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COUNCIL

Hundred and Forty-fourth Session

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International Years

Executive Summary

This document contains background information regarding activities related to the following International Years:

- 1) International Year of Forests (2011)
- 2) International Year of Cooperatives (2012)
- 3) International Year of Quinoa (2013)
- 4) International Year of Family Farming (2014)

Suggested action by the Council

The Council is invited to take note of the information provided.

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I. International Year of Forests (2011) “Forests for People”

Introduction

1. The UN General Assembly declared 2011 the International Year of Forests (IYF) requesting that the Secretariat of the United Nations Forum on Forests (UNFF) serve as the international focal point for the implementation of the Year, in collaboration with governments, the Collaborative Partnership on Forests (CPF) and international, regional and sub-regional organizations and processes as well as relevant major groups. The General Assembly invited FAO, as the Chair of the CPF, to support the implementation of the Year.
2. The purpose of the Year was to raise awareness on the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations. ‘Forests for People’ was the main theme of the Year, highlighting the dynamic relationship between forests and the people who depend on them.

Financial Overview

3. The IYF programme was run with a low budget, especially in light of the impact made. Investment officially dedicated to the year was USD250 000, from the FAO regular programme budget. The investment returns for media outreach alone were about 1:14, based on the air-time received for IYF spots on international and national news channels. The commercial value of this airtime was USD3.46 million. The total returns are likely to be much higher, however, given the extent of co-sponsored events, publicity, press releases and other concrete work produced during the year. Many of these outputs are listed below.

IYF Launch and Publications

4. The Year was officially launched at the High-Level Segment of the 9th Session of UNFF on 2 February 2011. In support, FAO presented its flagship publication, the *State of the World's Forests 2011*, and the IYF Toolkit for Communicators. The FOE division absorbed additional costs of editing, publishing and disseminating the publication.

Toolkit for Communicators and other pre-made communications materials

5. To support national efforts, FAO developed a communications toolkit as an open source for both national authorities and civil society, which saved money and human resources in the field, as officers were not required to invest resources in producing their own materials. Posters were also reproduced for FAO country-driven events using the regular programme budget.

New IYF website and use of new media

6. FO launched a dedicated website to provide up-to-date information related to the Year: <http://www.fao.org/forestry/iyf2011/en/>.
7. More innovative approaches were also tested, with funds from the ‘Innovation Fund’ used to create mobile applications containing FAO forestry-related information.

Regional Offices

8. FAO regional offices increased their visibility of the Year, including through various publicity activities and events.

Co-led events

9. A number of co-led events also achieved cost-savings and boosted a variety of country profiles on forests throughout the IYF. Many other calendar events (e.g. Regional Forestry

Commissions) showcased international efforts on the IYF and provided a platform where countries could discuss their activities.

Activities within the CPF

10. Collaborative actions from CPF member organizations have revolved around a special timetable for the Year, with selected members responsible for developing specific programmes related to monthly themes. Out of 26 themes identified, FAO was the lead agency for six:

- Forest and water;
- Managing risks of forests under climate change;
- Forests and tourism;
- Urban forestry;
- Forests and food security;
- Forests and mountains.

Video material and representation

11. Several video features on key forestry issues from around the world were developed over the course of the year including:

- IYF Spot. The total commercial value to date is: USD3 463 273.
- Philippines Assisted Natural Regeneration project video, which has been widely viewed in YouTube¹.
- Rwanda 'Wildlife in a Changing Climate' video: received video footage free of charge from Deutsche Welle and is requested by many other TV outlets.²
- Other project videos from Ecuador, Senegal, Mongolia, North America and Canada successfully promoted FAO project work around the world.
- FAO's Goodwill Ambassadors were engaged on a variety of occasions to spread messages about the IYF.
- Earth Day Event.

IYF Closing events

12. On 20 December, the Forestry Department held a closing event for IYF 2011 at FAO headquarters, which gathered around 100 Permanent Representatives, Rome-based intergovernmental organizations, external partners, and FAO staff.

Sustained attention to forests

13. The IYF has underscored the importance of sustainable forest management and helped key messages reach broad audiences regarding the role and importance of forests. The Year also highlighted the potential advantages to establish one or more mechanisms to sustain attention to forests. At its 20th Session (Rome, 4-8 October 2010), the Committee on Forestry (COFO) recommended to countries and FAO to consider strengthening the momentum generated during IYF by observing an International Day of Forests (IDF). The relevance of the IYF was noted by the FAO Conference at its 37th Session³, which supported the establishment of such day, while UNFF9 recommended to ECOSOC, and through it to the General Assembly the establishment of an IDF. Further country-led efforts to gain approval for this day will continue in the run up to the 2012 General Assembly in New York.

¹ <http://www.youtube.com/watch?v=9RPDsi7mkSE>

² <http://www.youtube.com/watch?v=PAR7Mwv3848>

³ C 2011/REP paragraphs 74-77

II. International Year of Cooperatives (2012)

Background

14. The United Nations declared 2012 the International Year of Cooperatives (IYC) to raise awareness on the contribution of cooperatives to global socio-economic development, and in particular to poverty reduction, employment generation, and promoting the growth and strengthening of cooperatives world-wide.

15. UNDESA⁴ is the lead UN Agency for the implementation of the IYC in collaboration with other UN entities. FAO will promote awareness of the role of agricultural and food cooperatives in achieving food security and will provide policy support to governments for them to develop an enabling environment for thriving agricultural and food cooperatives.

16. The term *cooperatives* is to be intended in its widest meaning to include all types of farmer organizations embodying the principles of cooperatives⁵, including groups of agricultural producers, forest users, livestock raisers, and fisher folk, and thus all forms of producer organizations.

Activities and processes to implement the program of work

17. FAO is the lead agency promoting agriculture sector cooperatives within the IYC. It collaborates closely with other UN entities, in particular with the Committee for the Promotion and Advancement of Cooperatives (COPAC) members: UNDESA, ILO⁶, and ICA⁷, thus ensuring that agricultural cooperatives are recognized and remain on the international agenda. FAO has also formed a working group with the Rome based agencies to promote and raise awareness on the role of agricultural cooperatives in socio-economic development and achieving food security. In fact, all three agencies recognize the importance of strong producer organizations as fundamental to improving food security. The FAO Inter-Departmental Working Group on Institution Building, led by the Gender, Equity and Rural Employment Division and constituted by representatives of all relevant technical areas of the organization, coordinates the Organization's work on the IYC, bringing in knowledge and expertise from all thematic areas.

18. FAO is engaged in high level events and processes throughout 2012, including a strategy for follow up with relevant stakeholders. It is producing a series of policy and communication materials aimed at the development community as well as policy makers, small scale producers and organizations.

19. FAO participated in the official launch of the IYC at UN Headquarters on 31 October 2011 and held a side event, entitled *Agricultural cooperatives: a means to achieving food security*, featuring a multi-stakeholder panel including representatives from the research, development, government, and farming communities. In 2012, FAO, as part of the Rome based agency working group, has organized events at the IFAD Farmers' Forum, including a session on the inclusion of youth in farmers' organizations and transforming smallholders' activities into profitable businesses. FAO also led a side event at the 56th session of the Commission on the Status of Women (UN, New York, February-March 2012) on the role of rural women's organizations in ending poverty and hunger. FAO highlighted the role played by successful producer organizations in unleashing the voice of rural women, empowering them, and ultimately leading to improved food security. FAO is currently planning a multi-stakeholder session on farmers and the enabling environment at the World Farmers' Organization General Assembly (WFO). Events held during the Committee on World Food Security and the Committee on Commodity Problems reinforced the role of agricultural cooperatives. Furthermore, FAO has chosen "Agricultural Cooperatives: Key to feeding the world" as the theme for World Food Day, thus creating

⁴ United Nations Department of Economic and Social Affairs

⁵ The seven principles of cooperatives are: voluntary and open membership, democratic member control, member economic participation, autonomy and independence, education, training and information, cooperation among cooperatives, and concern for community.

⁶ International Labour Organization

⁷ International Cooperative Alliance

a direct link to the IYC and creating an arena for increasing outreach and impact of the key messages promoted during the year.

20. In the context of the IYC, FAO is also following closely a series of internal and wider UN processes, including raising awareness on the IYC throughout the Rio+ 20 process, ensuring that cooperatives are considered in the outcome document.

21. FAO is collaborating with the Rome based agencies on identifying and promoting lessons learned and good practices on support to producer organizations, including cooperatives. A joint IFAD-FAO publication entitled *Building innovative rural institutions for improved food security: a collection of good practices* was produced in this context, featuring a series of 35 good practice case studies on innovations in producer organizations which have had an impact on food security. FAO is also producing a series of issue briefs in a variety of thematic areas linked to cooperatives including gender and cooperatives, fisheries and cooperatives, market linkages and cooperatives, and youth and cooperatives.

III. International Year of Quinoa (2013)

Background

22. The initiative to declare an international year of Quinoa was launched by the Government of Bolivia. The 37th Session of the FAO Conference proposed that 2013 be declared the International Year of Quinoa (IYQ) with the objective of promoting the benefits, characteristics and potential use of Quinoa, as a contribution to a global strategy on food security.

23. Subsequently the 91st Session of the United Nations General Assembly declared the year 2013 as the International Year of Quinoa (IYQ) and invited FAO to facilitate its implementation.

Main Objective

24. The main objective of the implementation of the IYQ is to focus world attention on the role that quinoa biodiversity plays, owing to the nutritional value of quinoa, in contributing to food security, nutrition and the eradication of poverty.

Specific Objectives

- To increase awareness of the high potential of quinoa to contribute to food security in various regions of the world, especially in countries where the population does not have ready access to alternative protein sources or where crop production conditions are limited by low humidity, salinity, reduced availability of inputs, and aridity.
- To prepare the technical basis and formulate policies for the conservation and sustainable use of quinoa worldwide.
- To appreciate the contribution of Andean indigenous people as custodians of quinoa as a food source for present and future generations.
- To enhance lasting international partnership and cooperation among public, non-governmental and private stakeholders in the quinoa crop.

Strategy

25. The strategy to implement the IYQ is based on three components which are interrelated and complement each other:

- Information and communication
- Research and technology
- Mechanisms for cooperation and resource mobilization

26. For a successful IYQ these components must be implemented at the local, national and international level. This involves implementing a series of specific and concrete activities, oriented towards the integral development of the three components (see Annex 1). This is also summarized in a Master Plan which serves as a road map for IYQ implementation.

Strategic Partners for IYQ include:

- Governments
- CGIAR: e.g. Bioversity, CIP, etc.
- Via Campesina
- International Indigenous Forum on Biodiversity (IIFB)
- PMA, IFAD and other relevant agencies of the UN system
- Producer, consumer and commercial organizations
- Interested donors and financial institutions
- Research institutions: e.g. CIRAD (France), INIAF (Bolivia), INIA (Peru), etc.

Organizational structure

27. The IYQ Technical Secretariat is being provided by the FAO Regional Office for Latin America and the Caribbean in Santiago de Chile, with the support of FAO Headquarters in Rome, Italy.

28. As governing body of IYQ under the principles of collaboration and proactive participation, the Informal International Committee for the Coordination (IICC) of IYQ will be established, and will be composed of government representatives of member countries and strategic partners with strong interest in quinoa and the ability to be key players for the successful implementation of IYQ. The IICC will provide the technical secretariat with general guidelines for the conduct of the IYQ, assist in the identification of persons to be nominated as special Ambassadors for IYQ and promote the creation of national quinoa committees.

The Outputs of IYQ are expected to be:

- Increased awareness of what quinoa is and how it can contribute to alleviate hunger and malnutrition.
- Better understanding of quinoa markets, opportunities, constraints and channels to link indigenous community quinoa producers to markets and to expand existing markets.
- Improved scientific and technical knowledge and exchange of information about quinoa
- Programs and projects to promote the expansion of the quinoa frontier beyond the Andes to other countries of the world.

Provisional summary budget

29. While the options for activities and the corresponding budgetary requirements are in principle unlimited, the minimum budget required to implement key activities over the period from 2012 to mid-2014 is estimated to be USD 2.6 to 3 million.

Annex I

Action plan (possible calendar of events leading to IYQ)

PHASES	GOALS	ACTIVITIES
BEFORE PREPARATION (2012)	Design a master plan for the implementation and monitoring of the IYQ	Establishment of working teams/commissions
		Design the master plan (document)
		Establishment of an Informal International IYQ Committee
		Identification of financial needs
	Build alliances and cooperation networks around IYQ with public and private sectors as well as with other interested groups	First meeting of the International IYQ Committee.
		Follow up meetings of International IYQ Committee and other commissions
		Support to set up national IYQ committees
	Identify resource mobilization mechanisms	Draft concept note for IYQ.
		Submit project proposals to external donors for the implementation and promotion of IYQ activities
		Establish agreements with institutions/organizations interested in promoting the IYQ
	Generate technical and scientific information	Publish documents on the state of the art of quinoa (geographic distribution, production, germplasm, nutrition and food security, culinary properties, indigenous knowledge, etc.).
		Establish a quinoa research network and a data base on germplasm banks worldwide.
		Undertake a feasibility study for the establishment of an International Centre of Quinoa
	Produce promotional and informative material	Design a graphic image (logo).and establish and maintain an IYQ webpage and social networks.
		Design, print and distribute promotional material including video clips, documentary videos, jingles and others.
		Design a video game for kids on quinoa and its potential
Translation services (various)		
Update plant descriptors in coordination with Biodiversity and other partners	Prepare a draft of updated descriptors from published materials following international accepted standards including ethno botanical data	
	Organize a workshop to validate plant descriptors and subsequently publish for distribution.	
Coordinate with TIRFAA the inclusion of quinoa in Annex 1 of ITPGRFA or facilitate distribution of germplasm	Advocacy for expansion of Annex 1 of ITPGRFA for inclusion of quinoa and other underutilized crops, also through workshops	
LAUNCHING (II – 2012)	Focus world attention on the International Year of Quinoa	Launching of IYQ at UN general assembly in NY with worldwide broadcast
		Launching simultaneous events to promote IYQ (10 countries)
IMPLEMENTATION (2013)	Promote the exchange of information and generate new knowledge	Conduct IV global Forum on Quinoa (Ecuador)
		International symposium on cultural and nutritional values of quinoa
		Competition for the most technologically innovative use of quinoa.

	Raise awareness about benefits of crop and its uses in the world.	Design and organize a traveling exhibition including shipping to: Brazil, Nairobi, Brussels, New York, Rome, Shanghai,
		Conduct a feasibility study for a quinoa park (diversity and nutrition awareness) in the Titicaca region (Bolivia and Peru).
		Establishment of garden varieties in countries with abundant diversity.
	Disseminate existing varietal diversity in major producing countries	Publish variety catalogues from countries with high diversity (Argentina, Bolivia, Chile, Colombia, Ecuador, and Peru).
	Motivate and recognize the role of civil society for participation in the IYQ and for promoting the cultivation and consumption of quinoa	Publish a recipe book of Quinoa (traditional and gourmet) in several languages
		Awards ceremony and photo exhibition (professional, amateur) and painting competition (children)
		Support "Day of quinoa" celebrations around the globe.
Prepare the world's healthiest dish based on quinoa.		
AFTER (Monitoring and impact assessment)	Evaluate the impact of the IYQ	Propose a model to measure the impact (economic, social, environmental, etc.) of quinoa and activities developed under IYQ
		Publish and distribute final report
		Prepare and submit project proposals for future action to potential donors

International Year of Family Farming (2014)

Background

30. The initiative to declare an international year of family farming was launched by the international NGO, the World Rural Forum (WRF), in 2008. The WRF is composed of some 327 farmer and rural organizations from 60 countries. The 37th Session of the FAO Conference proposed that 2014 be declared the International Year of Family Farming (IYFF) with the objective of raising the profile of family farming by focusing world attention on its role in alleviating hunger and poverty, providing food security and improving livelihoods, while protecting the environment and biodiversity.

31. Subsequently, the 66th session of the United Nations General Assembly (UNGA) declared 2014 as the International Year of Family Farming (IYFF) and invited FAO to facilitate its implementation.

Fundamental Objective

32. The fundamental objective of the implementation of IYFF is to promote and help guide the contribution of family farming and small holder farming in eradicating hunger and reducing rural poverty leading to sustainable development of rural areas and sustainable production aimed at achieving food security.

Immediate Objectives

33. The immediate objectives of implementation of the IYFF include:

- Increase the public awareness, at all levels about family farming, small holder farming and fisheries and their contribution to food security, better nutrition, poverty alleviation, employment generation and livelihood improvement particularly of resource-poor farmers and fisherfolk (MDG1);
- Increase the public awareness and knowledge, at all levels, on the diversity and the complexity of production and consumption systems in family farming, small holder farming and fisheries including the important role of women and the related challenges and opportunities for achieving food security;
- Identify, promote and provide technical support to concrete policies and actions at global, regional, national and community level to ensure the sustainable development of family farming, small holder farming and fisheries while ensuring environmental sustainability (MDG 7);
- Enhancing international dialogue and cooperation on family farming, small holder farming and fisheries by bringing together public and private organizations and by building stakeholders' partnerships (MDG 8).
- Increase public awareness and knowledge of the current level of support to family farming, small holder farming and fisheries as compared to other forms of agriculture, and current trends in policies and investments, highlighting possible "success stories", good policies and practices;

Defining Issues

34. The committee or group that will oversee the planning, implementation and follow-up of the IYFF will have to begin its work by defining the issues that would be the focus of the IYFF activities so that there is an agreement on the core messages.

35. A Concept Paper will be developed to provide: (i) Vision for the IYFF (including overview of family farming, small holder farming and fisheries, main issues, organization of objectives, elaboration of arguments); (ii) IYFF coordination, organization and management structure (iii) Global communication plan; (iv) Preliminary action plan for global, regional and national activities and the

way forward; and, (v) Detailed financial frame to be developed with involvement of identified potential partners for IYFF.

Potential Partners for IYFF include:

- CGIAR: e.g. ICARDA, IRRI and associated research networks;
- IFAD and other relevant agencies of the UN system such as UNDP;
- World Rural Forum (WRF) as lead of consortium (of 350 farmers and rural organizations from 60 countries) on IYFF and Secretariat to the World Consultative Committee (WCC) of the IYFF Campaign; other international and regional NGO's including farmer organizations and associations;
- Governments;
- Interested donors and financial institutions;
- Producer, consumer and commercial organizations.

Organizational Structure

36. FAO will set up an inter-departmental Task Force with representatives from Regional Offices which would in turn form a technical secretariat. FAO working with partners will also set up an Informal International Steering Committee (ISC), composed of Permanent Representatives of Member Governments to FAO, international organizations, civil society and private sector organizations. International and national partners would work under the general umbrella of the ISC; they would define their own objectives, plan and fund their own events within the IYFF objectives and under general guidance of the ISC. The ISC will guide the technical secretariat in facilitating the creation of regional and national committees for the implementation of IYFF activities. Advocacy and communication are key elements in organizing IYFF and in mobilizing political and financial support.

Technical Outputs

37. The interdepartmental Task-Force and technical secretariat are expected to prepare the gateway to IYFF and technical documents for the preparation, celebration and implementation, and follow-up to the IYFF. Subject to the availability of funds outputs could include:

- Multi donor and multi partner project proposal
- IYFF fact sheets
- Two major technical reports by FAO on aspects of family farming in 2014:
 - a) SOFA
 - b) Report on agricultural innovation systems (AIS) with a focus on the role of family farming
- IYFF website portal and other multimedia support.

Provisional summary budget

38. An estimated budget of USD 2 to 2.5 million, primarily in the form of extra-budgetary support, will be required over the period from mid-2012 to mid-2015 to develop and implement IYFF activities.

Annex II

Possible calendar of events leading to the IYFF and beyond could include the following:

<p>From mid-2012</p> <p>Pre-launch Preparation</p>	<ol style="list-style-type: none"> 1. Set up a Inter-departmental Task-Force at FAO to: <ol style="list-style-type: none"> i) Define its objectives ii) Recruit a Coordinator iii) Identify potential international partners and interest groups iv) Develop draft Concept Paper including the nature of activities and role of various partners v) Mobilise financial resources vi) Establish a multi-donor trust fund for 2 years. 2. Establish IYFF Informal International Steering Committee (ISC) to: <ol style="list-style-type: none"> i) Finalise the Concept Paper that would <ol style="list-style-type: none"> a) Identify target audiences for the IYFF b) Define the issues that would be the focus of the IYFF activities c) Define the core message that should be sent to the world throughout the year d) A slogan that would represent the theme of IYFF ii) Identify possible funding sources and seek donor support iii) Establish contact with organisations in countries, encourage formation of national committees to plan and implement activities in each country. iv) Encourage international and national partners to develop their own objectives, likely activities, funding needs and sources within the identified issues and under the general guidance of the ISC v) Prepare detailed plan of events for 2013 and 2014 in collaboration with partners 3. In line with the Concept Paper begin setting up a web-based portal of IYFF and produce awareness brochures. 4. Series of FAO sponsored consultations including regional workshops on agricultural innovations systems (AIS) focused on the role of family farming in support of proposed publications.
<p>2013</p> <p>Launching</p>	<ol style="list-style-type: none"> 1. Prepare logo, posters, fact sheet, brochure and calendar of events, all on a website 2. Media/press releases 3. Prepare major FAO publications on family farming, if possible to be presented at the IYFF launching ceremony <ul style="list-style-type: none"> • on agricultural innovations systems (AIS) focused on the role of family farming • SOFA Report on family farming and smallholder agriculture 4. Publicise IYFF at FAO Conference and Council and at all possible regional and national events 5. Communicate with national committees 6. Produce a plan for sustainability of progress beyond the IYFF 7. Official launching in October/November 2013 with DG address at UNGA on IYFF and Family Farming exhibition at the UN premises 8. Organize news conferences with major international media and news networks

<p style="text-align: center;">2014</p> <p style="text-align: center;">Action Celebration and Implementation</p>	<ol style="list-style-type: none"> 1. Celebrating International Year of Family Farming 2. Release of major FAO publications: <ul style="list-style-type: none"> • on agricultural innovations systems (AIS) focused on the role of family farming • SOFA Report on family farming and smallholder agriculture 3. Regional workshops on results of AIS and family farming studies for policy makers 4. Related presentations/events to coincide with FAO Regional Conferences; COAG, COFI, CCP, etc. 5. Activities by partner organisations around the world could include: <ol style="list-style-type: none"> i) Congresses/conferences/symposia/workshops/meetings <ul style="list-style-type: none"> • Fifth Global Meeting of IFAD's Farmer Forum ii) Demonstrations/fairs/shows/festivals iii) Magazine articles, interviews, press conference, and television and radio reports as well as other types of media coverage iv) Field days/training sessions v) Best-farmer contests vi) National cultural events on Family Farming vii) Art/photographic competitions/exhibitions viii) Events aimed at school students such as competitions and educational games ix) Essay competitions x) A series of books or booklets on issues related to family farming and of poetry/songs/folklore/painting.
<p style="text-align: center;">Up to mid-2015</p> <p style="text-align: center;">Possible IYFF Follow up</p>	<ol style="list-style-type: none"> 1. In cooperation with the ISC <ol style="list-style-type: none"> i) Wrap-up activities ii) Reporting including measuring impact and collecting lessons learned iii) Ongoing activities on IYFF and future activities in support of family farming.