish who will receive information directly from UNCCD, classifying audiences by themes and languages. Part of that work can be done with those who will join the communication partnership. d. Experts/speakers/writers databases – a list of specialists who articulate DLDD/SLM to the target groups, including scientific experts. The list will specify fields of competence, language abilities, speaking skills, drafting skills and availability. 	65,000
<p><u>CALENDAR OF EXTERNAL EVENTS (EA 1.1.1)</u></p> <p>Create and maintain a calendar of external events (including negotiations, summits, conferences, international days and other observances, some anniversaries, release of major studies, etc.) which can be used as pegs for communicating on DLDD/SLM-related issues. It should identify the strategic timing of interventions through statements, op-eds, interviews, articles and other initiatives.</p>	0
<p><u>CREATING A MESSAGES BANK and DATABANK (EA 1.1.1, 3.5.1)</u></p> <ol style="list-style-type: none"> 1. Compile all the possible substantive elements that allow depiction of the situation, and take a look into the future, covering the range of possible scenarios. 2. Establish a UNCCD knowledge-brokering system. 3. Develop, maintain and update a web-based databank on information relating to reports submitted by Parties and other stakeholders, including, inter alia, national and other reports, related statistics, major findings and synthesis and analysis documents. 4. Ensure information in the databank is made accessible to all, facilitating the preparation of speeches, power point presentations, reports, press releases, op-eds, articles, brochures, documentaries, and so on. 5. Information is used to produce the following items: one-pagers on specific issues; handouts for decision makers and parliamentarians; speaking notes; press materials; brochures; booklets/books and reports; CD/DVD/Video material; documents for classroom use by teachers; and articles/op-eds. 6. Systematically use each of the above-mentioned substantive exercises to brainstorm on possible tag lines and slogans for communication purposes. 	733,000

<p><u>CORPORATE BRANDING EXERCISE (EA 1.1.1)</u> Start an in-house consultation process on branding, and extend it to Parties and partners after the initial stages.</p> <ol style="list-style-type: none"> 1. Arrive at a clear definition in a few compelling sentences of what the Convention is about and how it operates. It would be desirable to make use of external professional advice at least to finalize the exercise in order to make sure that the branding sentences are effective and adequate. 2. Use the branding sentences in all official documents, including media letterheads. Inform all staff with an instruction to make use of the branding wording in all appropriate circumstances for consistency. 3. Produce a document which describes in an uplifting manner the achievements of the Convention to date. Also describe the potential achievements to 2018. 4. Produce a range of public information documents on the Convention in printed and electronic versions (including flyers, brochures, DVDs and web material). 5. Rework the graphic design of the UNCCD to provide a graphic identity in line with the branding messages (including logo, letterhead and all types of printed and electronic documents). The aim is to align the graphic design with the kind of image the convention wishes to project. This would have to be done using qualified external support. 	100,000
<p><u>CREATING A NETWORK OF SLM CHAMPIONS (EA 1.1.1)</u> Identify possible SLM champions and request their involvement in public awareness campaigns, media outreach and go-between missions.</p> <ol style="list-style-type: none"> 1. Create general terms of reference, and fine-tune them for each person retained. 2. Clarify their status (official title, contractual status, etc.). 	30,000

<p><u>OUTREACH ACTIVITIES (EA 1.1.1)</u></p> <ol style="list-style-type: none"> 1. Press statements – Anticipate needs (directly and through the alert mechanism set in place as part of the Communication Partnership) and seize every opportunity to issue substantive press statements whenever the public debate warrants it. These statements can feature UNCCD staff or Parties, as well as experts, SLM champions or knowledgeable voices from the broadest spectrum of institutions. What matters is that the media gradually understand the relevance of land/soils. 2. Op-eds – Identify ahead of time critical moments which lend themselves to in-depth sharing of analysis. Prepare well-documented and authoritative op-eds and identify in each case who are the most appropriate signatories. They can be signed individually or jointly (for example by heads of UN bodies, SLM champions, prominent people, NGO/CSO leaders or, in some cases, “affected people”. 3. Offering interviewees – Anticipate needs and react quickly to opportunities as they arise, and offer the print and broadcast media knowledgeable voices for interviews. Select the right person for each situation, whether a UNCCD official, an expert, a representative of a Party, an affected individual in a crisis situation or an SLM champion. Make sure that the right angle is brought up. 4. Offering opportunities for on-the-ground coverage – Constantly identify stories, places and people that lend themselves to direct on-the-ground coverage by print and broadcast reporters. Offer selected media organizations and television and radio programmes (journalists and producers) suggestions for on-the-ground investigation and reporting. 5. Suggest special coverage of land-related issues to the media – Approach major influential media organizations with well-structured proposals for producing a supplement or a special issue dedicated to one aspect of DLDD/SLM and related issues. 6. E-newsletter and periodical communication – Publish either online or offline a series of communications targeted at the Parties, the media and the public at large to raise awareness of DLDD and to inform The Strategy implementation process. 7. Exhibitions and public awareness campaigns for specific communication opportunities, major events including Land Day, the World Day to Combat Desertification and the Decade for Deserts and the Fight Against Desertification. 	110,000
<p><u>COOPERATION WITH NGOs/CSOs (EA 1.3.1)</u></p> <ol style="list-style-type: none"> 1. Set in place a civil society consultation and coordination mechanism on DLDD/SLM issues to address all the points which pertain to The Strategy. 2. Open a discussion on the CCS. This should list the concerns and information needs of NGOs/CSOs as well as map their possible contributions to a concerted effort to put land/soils prominently on the political map. 3. Request feedback from NGOs/CSOs in order to identify the information gaps that can be filled by the UNCCD website/web portal. 4. List potentially influential NGOs/CSOs which are not currently engaged with the Convention and/or the land/soils dimension even though they work on issues for which land/soils have a bearing (e.g. NGOs active in energy-related issues, in human rights or migration, etc.). 	175,000

<p><u>DISSEMINATION STRATEGIES (EA 1.1.1)</u></p> <ol style="list-style-type: none"> 1. Each time material is produced, survey the most appropriate method of dissemination to the various target groups which may benefit from the corresponding information. 2. Whenever possible, translate the information into appropriate languages. 	50,000
<p><u>SPECIFIC YOUTH INITIATIVES (EA 1.3.2)</u></p> <ol style="list-style-type: none"> 1. The secretariat should study with its partners including UNEP, UNITAR and UNESCO the best way of producing of a “Youth booklet on DLDD/SLM” with possible cooperation from NGOs/CSOs. 2. Discuss with leading youth magazines in donor and developing affected countries the production of special pages on DLDD/SLM issues specifically conceived for their audience. 3. Conduct a survey of existing materials for classroom use on DLDD/SLM-related topics to identify any gaps – check in particular against the list of strategic priority issues. 4. Through partner organizations, communicate to schools and relay to educational institutions the list of available materials for classroom use with a clear indication of how they can be obtained. 5. Identify opportunities in the communication partnership or through a mix of partners/stakeholders to explore putting in place new computer-mediated communication tools for youth groups around issues such as climate and land/soils, energy and soils, food crisis and soils or migration and soils. 	300,000
<p><u>TRAINING OF JOURNALISTS (EA 1.1.1)</u></p> <ol style="list-style-type: none"> 1. Identify on an ongoing basis the events attended by journalists which could lend themselves to organizing a training session for journalists either before the event or in parallel with it. Study the feasibility and proceed accordingly. 2. Contact media development organizations which undertake training for journalists linked to substantive development or environmental issues, such as Media 21 and the BBC World Service Trust, to discuss the possibility of organizing specific training sessions for journalists on land/soils and their contribution to major issues, or the possibility of inserting a DLDD/SLM dimension into some of the training sessions organized by these institutions during the timeframe of the CCS. 	70,000

<p><u>WEB AND CLEARING HOUSE FUNCTION (EA 1.1.1, 2.5.2, 3.5.1)</u></p> <ol style="list-style-type: none"> 1. Begin improving the website. Include an interactive section enabling users to interact with the secretariat based on the recommendations of the CST /CRIC studies. 2. Include a forum through which people can exchange views on given themes. Add substantive information on land/soils and related issues, including links to other sites/portals. 3. Load every useful communication/advocacy document produced or selected under the CCS, and provide access to a wider number of scientific/technical documents. 4. Evaluate the cost of establishing a global portal on soils including drought mitigation and proceed according to the findings. 5. Explore the possibility of establishing a Virtual Practice Network among UN agencies that work on DLDD/SLM-related issues for exchange of knowledge, contacts, mutual support. 	48,000
<p><u>INNOVATIVE INITIATIVES (EA 1.1.1)</u></p> <ol style="list-style-type: none"> 1. Discuss with UNDP the possibility of focusing a future Human Development Report on “DLDD/SLM and Human Development”. 2. Organize with the appropriate partners a series of regional (and possibly global) seminars on “a global common measurement of the health of soils” – and do intensive media work around this. 3. Discuss with the UN System Staff College the possibility of inserting a section on DLDD/SLM in development/environment-related training sessions, and build the corresponding module(s). 	20,000
<p><u>BRINGING EVERYONE AT THE UNCCD ON BOARD (EA 1.1.1)</u></p> <p>Make all staff members aware of the fact that everyone is a communicator, and provide instructions, tips and possibly training accordingly.</p> <ol style="list-style-type: none"> 1. Ask staff members to always have the CCS in mind and to be constantly proactive, which includes using the right tools and passing on to colleagues any piece of information they could use, particularly for advocacy and awareness-raising purposes. 2. Make use of the bank of tools and messages. 	0

II. Workplans for 2010–2011, should additional funding or outsourcing be possible

(The budget is not included in the secretariat's work programme 2010–2011)

<i>Activities</i>	<i>Budget (EUR)</i>
<p style="text-align: center;"><u>MEDIA OUTREACH (EA 1.1.1)</u></p> <ol style="list-style-type: none"> 1. Eye-opener series – Prepare a monthly special DLDD/SLM media advisory on one of the various aspects of soils and their relation to the key challenges of our time, and dispatch it to selected journalists in influential media organizations. 2. Press trips – Organize field trips for journalists ahead of major events, or at other appropriate moments, which provide a selected group of highly influential journalist with an <i>in situ</i> understanding of the extent of land degradation and/or the unsuspected potential of SLM in solving a whole range of major problems. 	40,000
<p><u>PARLIAMENTARIANS' PARTNERSHIP (EA 1.1.1, 1.2.1)</u></p> <ol style="list-style-type: none"> 1. Discuss with the Inter-Parliamentary Union what can be done in between the meetings of the parliamentary roundtable at the COP over the period covered by the CCS in order to raise awareness of the impact of soils on a range of strategic priority issues. Discuss the same with the e-parliament. 2. Identify all other international parliamentary forums in which it is possible to raise the same questions, such as AWEPA (Association of European parliamentarians for Africa), the APPF (Asia Pacific Parliamentary Forum), the CPA (Commonwealth Parliamentary Association), Assemblée Parlementaire de la Francophonie, Asamblea Parlamentaria Eurolatinoamericana, COPA (Confederacion Parlamentaria de las Americas), GLOBE (Global Legislators Organization for a Balanced Environment), and so on. 3. Dispatch relevant information and material identified or produced by the CCS to parliamentarians through the appropriate channels and with appropriate translations. 	40,000
<p style="text-align: center;"><i>HUMAN RESOURCES DEVELOPMENT (EA 1.1.1)</i></p>	10,000
<p style="text-align: center;"><i>1. Train staff members in communications according to their expected communication role.</i></p>	
<p style="text-align: center;"><i>INNOVATIVE INITIATIVES (EA 1.1.1, 1.3.1)</i></p> <ol style="list-style-type: none"> 1. Explore the feasibility of an annual media award for journalism on DLDD/SLM. 2. Explore the feasibility of a computer game or an online educational web game allowing the visualization of the multiple impacts of soils health and how land/soils can be seen as a solution to the major issues of our time. 3. Search for writers for the publication of a multi-author volume, striking a geographic balance, on: "Land/Soils explained to my children". 4. Explore with academic/scientific institutions the creation of an online course on SLM, with certification. 	80,000

III. Workplans for 2012 and beyond (ongoing activities from 2010–2011 will be carried out along with the activities listed below)

<i>Activities</i>
<u>MEDIA OUTREACH</u>
<ol style="list-style-type: none"> 1. Community media - Contact the UNCCD National Focal Points, the UN Country Teams (UNCTs) and other communication partners in affected countries to approach community media organizations (including local radio, which is effective at reaching out to large and relevant audiences) to discuss what can be done to provide general information and advice on soil-related issues to relevant audiences at the local level.
<u>INNOVATIVE INITIATIVE</u>
<ol style="list-style-type: none"> 1. Explore the feasibility of a major seminar for CEOs of companies or a major seminar on “soils and the business challenges of the 21st century” and proceed accordingly. 2. Explore the feasibility of a prestigious SLM global award on four levels: political leadership, civil servants, civil society and the media.
<u>GOVERNMENTS</u>
<ol style="list-style-type: none"> 1. Approach affected developing countries and developed countries with a view to increasing the political priority given to DLDD/SLM either at the national level or in international cooperation based on national reports and studies on good practice.
