**Third Global Communications Team (GCT) meeting, 9 July 2021**

**Meeting Minutes**

**Next Meeting:** 13 August 2021 - 14:00 CEST (UTC+2)

**Important Target Date**

14 July – Review of Taglines & Messages Due

Week of 23 August – UNGA Social Media Campaign

**Participants:** Ann Waters-Bayer (AGRECOL/CELEP, Germany); Engin Yilmaz (YOLDA, Turkey); Barbara Hutchinson (University of Arizona, Rangelands Partnership, USA); Fiona Flintan (ILRI); Maryam Niamir-Fuller (ISG); Burcu Ates (YOLDA, Turkey) and Letizia Bindi (University of Molise, Italy) (RISG–Europe); Loupa Pius (Dynamic Agropastoralist Development Organization, Uganda; RISG–Eastern & Southern Africa/ESA); Rashmi Singh and Tatsama Motilal (RISG–South Asia); Serena Ferrari (CIRAD; RISG–West & Central Africa); Jurgen Hoth (RISG–North America); Zhao Zhong (RISG–East Asia); Sairagul Tazhibaeva (RISG–Central Asia & Mongolia); Pablo Manzano (RISG–South America); Khalid Khawaldeh (RISG–Middle East & North Africa)

**Communications strategy and guidelines (Engin & Burcu)**

* Online communications strategy: Branding and Key Messages – progress and current status
	+ They received initial feedback on global taglines/messages and have revised now to include six taglines. Jürgen has taken lead on compiling additional feedback and revisions.
	+ Jurgen has worked to establish procedures for approval of global messages that will ensure the least bias possible and bring in other perspectives.
	+ Additional suggestions from RISGs should be sent to Burcu, Engin and Jurgen by Wednesday, 14 July
	+ Need to ensure that the Mongolian Government has approved the messages
	+ RISGs may also make their own “local” taglines but should have the Global Communications Team provide a final review.
* Translating (selected) key messages into different languages; start with Google translate and then have translators edit.
	+ Pablo, Jurgen – Spanish; Ann will ask Tungaa – Mongolia/Russian; Serena – French; Zhao – Chinese; Letizia/Serena – Italian; Arabic – Ann will ask Mounir; Turkish – Burcu
* IYRP social media channels: Twitter, Instagram, Facebook – updates/experiences

Interaction so far: Twitter – 143 Followers (our tweets earned 39.7 impressions over the last 28 days); Facebook – 89 followers (our posts reached 2316 people between 11 June and 8 July), Instagram – 82 followers.

* + Need for new hashtags for resharing; need to encourage everyone to use hash tags
* Social media subgroup: Engin, Burcu, Rashmi, Elena and Tungaa
	+ Currently only Engin, Burcu and Rashmi are active – need for others.

**Promoting, covering and capitalising on events**

* EU Committee of the Regions (COR) webinar “Pastoralism: a crucial way to tackle sustainability challenges in EU and Beyond”, 14 June: Engin and Burcu identified all EU Parliament and Commission officers and tagged them to make sure they saw the posts. Good videos were made of high-level officials (Mongolia, FAO, Portugal Presidency of EU).
* FAO Conference: Through Yolda and the IYRP social media outlets, 30,000 people were reached in June. Videos have been made available on the IYRP.info website. Suggestion to take excerpts relevant for IYRP regions and post on those pages, too.
* HLPF side event:
	+ Very successful; Maryam distributed draft press release and requested comments and assistance with formatting according to IYRP branding. Fiona will ask ILRI to assist in editing and possibly reformulating. Need to have final version translated into official UN languages.
* UNFSS pre-summit parallel session (Fiona/Jürgen/Ken/Maryam/Ann):
	+ 20–25-minute film on pastoralism in Italy will be shown either at a WWF reception or dinner; Fiona is working on script for 3–4-minute trailer; Maryam suggested zeroing in on three themes: variability, uncertainty, and mobility; this would be excellent for closing the parallel event and could be used for other purposes later.
	+ Engin said this event should be promoted, but Yolda will need assistance; Rashmi offered to help. Questions and selected quotes will be created in advance.
	+ Maryam is working on flyer to be formatted in same way as flyer for HLPF side event.
* Virtual workshop on Pastoral Communities’ Territories of Life in Asia, 16 June, to support IYRP campaign, organised in collaboration with RISGs in East Asia, South Asia, Middle East, and Central Asia & Mongolia. Hijaba will be speaking. Rashmi is attending. Opening or closing remarks with update about IYRP: suggestion that this be done by Dr Sadan.
* IUCN World Conservation Congress (WCC), 3–11 September 2021; held every four years; postponed from 2020. Engin, CELEP (Koen) and Jon Davies managed to include an IYRP motion related to protecting and restoring grasslands systems. It has been pre-approved; they are now working to make this a global-level motion. Engin and Jürgen will attend the WCC in Montpellier.
* Letizia is still trying to get UNESCO Global Board endorsement to IYRP but it is not easy. There is not apparently a great interest of UNESCO to support this roadmap.
* Ann and Loupa reported that RISG–ESA is collecting and analysing policies related to rangelands and pastoralism in ESA primarily at regional level but also some major national policies to identify policies favourable for or constraining pastoralism; intention is to have better basis for lobbying policymakers in ESA countries to improve policies.

**Organisation of global-level communications campaign targeting UNGA – plans and opportunities for engagement by all the Team members (Engin)**

* Beginning the week of 23 August, need to enlist everyone to be a part of an aggressive posting campaign leading up to UNGA.
* Need to increase followers of IYRP social media accounts.
* Will be targeting permanent representatives in NY on Twitter and Facebook; can reach by tagging ten at a time.
* Yolda will share key messages, but they ask everyone to do their own posts with their own hashtags; then they will repost.
* Pablo, Rashmi and Engin will create a list of ways to engage and distribute.

**IYRP website (online booth)**

* 4-page and 1-page flyers have been revised (mentioning approval by FAO Conference) and posted on IYRP website; need to be translated.
	+ (*See above list of translators*)
* Webpage on international events/conventions (volunteers/suggestions for completion)
	+ Missing one-page summaries about links between IYRP and UN Framework Convention on Climate Change, UN Food Systems Summit (FSS), UN Decade on Ecosystem Restoration (UN-DER), UN Convention to Combat Desertification (CDD) and UN Convention on Biological Diversity
		- Barbara will ask several in North American RISG if they would be willing to do the one on UN-DER
		- Maryam will do CCD and FSS; she will work together with Ann to ensure that all the one-pagers are completed.
* Training/guidelines for uploading on regional pages:
	+ Currently the only capability that is available for regional editors is for uploading “policy documents”. At this time, only the regional pages for Europe, South Asia and ESA have “buttons” for policy documents. Barbara to provide “guide for uploading policy documents” by 15 July and give an update on when additional capabilities will be ready for uploading logos, general documents and photos to regional pages. *Documents uploaded should refer directly to the IYRP initiative (not RISG members’ various publications on rangelands and pastoralists).*
	+ Discussion of purpose of policy-document webpages was held. To avoid duplication, Serena suggested linking to the Pastoralist Knowledge Hub (PKH) policy section that can be searched by region. Engin suggested selecting ones that relate to IYRP and adding those to appropriate RISG pages. Ann pointed out that policy documents are not likely to mention IYRP but the ones most relevant for rangelands and pastoralists could be selected. Ann to suggest to RISG–ESA to refer to PKH policy section to find most relevant policies to analyse.
	+ Suggestion to keep GCT informed about how the RISGs are handling policy papers.

**AOB / News and suggestions from communications teams of RISGs**

* Maryam asked that Ann provide one to two paragraphs about the work of the GCT since May 2021 to include in update that will be sent out from the newly formed Global Coordinating Group (GCG).