

CGIAR Research Initiative on Livestock and Climate

Global communications strategy for rangelands and draft action plan for 2022–2024

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INITIATIVE ON

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Contents

Acknowledgements	iv
1. Strategy outline	1
1.1 Background	1
1.2 Objectives	1
1.3 Audience analysis	2
1.4 Main messages	3
1.5 Channels	4
1.6 Mobilisation of resources and funding	5
2. Communication channels and tools	6
2.1 Internal communication channels	6
2.1.1 ILRI communication channels	6
2.1.2 Cross-CGIAR communication channels	6
2.2 External communication channels	6
2.2.1 Websites	6
2.2.2 Rangelands global social media accounts	7
2.2.3 Cross media including email list and podcast	9
2.2.4 Films and photos	10
2.2.5 Mailing lists of networks and platforms	10
2.2.6 Printable items	11
2.2.7 Conferences and events	11
2.2.8 Face-to-face meetings	12
2.3 Specific initiatives and campaigns	12
2.3.1 Global data platform	12
2.3.2 Mobility campaign	12
2.3.3 One Health	13
2.3.4 Participatory rangeland management	13
2.4 Other creative ideas to explore	14
2.4.1 Theme ambassadors	14
2.4.2 Logo animation and sound trademark	14
2.4.3 Photo video contest via social media	15
2.4.4 Publication of photo book or Atlas for special project or activity	15
2.4.5 Organising trips for individuals or groups	15
2.4.6 Partnerships for a specific activity	15
2.4.7 Takeovers	15

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1. Strategy outline

1.1 Background

Over the last five years, ILRI has engaged in activities, events, platforms, and partnerships advocating and lobbying for more attention to global rangelands. This included coordinating the Rangelands Initiative of the International Land Coalition (until 2020) and participating as a member of the International Support Group for the Government of Mongolia's call for an International Year of Rangelands and Pastoralists. This is likely to be approved by the UN in 2021 for 2026). In addition, ILRI has strongly engaged with the Global Landscapes Forum in raising the profile of rangelands and becoming a charter member in 2020. ILRI has also influenced the One Health movement internally and externally to include a focus on land and resource health and more specifically rangelands health in pastoral areas.

However, this has all been undertaken in a somewhat uncoordinated manner. Although attention is being given to rangelands in some initiatives and through some platforms, this needs to be strengthened and backed up by data. Indeed, there are significant data gaps, highlighted in the UNEP report "A Case of Benign Neglect: Knowledge Gaps about Sustainability of Pastoralism and Rangelands". This communications strategy seeks to overcome some of these failings by providing opportunities for ILRI to fill some of these gaps and contribute to global advocacy and lobbying on rangelands.

1.2 Objectives

The goal of these communications is to draw attention to the importance of rangelands and rangeland communities and their protection and restoration. This will be done through a coordinated effort by ILRI working with international and national partners as part of ILRI's global livestock for advocacy development (GLAD) work, engaging mainly outside the livestock sector to promote investments and pro-rangeland decisions. The strategy will be implemented by the Sustainable Livestock Systems programme with support from ILRI's Communications and Knowledge Management Team.¹

Communication activities are based on a set of strategic objectives targeting specific stakeholder groups. These are of two types, internal and external.

Internal communication objectives:

- To raise understanding of rangelands amongst ILRI staff (i.e. those who may not have much experience working in rangelands).
- To inform ILRI project programme staff about opportunities for global lobbying and advocacy work on rangelands.
- To ensure coherence and unity of the initiative's communication messages and tools (particularly social media) and the initiative's visual identity.
- To report on communication activities.

1. The implementation will be led by Fiona Flintan, Senior Scientist Rangeland and Pastoralism

- To provide structure for better planning for and engagement in global events where rangelands are or could be central.
- To strengthen the incorporation of rangelands into ongoing and future ILRI communication activities.

External communication objectives:

- To increase the visibility of rangelands globally and publicly to draw attention to their importance and need for protection and restoration. Where attention is being given to rangelands already, then the objective is to strengthen this.
- To highlight the gaps in data on rangelands.
- To fill the gaps in data supporting advocacy and lobbying messages on rangelands (i.e. to be used by us (ILRI) and others for advocacy and lobbying purposes, including raising funds.
- To target specific groups and events for which more specific communication objectives will be defined.
- To coordinate social media opportunities for lobbying and advocacy on rangelands including building a global social media network of pastoralists and others working in rangelands.
- To raise funds for communication activities on rangelands.
- To position ILRI as an international advocate on rangelands based on data.
- To better reach, communicate and cooperate with other similar or complementary projects and initiatives.

The first step is to develop the strategy, identify objectives, key messages, main target audiences, and the strategic lines (channels) of communication. This chapter describes such a strategy.

The second step is to implement the strategy and plan the communication tools and activities to be deployed to reach specific audiences. This is described in the remainder of this document, which also includes an individual communication matrix for each key event we/ILRI expect to engage in over the next year.

1.3 Audience analysis

To optimise communication and dissemination efforts, we need to define specific audience groups. A general audience comprises any group of people globally that has a stake or an interest in rangelands and rangeland communities. The reasons for their stake or interest may vary and may be scientific, professional, or personal. Communication activities focus on the audience groups listed below. There will be common audience groups between communication and dissemination, especially in terms of the project’s digital presence (websites and social media).

The main audience groups are outlined below.

Internal audience groups

- ILRI staff lacking knowledge and experience in rangelands.
- ILRI staff working in rangelands.
- ILRI staff working in knowledge management, advocacy, and lobbying.
- Direct ILRI partners working in the above including other CGIAR centres.

External audience groups

1. Global actors *without* strong knowledge and experience in rangelands or rangeland communities
 - Donors and development organisations and agencies including green climate funds.
 - Regional economic communities, government, and national actors without strong knowledge and experience in rangelands.
 - International NGOs working in development, rights, conservation, and environmental organisations including climate change lobbyists and forest-focused organisations.
 - One Health advocates.
 - Commercial companies working or planning to work in rangelands.
 - Investors include green climate or nature-based solution investors.
2. Global actors *with* knowledge and experience in rangelands (and rangeland communities)
 - Donors and development organisations and agencies.
 - International NGOs working in rangelands and managing projects including local communities, organisations, and civil society organisations.
 - Pastoralists and pastoralist networks.
 - Global platforms, networks, or initiatives in which rangelands and rangeland communities are or should be central.
 - Those attending specific global events or participating in global platforms, networks, or initiatives in which rangelands are or should be central.
 - Regional economic communities, government, and national actors with strong knowledge and experience in rangelands.
3. General public
 - People who have a limited understanding of the importance of rangelands, the need to protect and restore, or the importance of mobility as a rational strategy for using rangelands productively.

1.4 Main messages

There are two approaches to this communication strategy. One is focused on the value of rangelands and rangeland communities, and the other is focused on opportunities for harnessing this value through appropriate support for and investment in rangelands and rangeland communities. The first must be informative and draw from up-to-date evidence. Main messages include:

- Rangelands are valuable and beneficial.
- Rangelands are rapidly being lost or degraded.
- As a result, the livelihoods of rangeland communities are being negatively affected with significant local, national and global consequences.
- Reversing these trends will bring significant benefits locally, nationally, and globally.

The second approach focuses on opportunities for protecting, restoring, and investing in rangelands.

- Taking advantage of opportunities including good practices for reversing the above trends and creating local, national, and global benefits.
- Protecting livestock mobility as a main strategy for protecting and managing rangelands.
- Integrating rangelands health into One Health initiatives in pastoral areas.

Within these are submessages that can be tailored for specific audience groups. For the general public, for example, messages will not contain complex or technical terms, but the purpose of the messages will remain the same. As noted, there is a significant gap in this data that needs to be filled, and activities will be developed to help fill this gap.

1.5 Channels

The channels most suitable for reaching audience groups are:

- ILRI and CGIAR internal communication channels including websites.
- The websites of initiatives and platforms ILRI partners with or works with, including blogs.
- Factsheets on the importance of rangelands.
- Rangelands global social media accounts –(Twitter and Instagram, plus those of our partners such as World Pastoralist Forum/Pastoralist Knowledge Hub).
- Cross-media (electronic press, newspapers, op-eds TV, radio...) are the main channels for reaching a wider public.
- Films and photos.
- Mailing lists of networks and platforms.
- Print items such as leaflets, white papers, position papers, and policy briefs will be published to provide evidence. These will also be used on the margins of specific campaigns such as on mobility and during capitalisation of lessons learned and good practices. The content will depend on the intended audience and message. These graphic communication materials will also be disseminated in electronic form for dissemination on social networks. Paper versions will be printed based on the available budget.
- Conferences and events where key messages and evidence can be presented.
- Face-to-face meetings with key stakeholders and other relevant initiatives, platforms, networks, etcetera.

Data and maps collected together on the extent of rangelands and trends with good practices will be provided on a global rangelands database being developed by ILRI.

All channels imply specific activities to be carried out. The channels and related activities are further described in Table 1 below.

1.6 Mobilisation of resources and funding

Resources will be identified within current ILRI projects and programmes and those of our partners as in-kind contributions or other. However, to fully implement the strategy, additional and dedicated funding is required.

2. Communication channels and tools

2.1 Internal communication channels

2.1.1 ILRI communication channels

The main internal communication channels are:

- Direct engagement with colleagues, face-to-face or online
- Jointly contributing to a panel, seminar, roundtable, or similar event
- Giving input to strategies and plans created by other programmes, projects, or centres
- Developing position and white papers
- Sharing information through ILRI blogs, News, Yammer, or mailing lists
- Developing joint proposals

2.1.2 Cross-CGIAR communication channels

The main communication channels are:

- Sharing blogs with other CG centres for republishing
- Contribution to webinars or joint conference panels etc.
- Yammer or mailing lists
- Development of joint proposals

2.2 External communication channels

External communications will be directed to specific audience groups through creative storytelling to engage readers with our content from the beginning and bring them into the 'rangeland world.' This will create empathy and connection to our cause and rangelands will find a unique voice to represent our issues.

Depending on the audience, the content will aim to be expository, persuasive, narrative, or descriptive. Expository writing will be adopted to inform or explain the subject to the reader; persuasive writing will clearly state the opinions of the writer and attempt to influence the reader; narrative writing will tell a story either fact or fiction; descriptive writing will use the five senses to paint a picture for the reader using imagery and specific details. Descriptive writing can be easily adapted to videos, pictures, and voice-overs.

Currently, the following channels carry almost exclusively English language content. This limits uptake and needs to change. More effort will be put into translating content into national and local languages and sharing content more widely in non-English-speaking parts of the world.

2.2.1 Websites

ILRI is working closely with several organisations, networks, platforms, and initiatives that have established websites or webpages on rangelands and where we have an opportunity to provide material for updating, changing, and adding content that will serve our objectives.

This could be as simple as ensuring that 'rangelands' are mentioned in the same sentence as forests or wetlands where appropriate. Many of these websites also accept blog posts on rangeland issues, and it is often possible to publish a blog on one website and then republish on others.

Working with the administrators and owners of these websites, they will serve as a platform to collect reliable information on the main issues and innovations. A specific section dedicated to literature, conferences podcasts, bibliography, and best practices can be built and managed thanks to the contributions of all stakeholders. More specific data could be accessible by registration on the websites only. This will allow partners to collect more data on the audience interested in the main issues and craft better messages. It is important to make the material easy to access and download to encourage website use.

Examples include:

- The UN Decade of Ecosystem Restoration to which we contributed the current information on grasslands, shrublands, and savannahs: <https://www.decadeonrestoration.org/types-ecosystem-restoration/grasslands-shrublands-and-savannahs>
- Global Landscapes Forum: <https://www.globallandscapesforum.org>
- WWF Grasslands and Savannah website
- ILC Rangelands Initiative, which until recently ILRI coordinated: <https://rangelandsinitiative.org> and the ILC main website: <https://www.landcoalition.org/en/>
- Land Portal for which we have produced this page: <https://landportal.org/voc/themes/rangelands-drylands-pastoralism>
- FAO-Pastoralist Knowledge Hub: <http://www.fao.org/pastoralist-knowledge-hub/en/>
- IFAD Social Reporting blog website: <https://ifad-un.blogspot.com>
- Global Alliance for Sustainable Livestock: <http://www.livestockdialogue.org>
- International Year of Rangelands and Pastoralists: <https://www.iyrp.info>
- Global Rangelands USA <https://globalrangelands.org>
- IFPRI/PIM website: <https://pim.cgiar.org> and other CGIAR websites

Given that we already have access to many websites, it would seem unlikely that there is a need to develop another, however, this could be considered at a later date.

2.2.2 Rangelands global social media accounts

We have established 'rangelands global' social media accounts on Twitter @Rangelands_glbl (currently 1225 followers) and Instagram @rangelands_global (70 followers but only established one week ago). In addition, Fiona Flintan's personal LinkedIn account (1,928 followers) can be used for disseminating information.

The Twitter account is currently being used for retweeting all news items related to rangelands and is available for sharing information on messages, events, and etcetera.

The Instagram account is being used for advocacy and lobbying messages related to rangelands, with at least one photo or statement being posted every day. The Instagram

account of those following is building up a list of people who are directly involved in pastoralism around the world and could be used later for collective mobilisation. Instagram will also serve as a repository of photos on rangelands, slowly migrating photos from the ILRI Rangelands Initiative Flickr account: <https://www.flickr.com/photos/ilri/albums/72157681778771642>

These social media channels are ideal for communicating through evocative and symbolic images and helping attract people into the world we want to represent. This is why specific audience groups need to be segmented and additional hashtags used depending on the audience.

For all postings, hashtags such as #rangelands #pastoralists #pastoralism #livestock #climatechange #YRP are being used to increase the reach of the postings, and where relevant international partners are tagged.

ILRI has also established a You Tube ILC Rangelands Initiative channel: https://www.youtube.com/channel/UCBfPB35yi_PHDmKYDYhFPgg More on films below.

ILRI is also part of a WhatsApp group: World Pastoralist Forum and has links to World Pastoralist Forum Facebook.

Social media will also be used to publish photos, live streaming events and stories and to create engagement with a wider audience. As powerful communication tools, they serve the goal of investigating and explaining the main issues faced by the rangeland communities at the global level.

Social media can also be useful to launch short surveys and to provide possible solutions to specific challenges. It is also a place to acknowledge donors and supporters. Ultimately, specific communications for development principles will be adopted for context-specific, people-centred solutions aiming at meeting existing challenges.

Social media is also a forum for connecting like-minded and not-so-like-minded people – a place that can be used for engagement, dialogue, debate and to foster further networking between participants. Each member of the community represents a door to a much wider public and other sets of stakeholders. Direct engagement may require a moderator to monitor content.

Social media can also be a tool to launch crowd-sourcing and crowd-funding campaigns. The former can be used to gather data on rangeland issues on the ground and feed into the global rangelands database described below. Crowd-funding can be used to raise funds for project implementation, for a specific activity, specific cause, or individual. At the same time, crowd-funding does not require big investments. On the contrary, it is based on small donations by a large group of donors. This might be an important tool to check beneficiaries' needs and to start effective co-production processes. Co-production can foster beneficiaries' sense of

responsibility, accountability, and ultimately their empowerment. Specific crowd-funding strategies will be developed for each campaign such as on 'mobility' (see below).

Last but not least, social media can be used to generate interest in events and the publication of videos and interviews. To improve engagement on social media (e.g. Instagram and Facebook) it is better to stick to a 60-second time limit. While only five percent of people will stop watching a video after one minute, 60 percent will after two minutes. Short videos are not only easier to finish, but they also use up less data, making them perfect for mobile viewers. Guerrilla marketing² techniques and strategies will be adopted to increase interest and generate curiosity about content. It is crucial to generate and maintain a constant dialogue with members of social media groups. A commitment to one post per day is a good way of keeping this engagement going.

2.2.3 Cross media including email list and podcast

To date, not so much has been done with the more general public media. However, opportunities are being explored in Africa and Europe.

In Africa, a media company is being identified that can offer an entry point to cross-Africa media. Opportunities to do this in other rangeland-dominated regions will be investigated. In Tanzania, the Sustainable Rangelands Management Project (SRMP) led by ILRI was fairly successful in getting several articles published in the national press.

In Europe, Italy as the starting point due to the number of ILRI staff based in Rome and the support and interest of photojournalist Marco Buemi (<http://www.marcobuemi.com>). Currently articles and reportage are being produced by Marco Buemi based on a recent visit to the ILRI-led project SRMP project in Tanzania. This includes an article for lifestyle magazine L'Espresso, a reportage for RAI Italia/International TV and an entry on ReWriters. Opportunities to do this in other rangeland-dominated countries of Europe will be investigated.

Under GLAD, there is also the opportunity to leverage the support provided by Marchmont Communications pitching to the media for events, launches, case studies, or milestones.

We will establish a mailing list of journalists and others for dissemination of press releases and reviews of key events and campaigns. A press kit will be developed as necessary.

ILRI has been asked to do a podcast on a rangeland topic by Art of Range (Washington State University). An appropriate subject will be identified for this.

2. Guerrilla marketing is a great alternative to traditional marketing. It thrives on original thinking and creativity, where imagination and ingenuity beat out big budgets: <https://www.wordstream.com/blog/ws/2014/09/22/guerrilla-marketing-examples>

2.2.4 Films and photos

As we have increasingly shifted to a virtual mode of communication over the last year, the importance of film and photos has grown. ILRI has set up a rangelands YouTube and Flickr portfolio, however, there has been limited. We aim to migrate all rangelands photos from Flickr to Instagram as we believe/they will be accessed more freely and more often than before. We are increasingly seeing the value of short films that can be incorporated into or replace presentations at conferences.

Opportunities for films are being exploited and more fully developed. These include:

- A global film on rangelands to be produced by Dr. Patrick Augenstein, a trailer for which has already been produced. While we are gradually getting access to a number of films and clips that can be drawn on for this global film, there is a need for some dedicated funding for this. The trailer can be found here: <https://www.youtube.com/channel/UCLeJbt6zfUhfWvampuWFAA>
- Films on Piloting of Participatory Rangeland Management project by Dr Patrick Augenstein: <https://www.youtube.com/watch?v=ISiCq-8jYgl> (shown at Global Landscapes Forum 2020) https://www.youtube.com/watch?v=C7r0IG-U_WA&t=40s
- Film on One Health in Mongolia produced by Enkh/GreenGold Project: <https://www.youtube.com/watch?v=wfrBfD6q-4o&t=8s> shown at GLF 2020 One Planet One Health, and the One Health Congress 2020.
- Film on participatory rangeland management in Kenya and Tanzania (pilot project currently underway by Patrick Augenstein [lastname])
- Film on SRMP/Joint Village Land-Use Planning with Government of Tanzania as a legacy product of environment flagship/Livestock CRP and to be used by the Government of Tanzania for raising awareness and more funding for the Joint Village Land Use Planning approach. Being produced by Marco Buemi and Patrick Augenstein.

In addition, we are increasingly gaining access to small snippets and soundbites of films that can be used for various purposes.

Whilst filming, we used the opportunity for taking photos. Through the ILC Rangelands Initiative, we/ILRI accessed photos from around the world of rangelands and pastoralists.

Some have been put on ILRI Flickr ILC Rangelands Initiative portfolio webpage: <https://www.flickr.com/photos/ilri/albums/72157681778771642> but there are still several hundred to upload when time is available which will, in the first instance, be put in Instagram. We also anticipate migrating photos from Flickr to Instagram we believe it is more readily used by the public.

2.2.5 Mailing lists of networks and platforms

We are subscribed to several rangelands and pastoralism-focused mailing lists of networks and platforms that can be used for sharing information, influencing, and mobilisation. These include:

- Support group for International Year of Rangelands and Pastoralists
- FAO-Pastoralist Knowledge Hub
- ILC Rangelands Initiative
- Coalition of European Lobbies for Eastern African Pastoralism
- GLAD (Global Livestock Advocacy for Development)

However, these people already understand and appreciate rangelands, so it would be interesting to also join and post information to some broader networks which could then be influenced to pay attention to rangelands.

2.2.6 Printable items

Given the increasingly virtual world in which we live and particularly over the last year, there is limited use for printed materials. However, these can still be useful. Soft copies can be provided on the internet as backup evidence, data, and information. An important part of this strategy is informing people about the value of rangelands to strengthen the case for their protection and restoration. This data is not readily available and requires consolidation through the global data platform – see below) and documentation. At the same time, opportunities for investing in rangelands need to be quantified through the consolidation of good practices and identifying and highlighting new opportunities. Printable items that can be useful in this regard are:

- White papers produced alongside conferences and similar events
- Position papers justifying particular positions or messages. See for example, a position paper on why pastoralists should be included in the UN Decade of Family Farming: <http://www.celep.info/wp-content/uploads/2019/03/2019-Pastoralists-as-family-farmers.pdf>
- Discussion or issue papers on particular thematic areas or research
- Policy briefs
- Newsletter contributions
- Journal articles and book chapters

It is also anticipated that printable items will be useful for more public campaigns such as on mobility. The content will depend on the intended audience group and messages. These graphic communication materials will also be disseminated in electronic form for dissemination on social networks. These can include:

- Leaflets
- Postcards
- T-shirts, caps, and other items
- Posters

2.2.7 Conferences and events

ILRI will engage in conferences and events to present key messages and evidence to support them to influence stakeholders. In 2021, these included:

- Launch of UN Decade of Ecosystem Restoration (June 5)
- Global Land Forum (June in Jordan)
- Global Landscapes Forum Africa (TBC)
- IYRP – FAO Conference (TBC) and UNGA (New York - September)
- Biodiversity/CBD COP15 (17–30 May, Kunming China)
- UN Food Systems Summit
- Congress on Rangelands/Grasslands
- Public event on mobility or transhumance

More details of these and other actions to be taken are provided in the matrix below.

Face-to-face or virtual meetings and interviews on the sidelines of these events are excellent ways to raise awareness on issues and network with people.

2.2.8 Face-to-face meetings

In addition to the new communication channels and media, ILRI intends to communicate through face-to-face meetings whenever possible. This ‘non-media’ communication is one of the most traditional communication approaches and still a highly effective way to communicate and spread information. Unless it is part of an organised event, this activity will not be officially registered.

2.3 Specific initiatives and campaigns

2.3.1 Global data platform

There is a significant gap in comprehensive and up-to-date data on rangelands globally. In response to this, ILRI has developed a proposal for a global data platform on rangelands to be created with development and other partners. ILRI successfully won an award for US\$100,000 from the CGIAR Big Data Platform to start this platform. The data platform will generate facts and figures to be used in the communications and advocacy, and lobbying work described here.

The platform will commence by incorporating data from existing data sets now being identified. Some of these have already been accessed and ILRI has used them to produce a series of maps which are being developed into a hardcopy and virtual atlas with IUCN. Eventually, it is anticipated that rangelands data will also be crowd-sourced through pastoralists and others on the ground. Remote sensing will also be used to monitor land-use changes taking place. This database will complement a database being established by the University of Helsinki and the League of Pastoralist Peoples.

2.3.2 Mobility campaign

This campaign is yet to be developed. It is anticipated that it will focus on the importance of mobility for maintaining pastoralism as an effective land-use system that can contribute to

food security and biodiversity, the barriers being placed on mobility, and how mobility can be best protected. It is anticipated this campaign will be undertaken with Land Rights Now and conversations have already taken place. VSF-Belgium, the focal point for the Coalition of European Lobbies for Eastern African Pastoralism, has also shown interest. Funds need to be raised for this campaign. One aspect of this campaign will likely be the expansion of organised livestock and sheep drives through cities along traditional livestock routes as done in Madrid each year. The opportunity for doing this in Rome is being explored.

2.3.3 One Health

One Health is an important and expanding area of work for ILRI. Until recently, the environment and, more specifically, the health of the land and its resources had not been fully considered. Through engagement with ILRI colleagues, this has now been improved. However, there is still a need to present arguments and evidence supporting this—internally and externally. There are also opportunities to learn from the experiences of HEAL, a project being implemented in Ethiopia, Kenya, and Somalia by ILRI and partners.

Proposed activities to raise awareness on including land health and resources in One Health, and, more specifically, rangelands health in interventions in pastoral areas, include:

- White paper to be finalised for the Global Landscapes Forum, in which a panel on One Health was held in 2020 by ILRI.
- Direct engagement with colleagues working in ILRI-led One Health Centre in Africa
- Presentations and panels at One Health conferences and engagement with One Health professionals
- Blogs
- Twitter, Instagram, LinkedIn
- Documentation of lessons learned from HEAL.
- Films on One Health in pastoral areas and the importance of rangeland health as part of the One Health concept.

2.3.4 Participatory rangeland management

ILRI plays a leading role in the development of the participatory rangeland management (PRM) approach. This has included staff members being involved in the development of the approach, supporting a review of PRM implementation, and technically supporting PRM pilots in Ethiopia and Kenya. A similar approach has been developed in Mongolia, with similarly successful results. There is now a great opportunity to take the lessons learned from the PRM applications in East Africa and Mongolia to a global audience and to advocate for this approach to be implemented in other locations and countries. PRM can play an important role in rangeland restoration and this should be highlighted in the UN Decade of Ecosystem Restoration. Here we can also raise the role of rangelands in preventing and mitigating the impacts of climate change including the potential for carbon sequestration. Proposed activities to raise awareness of the benefits of PRM and to lobby for upscaling include:

- Journal article on PRM
- Paper on PRM in East Africa and Mongolia at Rangelands/Grasslands conference
- A podcast on PRM as part of the Art of Range series
- A film on PRM piloting in Kenya and Tanzania
- Blogs
- Twitter, Instagram, LinkedIn

2.4 Other creative ideas to explore

2.4.1 Theme ambassadors

Seeking well-known people (activists, actors, influencers) or companies who share rangeland values and talk about them through their social channels (posts, stories), to reach a wider and less sector-based audience. Leonardo DiCaprio, for example, does significant campaigning on environmental issues and his trust supports Maasai projects.³

Ambassadors may also be committed to other fields such as climate, agriculture, and human rights, and be interested in contributing with spot interventions in our discourse. They can also be known and recognised by local communities. This would allow us to be more effective in contacting specific audiences. The possibilities offered are almost infinite and require some flexibility and adaptability. The main goal is to spread the message and to find well-known and established individuals to engage in our discourse.

2.4.2 Logo animation and sound trademark

To strengthen the project identity, we will use two brand awareness techniques: logo animation and sound trademark.

Logo animation: Develop an animated logo that will remain firmly impressed in people's minds, thus increasing brand awareness. It is more likely to create an emotional connection with our audience groups. Although we already have a logo for rangelands developed under the ILC Rangelands Initiative, it might be necessary to create a new one. An animated logo would be appropriate for the campaign on mobility.

Sound trademark: This is the translation of the personality and values of a project through music. It is usually a brief and characteristic melody that lasts from 2 or 3 up to a maximum of 5 seconds. The sound represents and enhances the project characteristics and finds its balance with the graphic component. It must be easy to remember and sufficiently flexible to be used for multiple brand touchpoints.

Sound triggers emotions. Sound can tell stories and create images within a couple of seconds.

3. <https://www.leonardodicaprio.org/maasai-wilderness-conservation-trust/>

2.4.3 Photo video contest via social media

To generate engagement and attract new followers and possible partners and beneficiaries, specific contests might be launched via social media. Once a theme is selected, participants might be asked to take a creative picture or make a short video to represent their idea, challenge, or creative thought about that specific issue. Pictures might be voted by the crowd-voting and a reward given to the winner. Such actions are aimed at increasing dialogue and interaction with the social media used to make them lively thus generating more engagement. Contests should not be for professionals but for local partners and beneficiaries who wish to participate with the tools they have.

2.4.4 Publication of photo book or Atlas for special project or activity

A special project or activity might be the topic for specific publications for a general public audience such as the campaign on mobility. Printable items might be produced on request or special conditions might be agreed upon with editors to keep printing costs reasonable and dedicate part of the revenues for fundraising purposes. Online selling is also an option in the case of a limited budget. Pictures might also be sold to those interested.

2.4.5 Organising trips for individuals or groups

Sustainable tourism is a feasible way to increase visibility, raise awareness and create solid links with civil society. Individuals or groups interested in escaping tourist traps and meeting and learning from authentic communities are the audience for such actions. International activism might also be a resource. Volunteers wishing to contribute by spending a short period working with local communities are often in search of opportunities. Opportunities already being looked at are links with Nomad Travel in Luxembourg: <https://www.facebook.com/MICHVROM/>.

2.4.6 Partnerships for a specific activity

With international and local NGOs and social enterprises, there might be a way to further develop skills and effectiveness and raise funds or cover the costs of a project.

2.4.7 Takeovers

A social media takeover can be organised by asking a corporate sponsor or partner or influencer to donate their social media for one day of the year. With a takeover, the team can post content throughout the day that links back to the project's website or social media page. This method can help increase brand visibility with audience groups that might not be familiar with the organisation.

Table 1: Events to engage with in 2022–2024 and communication activities and tools.

Event	Date	Location	Communication activities and tools	Resources required
Launch of UN Decade of Ecosystem Restoration – Grasslands, shrublands and savannahs are ecosystems identified. Led by UNEP and FAO.		TBC	<ul style="list-style-type: none"> • Contribute to website • Media cards (Grasslands etc.) • Blogs • Twitter, Instagram, LinkedIn • Film on global rangelands • Films & documentation on good practices • GLAD/Marchmont assistance with media 	<ul style="list-style-type: none"> • Time • Funds for film(s)
Global Land Forum – ILC	May 2022	Jordan	<ul style="list-style-type: none"> • Support ILC members in organising • Side event • Blogs • Twitter, Instagram, LinkedIn • Filming event/visit • Middle East/Jordan TV, media 	<ul style="list-style-type: none"> • Time • Funds for side event • Travel • Photojournalist/filmmaker • Funds for M. East/Jordan TV, media
Global Landscapes Forum Africa – led by CIFOR and UNEP. ILRI is charter member.	Various on annual basis		<ul style="list-style-type: none"> • Contribute to website • Panel(s) (UNEP? and maybe also PIM-F5) incl films • We mentor a Restoration Steward – blog or film on this • Twitter, Instagram, LinkedIn • White paper on land tenure and restoration • Blogs • Africa TV, media 	<ul style="list-style-type: none"> • Time • Funds for panel • Funds for films • Funds for Africa TV, media
International Year of Rangeland and Pastoralists - FAO Conference and UNGA – ILRI engages as a member of International Support Group. ILRI has committed to providing in-kind support on knowledge management.	TBC	TBC	<ul style="list-style-type: none"> • Twitter, Instagram, LinkedIn • Side event(s) • Support to Mongolia Embassy in Rome • Blogs 	<ul style="list-style-type: none"> • Time • Funds for side event(s)
Biodiversity, CBD COP15			<ul style="list-style-type: none"> • Side event(s) • Twitter, Instagram, LinkedIn • Blogs • Engage through WWF, IUCN, FAO-PKH, • Alliance of Bioiversity/CIAT 	<ul style="list-style-type: none"> • Time • Funds for side event(s)

Event	Date	Location	Communication activities and tools	Resources required
Public event on mobility and transhumance	October or November	Rome	<ul style="list-style-type: none"> • Organise event • Blogs • Twitter, Instagram, LinkedIn • TV, media • GLAD/Marchmont assistance with media 	<ul style="list-style-type: none"> • Time • Funds for all costs
Congress on Rangelands and Grasslands	Every four years (every two years when separated)	Nairobi	<ul style="list-style-type: none"> • Contribution to panel • Side event • Blog • Twitter, Instagram, LinkedIn 	<ul style="list-style-type: none"> • Time • Travel



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