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

The ICCA
Consortium

www.iccaconsortium.org

2 Policy Briefs



Dec 17th: Launch

Nourishing Life-Territories of life & food sovereignty

Policy Brief of the ICCA Consortium

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













Policy Brief of the ICCA Consortium Issue No. 7

Produced in collaboration with Cenesta Series Sponsors: The Christensen Fund, UNDP GEF SGP and SwedBio











Monthly Newsflashes

The base of our information exchange:

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

Newsflash #11 - September 2018



ICCA CONSORTIUM NEWS, EVENTS AND INITIATIVES



Regional Assembly Southeast Asia + West Austronesia

The Regional Assembly of the ICCA Consortium Southeast Asia and



La Contribution des Peuples Autochtones au Documen 6ème Rapport National sur la Biodiversité en RDC



Rangelands Initiative panel at the Global Landscapes Forum

Nahid Naghizadeh was invited to participate in the Global Landscapes Forum (GLF) and to present the work of Cenesta on



Parque Nacional Bernardo O'Higgins/Territorio Kawésqar Waes: Conservación y Gestión en un Territorio Ancestral

Este trabajo sobre el parque nacional Bernardo O'Higgins en el erritorio kawésgar waes, en Chile, busca definir una línea base de los recursos naturales, identificar las áreas con distinta vocación de uso, y el potencial económico asociado a actividades de turismo, incorporando los intereses del pueblo originario involucrado ncestralmente con los territorios protegidos. Read more »



RESOURCES & MULTIMEDIA



Los TICCA en Colombia - Dos Boletines para Saber Más...!

El CEMI, miembro del Consorcio en Colombia, publicó dos boletines llenos de fotografías, sobre los TICCA y el apoyo estratégico a los TICCA en Colombia. Read more







Social Media

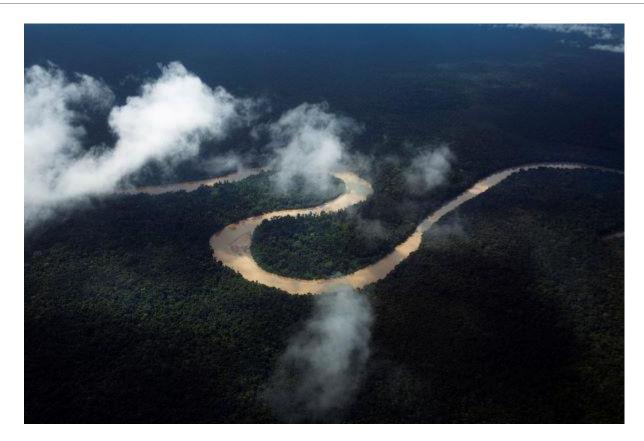
- The Consortium visibility on social media is increasing!
- Facebook: + than 2000 followers.
- •Twitter: + than 1500 followers. Btw 30K-45K tweets impressions per month!
- Activity: diffusion of newsflash articles+ re-posting posts of Members & Allies.
- => Don't forget to tag us in your posts!
- Youtube : 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
- Assessement of the Membership communication expertise and capacities

