**IYRP Global Communications Team SUMMARY Meeting Minutes – 30 April 2021**

**Participants:** Ann Waters-Bayer (CELEP, AGRECOL, Germany), Engin Yilmaz (YOLDA, Turkey), Burcu Ates (YOLDA, Turkey); Anders Oskal (Association of World Reindeer Herders, International Center for Reindeer Husbandry, Norway); Tungaa Ulambayar (Rangelands Ecosystems and Pastoralist Groups, Mongolia); Kedibone Chueu (Ministry of Agriculture, Land Reform, and Rural Development, South Africa); Loupa Pius (Dynamic Agropastoralist Development Organization, Uganda); Letizia Bindi (University of Molise, Italy); Natasha Maru (Institute of Development Studies, UK/India); Barbara Hutchinson (University of Arizona, Rangelands Partnership, USA)

1. **Summary Decisions and Actions from previous meeting** – one edit needed to the Terms of Reference. Change wording to state “no more than two people from each of the regional groups”. (Ann made edits; Barbara to distribute with minutes)
2. **Communication Strategy and Guidelines** – documents sent out for review and comment (Engin and Burcu)
   1. **Online Booth** website (IYRP.info) – visual for the public; logo and displaying our main messages as a network and all fundamental information; expectation that the Regional Support Groups will manage their sections with videos, photos, audios as well as written materials such as reports, statements and so on.
   2. **Archival website** – for historical documents and background material; Mongolian proposal for the IYRP, International Support Group meetings, and the main PR material. A decision was made to include also the minutes of regional meetings on the Archival website.
   3. **Social Media** is the third platform. This will include Twitter, Instagram and Facebook. The logic of our approach is to have an interactive platform so that a lot of individuals and organizations can connect and network with IYRP, and for us to engage with them directly. By mobilizing our network, we will amplify main messages via and also direct people to our websites for more detailed information.
   4. **Branding Guide** will explain how the IYRP presents itself to the world through its logo, font, color selections, photography, tagline, hashtag and key messages. It is expected to help maintain consistency in our online presence as a whole network and to be an assisting document for our RISGs. This will include all the printed material that will be developed by the international support group but also by the regional groups and the individual organizations. This can be put together with the **elevator pitch and taglines** regarding the IYRP for general use. They have created some specific key messages addressing some of the SDGs including photos and also some hashtags to be used in Twitter and other social media accounts.
   5. As the IYRP **Global Communications Team,** our main mission will be mobilizing the whole IYRP network and encouraging them to produce their own post messages applying the Brand Guide. This includes the hashtags, so that we can pick messages to repost and retweet. This will also help us support the organizations’ communities themselves by increasing their visibility, which we believe is very crucial at the local, national and even regional levels. Social media will inform the public of updates.

**Action Items:** Send comments on the Communications Guidelines and Branding Guide to Engin and Burcu and include suggestions for messages and photos that illustrate diversity of all geographies.

**Discussion**: How will the Global IYRP Comms Team assist in conducting small-scale or big-scale communication campaigns for specific events through these social media accounts to amplify the voice of the RISGs and pastoralists worldwide?

* Determine key messages (elevator pitch) and timeline through September, perhaps on regional basis to accommodate differences; suggest five messages right away that can be adjusted as needed.
* Perhaps need small social media team: Engin, Burcu and possibly Elena, Tungaa and Rashmi?
* Tentative timeline: finalize branding now; by mid-August, start a global-level communications campaign targeting the United Nations General Assembly; also some major events in between.
* Terminology discussed: healthy ecosystems, global food security, climate change and rural economies; importance of mobility; resilience; wildfires; farming systems; cultural messages.

1. **Additional website page on international events/conventions** (see attached document) (Ann)
   1. **Conventions & Events** section has been added to the IYRP.info website; statements are being prepared and made available; links to related resources are added
   2. **Action Item:** Request Regional Support Groups to review **Conventions & Events** section and consider helping with statements and other information
2. **Regional pages for policy documents** (e.g. <https://www.iyrp.info/policy-documents/358> )
   1. Regional pages have the option now to add a section for “Policy Documents”
   2. **Action Item:** Regional groups send request for a Policy section to Barbara, if needed
3. **IYRP page on IGC/IRC website** is now available (<https://igandircongress2021.dryfta.com/program/138-international-year-of-rangelands-pastoralists-iyrp> )
   1. **Action Item:** Sendsuggestions for further content to Ann
4. **Tracking initiatives/actions related to the IYRP** – how best to capture this?
   1. An agency will be assigned to the IYRP, if passed by UNGA
   2. Prior to that, the RISGs will continue to report actions and progress to the ISG. ISG and General IYRP listservs also will continue to keep everyone updated on progress.
5. **News and suggestions from communications teams of RISGs**
   1. Eastern & South Africa group is focusing on gaining additional letters of support; creating an events calendar and adding policy documents

**Follow-On Actions Completed:**

* **Arctic** webpage has been separated from **Europe** webpage and is ready for populating; this will make it possible to denote more customized messages for these regions and focus on key relevant issues; differences in terminologies and interpretations can then be better accommodated.
* **East Asia and South Asia** webpages have also been separated.

**Next meeting:** Generally, there was agreement that Fridays at the end of the month are best for meetings. However, a decision was made after the meeting to work offline in May as feedback on branding and social media are needed before then.