**Minutes Fourth Global Communications Team meeting, 13 August 2021**

**Attendees:** Ann Waters-Bayer, Engin Yilmaz, Burcu Ates, Jürgen Hoth, Tungaa Ulanbayar, Rashmi Singh, Barbara Hutchinson

**Good news!** Government of Somalia has sent a letter of support.

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

* Online communications strategy: Branding and Key Messages progress and current status
  + Yolda received comments from reviewers and revised messages. They revised them again to accommodate word length requirements; now awaiting final review by a few IYRP members.
  + They are arranging for some new photos; many received from Ann with thanks
  + Now have 210 followers on FB; 96 on Twitter; and 98 on Instagram
  + Will send message to RISG Comms Teams when revised guidelines are ready
  + Ann stated that people have been identified to translate (Pablo/Jürgen for Spanish; Selena for French and Italian; Tungaa for Russian and Mongolian, Zhao Zhong for Chinese; possibly Mounir for Arabic; and Engin/Burcu for Turkish)
  + Not sure when the UNGA vote will be held; need to know this to determine campaign start date. ***Ann*** to contact Maryam to find out new date of UNGA vote so that the IYRP campaign can be planned.
  + Engin advised that the messages should not be sent out until the timeline can be set. There will be an order to posting the taglines and messages: they will first be shared on IYRP social media accounts when the campaign starts; then members should share out (retweet – repost – like) these messages.
  + Burcu asked if other names are to be added to acknowledgements page sent out for review. ***Jürgen*** to send Burcu the names of about 10 people who commented on the taglines.

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

* We cannot do much until dates are known; will leave this item for the next meeting to do concrete planning once the exact dates are known.

**Promoting, covering and capitalising on other events:**

* *Past:* HLPF side event – translation of press release into other official UN languages: Arabic, Chinese, French, Russian, Spanish
  + Maryam prepared a press release; at previous meeting, she suggested translating it into all the UN languages. ***Ann*** to ask Maryam whether the HPLF side event press release has been translated and then distribute translations as appropriate.
* *Past:* UNFSS pre-summit parallel event – follow-up
  + Jürgen: About 380 people attended the event; 180 were there for more than 30 minutes. The success of this type of side event shows that more people participate in a virtual format. There was a bit of a sabotage attempt, but it was fixed quickly in the recording. Lesson is that, when international gatherings are held, there needs to be a rehearsal. Overall, it went well. Now the compilation of all the presentations needs to be finalized. Each input is about one page long. A table of contents with links to the respective inputs would be helpful, as people can identify and go to exactly what they want to read. Photos are good to include, but we need to keep each input to one page. Policy-related issues arising from the session should be sent out as soon as possible. ***Jürgen*** to prepare a table of contents of the IYRP event at UNFSS pre-summit and send it to Barb and Ann for coordinating with Craig for posting on the website.
  + The Global Grassland Dialogue group wanted this information, so Ann put it on the IYRP.info website, although in a different format that what Jürgen suggested. See: <https://iyrp.info/un-food-systems-summit-unfss> and <https://iyrp.info/un-process>. Maryam is preparing a two-page summary.
  + Question about logo fonts – ***Burcu*** to convert fonts to a freely available format.
* *Past:* Virtual workshop on Pastoral Communities’ Territories of Life in Asia – follow-up (RISGs in SA and CAM)
  + Rashmi: was unable to attend due to limited internet and a busy schedule. Similarly, Tatsama was unable to join due to scheduling conflicts. Will have to wait for discussion.
  + Hindi translation of animated film is now available, translated by Sadana. The Misereor media department will add the subtitles to the film. ***Ann*** to share link to Hindi version of animated film when it is available.
  + Rashmi: South Asia RISG will soon be meeting again and will report after that.
* *Upcoming:* IUCN World Conservation Congress, 3–11 Sept (Engin)
  + Engin and Jürgen plan to attend; it will be a hybrid event. The importance is that the Congress votes on presented motions; the motion on protecting and restoring endangered grasslands and savannah ecosystems includes a paragraph on IYRP calling on states to support it; prepared by Engin, Jürgen, Ann & Koen. Engin will be there in person. Jürgen is still working on travel plans. Engin will attend some side events and make some presentations; also a few others will be there who support IYRP (e.g. Jon Davies). Engin will be posting some social media messages.
  + Can one participate online? Engin sent link <https://www.iucncongress2020.org> – the fora are open; assembly is only for IUCN members.
* *Upcoming:* Joint International Grassland & Rangeland Congress (IGC/IRC), 23–29 Oct (Dana unable to attend meeting; Ann reported)
  + Decision made that it will be virtual only. Organizers sent notification of costs involved to take part online: *Delegates presenting papers USD 230; Students presenting papers USD 155; all other delegates USD 100.*
  + Tungaa: Dana said there would be calls for application for registration support but that hasn’t happened yet. ***Ann*** to ask Dana about funding support options for IGC/IRC speakers.
  + Not sure how IYRP sessions will be organized. Originally, there was one session for the IYRP presentations and three parallel sessions for regional planning. How that is to take place now is still to be determined. Hopefully we will know better how the sessions will be structured after next week’s Global Coordinating Group meeting.
  + Engin: What is the value for having the IYRP planning during this Congress? Ann explained that the IRC includes many people who have worked for the IYRP designation from the beginning and attended a big meeting on the IYRP at the 2016 IRC. So, when planning the Nairobi IRC, people saw it as a good opportunity to bring together supporters from many different regions; that is why so much space was given to the IYRP. But now that this is online, there is a question whether to do the planning during the Congress or at a different time. Dana had already suggested not to try to push everything into the Congress and to maybe share draft plans 2–3 weeks after the Congress.
  + Rashmi: Is there a possibility for complimentary registrations for IYRP members? $100 is still a lot especially for students. Can the registration fee be lowered for those participating in planning or for students attending other sessions? ***Ann*** to ask Dana whether another Congress registration arrangement can be made for students in Global South.
  + Holding the planning meetings outside of the fee-based IGC/IRC would allow more IYRP supporters to take part in the IYRP planning. ***Ann*** to bring up idea at GCG meeting next week to have RISG planning sessions at different time than IGC/IRC.

*Upcoming:* UN Climate Change Conference (COP26) side event, 31 Oct–12 Nov

* + Ann: Conference will be in Glasgow. There are efforts from various partners to bring IYRP to the attention of the delegates. A scientific compilation of evidence about the carbon footprint of pastoralism and rangeland will be presented. Engin, Ann, Ced Hesse, Saverio Krätli, Bernard Hubert, Ian Scoones and, above all, Véronique Ancey from FAO (in the lead) put together a proposal for a 60-minute side event on “Pastoralism, making variability work under global climate change”, also using the animated film. This was proposed to the European Pavilion. It will include high-level government officials and international environmental organizations and pastoralist representatives from Central Asia, the Mediterranean, Latin America and Africa and to bring evidence of pastoralism offering valuable lessons for climate action, climate-change adaptation, farming with nature.
  + Some governments are involved including Niger and France; also approached Mongolia but no answer yet. Also Spain and Finland may be involved; thinking to approach Somalia. ***Ann*** to follow up with Véronique about Somalia involvement in proposed side event at COP26.
  + Don’t know if it will be accepted; may be merged with one or more other proposed side events. There's a record number of applications for side events, now that people are getting much more skilled in holding such online events and realize their effectiveness in reaching large numbers of people.
  + Expect to hear in mid-September. Some face-to-face meetings may be held in Brussels and Glasgow, but it appears that the COP26 will be mostly online.
  + Jürgen: Very timely; in Mexico, the thinking about climate change is only about planting trees, so we need this additional information about rangelands.
* *Upcoming:* Other events?
  + Engin: Report on climate and pastoralism led by PASTRES is going to be launched in Sardinia at the end of September, just before the pre-COP26 in Milan.
  + Engin: Yolda may bring a community leader from Turkey to COP26.
  + Engin: Forest fires are causing loss of pasturing sites; Yolda is doing research and prepared some videos to document role of mobile pastoralism as a tool against wildfires. They circulated a video, which has been seen by 4 or 5 million people. Timely communication on current issues can demonstrate importance of pastoralism in fire management. They are taking photos of those areas and show the grazed areas are more resilient.
  + Jürgen: Recent article in California about carbon stored better in grasslands; key messages can be shared.
  + Ann: Video from Spain sent to Burcu; question if the spoken word in English needs subtitles due to strong accent. Might need subtitles as that helps with translations. Burcu thinks there is an English subtitle option in YouTube; needs to be investigated. ***Ann*** to send Spanish video also to ***Barbara*** for review of English.
  + Jürgen: Film by BBC from BirdLife “To Beef or not to Beef”; he has asked for more information about it. This might be something we could use or give input on if still in process. Want to make sure they are noting differences in type of beef sectors. ***Jürgen*** to keep all informed about BBC film and see if comments can be provided.

**IYRP website (online booth):**

* Translation of 4-page and 1-page flyers – update (Ann)
  + Updated flyers are on website (English and French); not sure if Spanish translation is updated (FAO Conference approval). ***Ann*** to see who was involved in Spanish translation of one-pager and ask ***Jürgen*** to review and help finalize.
  + Question: Should the one-pager be translated into other languages? Tungaa thinks the four-pager has been translated into Russian. ***Tungaa*** to make sure the Russian translation has been updated to include the approvals from FAO. Check the “Resources” pages on IYRP.info.
* Webpage on international events/conventions (Ann)
  + Still several event pages not filled in yet. ***Ann*** to follow up with Maryam about empty event/convention pages. ***Barb*** to check with Lauren Svejcar about the summary for ecological restoration (UN-DER).
* Regional policy documents webpages – update from ESA region about how policy papers are being analysed (Loupa & Kedibone not available for this meeting)
  + Ann: Website for two or three of the regional groups have policy sections; Policy Working Group in Eastern & Southern Africa has posted several policies plus analyses of policies from perspective of the group, e.g. whether the policy is favourable to pastoralists or not. Everyone might want to look at this to see if they might want to do this for other RISGs.
* Training/guidelines for uploading on regional pages (Barbara)
  + Regional editors have been added to the IYRP.info website and can now upload their own policy and resource documents as well as photos to their regional pages. A guide for uploading materials was sent to the regional editors, who were asked to send any questions they might have. No comments back as yet.
  + ***Barb*** to send message to RISG coordinators to let them know uploading capability on website is available and remind them that not all RISGs have named editors.

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

* Tungaa: Video to be translated in Russian and Mongolia; she managed to get a “reader” free-of-charge but not sure of the quality. Hopefully he will do the right text on the right slide.

**Next meeting:** We will wait until there is a date set for the UNGA vote. ***Ann*** to find out date of UNGA vote from Maryam, let everyone know and arrange another GCT meeting.