

2019 Communications Report

XVth General Assembly

Udaipur, India

**The ICCA
Consortium**



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Main Means & Team

- ❑ Newsflash
- ❑ Forum mailing list
- ❑ Key information mailing lists
- ❑ Facebook page
- ❑ Twitter account
- ❑ Videos and publications
- ❑ Regional and thematic mailing lists
- ❑ You tube
- ❑ WhatsApp groups



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2 Videos : ICCAs and the ICCA Consortium Conserving territories of life

In three languages

Watched 9000+ times on you tube

Boom on Social media



ICCAs and the ICCA Consortium Conserving territories of life

A film to be released on
the International Day for Biological Diversity
May 22nd

www.iccaconsortium.org

The ICCA
Consortium

2 Policy Briefs

Dec 17th:
Launch



Nourishing Life— Territories of life & food sovereignty

Policy Brief of the ICCA Consortium Issue No. 6



Produced in collaboration with the Centre for Agroecology, Water and Resilience at Coventry University (UK) and CENESTA (Iran)
Series Sponsors: The Christensen Fund, UNDP GEF SGP and SwedBio



Meanings and more...

Policy Brief of the ICCA Consortium Issue No. 7



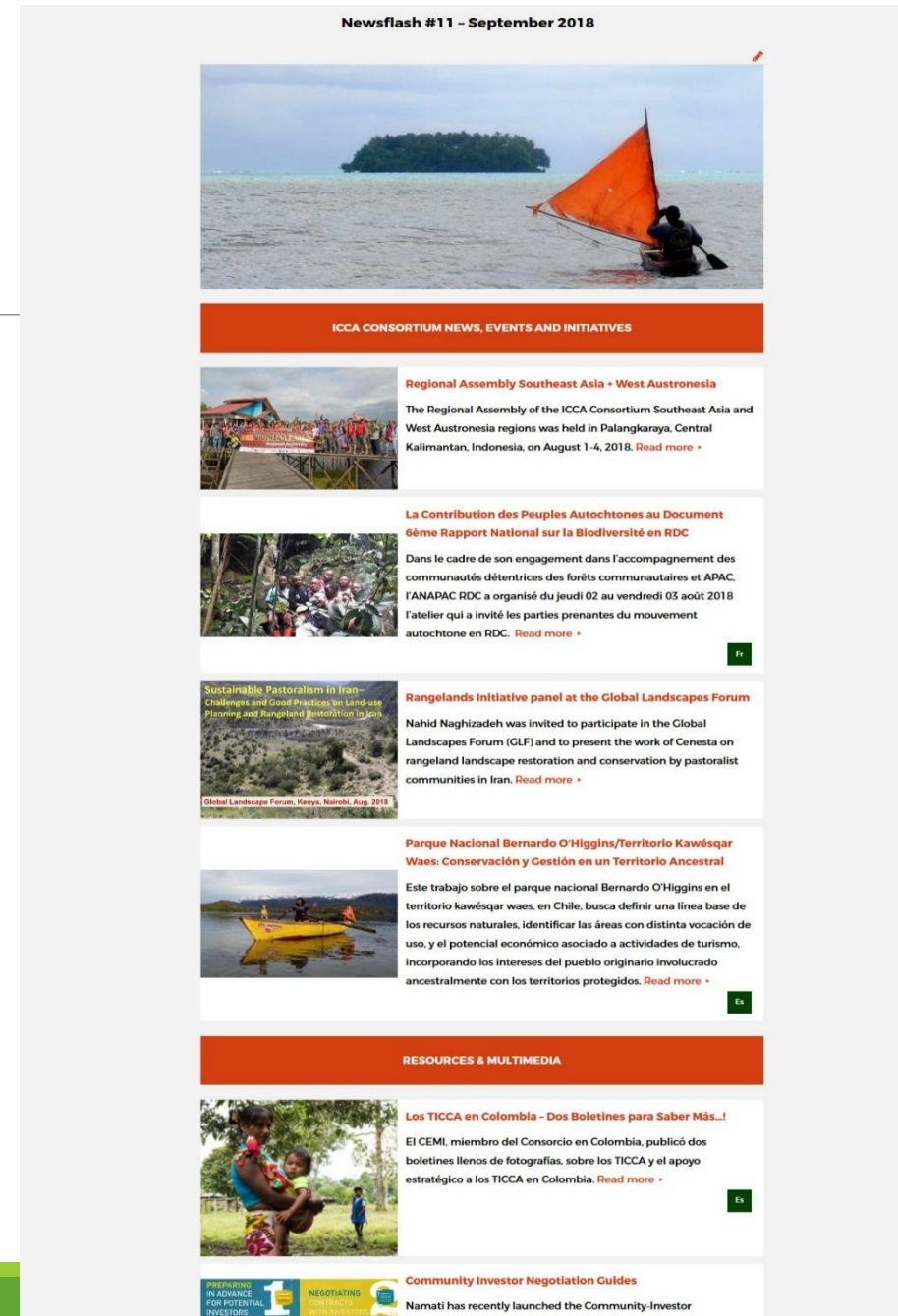
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Monthly Newsflashes

The base of our information exchange:

- Permanent, in the Website
- Mailing lists, internal and external
- Social media: Facebook, twitter



Social Media

- The **Consortium visibility** on social media is **increasing** !
- Facebook: + than **2000 followers**.
- Twitter : + than 1500 followers. Btw **30K-45K tweets impressions per month** !
- Activity : diffusion of newsflash articles + re-posting posts of Members & Allies.

=> Don't forget to tag us in your posts!

- Youtube : **14. 000 subscribers**



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A Communication Assessment

- **Call for Contribution, Comments**
- Are some experienced Members interested in pursuing this assessment and helping us elaborate the 2020 Communication Plan ?



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A Communication Assessment

- **Mapping of the communication forces** within Membership, with the help of the regional coordinators
- **Mapping of the communication forces** within partnerships
- **Clarification of funds the Consortium wants to dedicate to Communication**, to be able to identify what is possible next year
- **Organising an improved connexion between top staff and Council AND communication staff** to be updated on strategic orientation and priorities in communication
- **Elaboration of the Communication PLAN** with clear priorities, and in the context of the regionalisation.
- **Draft a clear social media strategy** with clear targets based on the communication plan: What are our goals? Who is our target?

Toward the Regionalisation!

- Strengthening the communication at local and regional level
- Enhancing and harmonising regional platforms to communicate
- Assessment of the Membership communication expertise and capacities

