



CFS Evaluation
Doc No: Evaluation/2018/03/20/01
20 March 2018

IMPLEMENTATION OF THE RESPONSE TO THE CFS EVALUATION RECOMMENDATION 11

CFS AGREED RESPONSE TO RECOMMENDATION 11

1. Communication is the responsibility of all CFS Members and participants, including RBAs and other UN bodies, CGIAR, CSM, PSM and philanthropic and financial institutions. Communication refers to two distinct sets of activities: (i) activities aiming at raising awareness of CFS and its work and (ii) activities towards the use and application of CFS products and recommendations at country level for which member countries have primary responsibility, as mentioned in the response to Recommendation 7. These two sets of activities are distinct but can be mutually reinforcing to promote uptake of CFS policy guidelines and recommendations.
2. The CFS Secretariat should continue to focus on raising awareness of CFS and its work through the CFS website and social media, reporting to global bodies such as UN ECOSOC and sharing information with other UN bodies as appropriate, and supporting, subject to available resources, outreach efforts of the CFS Chair and Vice Chair in consultation with the Bureau.
3. Rome-based agencies have a key role to play in facilitating the use and application of CFS products and recommendations at country level. They provide advice and technical support on specific topics, at the request of the countries, drawing upon various resources including CFS products. Therefore, in response to countries' requests, RBAs should continue to leverage on interactions with national authorities and stakeholders to actively promote CFS and mainstream its products into policies and programmes, where relevant to their priorities.
4. The CFS communication strategy¹ endorsed by the Committee at its 40th session in 2013 will be reviewed to promote CFS and its work and the use and application of CFS policy products and recommendations at country level. The strategy will include activities, specific roles and responsibilities and a timeline for implementation.
5. The implementation of the communication and outreach strategy will be subject to resource availability.

¹ Communication Strategy for the Committee on World Food Security, CFS 2013/40/4.

Actions to be taken	Implementing body	Timeframe	Further funding required (Y or N)
A11.1. Revise the CFS communication and outreach strategy to support the dissemination, use and application of CFS policy products and recommendations, and raise awareness of CFS.	Secretariat, with advice from RBAs, and after consultation with the Bureau & Advisory Group	By June 2018	N

Updated CFS Communication Strategy 2018-2022

Strategic Objectives

As called for in the Independent Evaluation of CFS, this updated communication and outreach strategy has been developed taking into account the findings, conclusions and recommendations of the Evaluation (see Annex 1). Another outcome of the Independent Evaluation is the development of a strategic four year Multi-Year Programme of Work (MYPoW) which this updated Communication Strategy aligns to. This strategy is designed to support communication about CFS in general as well as specifically communicating the MYPoW strategic objectives.

Generic objectives

- Position CFS as the foremost inclusive platform for all stakeholders to work together to ensure food security and nutrition for all
- Raise awareness of CFS policy guidelines and recommendations and the contributions they make to achieving the Agenda 2030 for Sustainable Development
- Engage with the development professional community at large on food security and nutrition issues
- Provide a timely and reliable source of information on lesson learned, case studies, policy recommendation and best practices on food security and nutrition
- Hear back from those who have used or applied CFS policy recommendations or guidance to find out how effective they were

Specific Objectives

Pending MYPoW strategic objectives

Key Messages

Generic key messages

- CFS is the foremost inclusive platform for all stakeholders to work together to achieve food security and nutrition for all
- All CFS policy work supports the Agenda 2030 for Sustainable Development and can help achieve the Sustainable Development Goals
- By applying the CFS policy recommendations and guidelines, countries can ensure food security and nutrition for all
- CFS is the hub of the food security and nutrition community

Strategic objective key messages

Pending MYPoW strategic objectives

CFS Stakeholders and their Constituencies

Communication about CFS is the responsibility of all CFS Members and Participants, supported by the CFS Secretariat. Stakeholders are encouraged to reach out to their constituencies and regions to ensure they are aware of the importance of using CFS policy guidance. Spreading the responsibility of communication between the different stakeholder groups spreads the responsibility of communication and profiling CFS at regional levels. The role of the Secretariat is to support the communication efforts of CFS stakeholders.



Communication and Outreach Tools

CFS public website

www.fao.org/cfs

The CFS public website is the primary point of reference for information on CFS. Most of the content is presented in the six official UN languages. The website runs under the Typo 3 platform which is provided by FAO.

All the policy guidelines and recommendations produced by the Committee since the Reform are easily available on the [Products](#) page of the website in all six UN languages. The Evaluation noted that the CFS policy guidance requires supporting documentation such as user guides, toolkits, etc. Such supporting material will be developed during the course of this communication strategy.

The ongoing work of the Committee is highlighted in the [Activities](#) page which includes an audit trail of all relevant CFS background documents.

The [Events](#) page is used to promote CFS intersessional events and other events that CFS is involved with. There is also a listing of [other events](#) related to food security and nutrition. Each year there is a dedicated Plenary page which acts as the focal point for all information about the session.

The website is continually evolving as it reacts to the needs of the Committee.

CFS Working Space

www.fao.org/cfs/workingspace

The Working Space is maintained in English only and is the repository of all the background information for the CFS intersessional. While some aspects of the Working Space such as the mailing lists are behind a login, documents for the Bureau and Advisory Group and the Open Ended Working Groups (OEWGs) can be accessed without a login.

CFS Social Media Presences

CFS uses all its social media accounts to raise awareness of its activities, policy recommendations and guidelines and to engage with development professionals including governments, the United Nations system, civil society organizations, private sector, academia and other development stakeholders on subjects related to food security and nutrition.

The CFS social media presences seek to provide accessible, credible, relevant, timely and understandable communication across its social media accounts.

The CFS Secretariat maintains active social media presences across several platforms including Twitter, Facebook, Medium, YouTube and Flickr. Please refer to Annex 2 CFS Social Media Guide for details of how these social media presences are used.

The CFS Newsletter Email List

The CFS Secretariat maintains a global newsletter with approximately 5,000 subscribers. From 2018 the CFS Secretariat will pilot sending newsletters on a “when there is news” basis and that the newsletter will only contain information relevant to that news. Analytics will be monitored and the approach reevaluated at the end of 2019.

CFS Branding Guidelines

To ensure consistent branding among CFS stakeholders, CFS branding guidelines have been developed which will be available for download from the CFS website for use by all CFS stakeholders when communicating on CFS matters.

Ongoing Campaigns and Activities

CFS Chairs Travels and Engagements

The CFS Chair is invited to a wide range of food security and nutrition-related events and activities all over the world. For each engagement a communication plan will be prepared to ensure that as many opportunities are leveraged as possible. This might include meeting with representatives from Ministries, multistakeholder platforms, the FAO, IFAD or WFP offices in that country or other stakeholders.

Global Strategic Framework

As the repository of all the work of CFS, there will be an ongoing campaigns to continually promote the CFS Global Strategic Framework (GSF).

Sustainable Development Goals

A major added value of the CFS policy recommendations and guidelines is that they support the Sustainable Development Goals (SDGs). The SDGs that are supported by CFS policy work are now shown on the formatted print and web versions of the policy recommendations. During 2018 the related goals will also be added to the [Products](#) page of the website. All opportunities to showcase how CFS contributes to the global development agenda will be maximized including in the proposed user guides

Ongoing Engagement with the Rome-based agencies

As a joint Secretariat of the Rome-based Agencies (RBAs), there will be a regular flow of information between the Secretariat and the agencies both in Rome and at the country level.

Annual UN Days, Years, Decades and Themes

As in previous years the UN thematic days, weeks, decades, years and anniversaries issued by the Department for Public Information (DPI) in New York will be used as a basis for ad hoc communication where synergy can be found with the work of CFS. This could either be the policy recommendations on a particular theme or subject or an HLPE report. In particular, areas mentioned in the Evaluation as needing more coverage such as gender, indigenous peoples and youth will be covered where such opportunities arise.

CFS Champions

CFS stakeholders should continually try to attract champions of CFS – people who can assist in raising the profile of the Committee. Recording short videos of champions speaking about CFS are encouraged and can be expedited through the CFS Secretariat. These are very useful for promoting CFS through social media.

CFS Annual Global Meeting and Intersessional Events

Every year the annual global meeting of CFS which includes the formal Plenary Session, Side Events and an Information Marketplace, will be supported by a dedicated outreach campaign including media releases, a social media guide and other communication tools. These will be shared with CFS stakeholders in advance of the session.

Likewise social media guides will be distributed in advance of CFS intersessional events. Side Events that CFS participates in or hosts during other meetings or events will also be promoted on social media.

ANNEX 1: Background and Context

The Vision and Roles of the Reformed CFS

In 2009 the Committee on World Food Security (CFS) went through a multistakeholder reform which endorsed this vision:

“CFS constitutes the foremost inclusive international and intergovernmental platform for a broad range of committed stakeholders to work together in a coordinated manner and in support of country-led processes towards the elimination of hunger and ensuring food security and nutrition for all human beings. CFS will strive for a world free from hunger where countries implement the voluntary guidelines for the progressive realization of the right to adequate food in the context of national food security.”
See the [CFS Reform Document 2009 II a Para 4](#) for the full text.

The Committee also agreed on the following roles.

- Coordination at global level.
- Policy convergence.
- Support and advice to countries and regions.
- Coordination at national and regional levels.
- Promote accountability and share best practices at all levels.
- Develop a Global Strategic Framework for food security and nutrition in order to improve coordination and guide synchronized action by a wide range of stakeholders.

See the [CFS Reform Document 2009 II b Paras 5 - 6](#) for the full text.

CFS Communication Strategy 2013

In 2013 at CFS 40, the Committee endorsed a [Communication Strategy for CFS \(CFS2013/40/4\)](#) with the following objectives:

Objective 1: To raise awareness of the work of CFS, promote the use of its products and receive feedback on their effectiveness

Objective 2: To identify and be part of communities of practice and multistakeholder governance mechanisms at global, regional and country levels that can use or refer to the work of the Committee and receive their inputs on its effectiveness

The following year at CFS 41 the Committee was given an [Update on Communication and Outreach \(CFS2014/41/10\)](#) the Committee agreed the following:

- *emphasizes the importance of communication to support effective implementation and realization of CFS recommendations and decisions;*
- *urges CFS stakeholders to take appropriate action to disseminate CFS products throughout their constituencies and to be active participants in raising awareness of CFS and its products;*

- *urges the Rome-based Agencies (FAO, IFAD and WFP) to actively disseminate information about CFS products and their uses throughout their organizations both in Rome and in decentralized offices; and*
- *encourages CFS stakeholders to ensure that communication activities are allocated sufficient resources.*

In the same document the Committee decided to monitor the implementation of the 2013 Communication Strategy:

The Open Ended Working Group on Monitoring has emphasized the importance of effective communication as one of the key drivers of success for CFS. The draft proposal CFS/2014/41/11 considers the successful implementation of the [Communication Strategy for CFS \(CFS2013/40/4\)](#) as one of the main dimensions to focus on when assessing the effectiveness of CFS. It is proposed that effectiveness is gauged through the implementation of periodic opinion surveys of CFS stakeholders and in-depth country level assessments. The proposal also considers the organization of events aimed at sharing experiences and best practices in the adoption of CFS policy recommendations at country level.

On endorsement of this proposal, the elements of the existing [Communication Strategy for CFS \(CFS2013/40/4\)](#) endorsed at CFS 40 and the implementation plan will be reviewed to take into consideration the defined objectives and targets of the Monitoring Workstream.

[Update on Communication and Outreach \(CFS2014/41/10\)](#) IVb paras 31-21

Outcomes of the Independent Evaluation of CFS: Communication

The [Independent Evaluation of CFS](#) covered the period from 2009 to 2017 and includes the following references to communication and outreach:

ES20. The communication and outreach efforts yielded mixed results. There was awareness of the Committee at the global level, but low levels of awareness at the country level. Communication between Rome and other capitals was found to be problematic, and not all activities in the communication strategy could be implemented, due to a lack of funding.

266 Conclusion 10: The Committee has not been effective in its communication and outreach, as it is largely unknown at the country level. The Civil Society Mechanism and the Private Sector Mechanism promote the Committee and raise awareness of products and decisions, among their constituencies. The gap lies in the communication between delegations in Rome and ministries at the country level, and the extent to which the RBAs have (or have not) included the CFS policy outcomes into their programmes and work at the country level.

267 Conclusion 11: The Committee ultimately has little control over the extent to which its policy products and recommendations are used and applied, although it can proactively seek to influence the use and application of these. The effective use and application of CFS policy products and recommendations require that countries be supported with strategies and tools, as well as practical guidance to adapt CFS products to the country context. The development and deployment of these, however, fall outside the mandate of the Committee, and it is up to the Rome-Based Agencies, and other development partners, as well the CSM and PSM to develop strategies and tools for the use and application of CFS policy products and recommendations. The VGGT was a good example of strategies and tools developed to aid the use and application of a policy product. However, this was not the case with other products and recommendations.

Recommendation 7 [ref: Conclusions 10 &11]: The Committee on World Food Security is an intergovernmental committee within the United Nations system, and it is the CFS Members who ultimately bear the duty of ensuring that the Committee delivers on its mandate. In this regard, there are a number of actions that CFS Members can take to improve the functioning of the CFS:

- i. CFS Members should review the flow of information to and from their capitals and address gaps to ensure that, among other things, CFS products and recommendations reach the relevant ministries.*
- ii. CFS Members should advocate for the use and application of CFS products and recommendations in their respective countries, according to their needs and priorities.*
- iii. CFS Members should, where feasible, contribute in cash or in kind to the resources of the Committee.*

Recommendation 11 [ref: Conclusion 10]: CFS should adopt the principle that communication about CFS is the responsibility of all CFS Members and Participants, supported by the communication function in the CFS Secretariat. Consideration should be given to having Bureau Members facilitate an outreach activity in the respective regions. This will spread the responsibility of communicating and profiling CFS at regional levels. Non-Bureau members should be requested to facilitate an outreach activity in their respective countries. The CFS Secretariat can assist by developing short information briefs, including a standardized presentation on CFS. These information briefs can be used by members of the Advisory Group in their outreach activities, should they need the assistance. The Rome-Based Agencies have a critical role to play in the dissemination and application of CFS policy products and recommendations at country level, and the Committee through the Bureau should request them to intensify their communication efforts.

Annex 2 CFS Social Media Guidelines

CFS social media goals and purpose

CFS uses all its social media accounts to raise awareness of its activities, policy recommendations and guidelines and to engage with development professionals including governments, the United Nations system, civil society organizations, private sector, academia and other development stakeholders on subjects related to food security and nutrition. The CFS social media presences seek to provide accessible, credible, relevant, timely and understandable communication across its social media accounts.

Tone of voice and style

CFS social media communication is professional, yet friendly and accessible. Contributions to CFS social media are expected to:

- Use pictures, videos and other visual content (e.g. infographics) to attract users' attention
- Communicate in a conversational, approachable and engaging tone, being expressive when appropriate (e.g. "Great news!"), using inclusive language (us, we, you) and minimizing jargon
- Be informative and factual
- Find opportunities to naturally build engagement, for example by asking questions and responding to comments
- Respect the organization, colleagues, and stakeholders and refrain from discussing confidential topics, internal matters and/or sharing proprietary information.

Active accounts and their uses

Twitter: [@UN_CFS](https://twitter.com/UN_CFS)

The average Twitter follower is between 25-34 years old, English-speaking and working in a professional role.

Where appropriate CFS uses hashtags to aggregate and organize posts. All CFS-organized events carry a hashtag such as #CFS44, #CFS43, #CFS4Nutrition. All event hashtags should be previously agreed with the CFS Secretariat and the creation of new hashtags should be avoided.

CFS also engages in and contribute to online conversations by using well-established hashtags such as #foodsecurity, #nutrition and others. When appropriate or available, retweeting other accounts is strongly encouraged. Auto-referencing CFS accounts is not allowed. If possible, use the native retweets.

Facebook: facebook.com/UNCFS/

The Facebook audience is between 18-34 years and mostly English-speaking. 75% are from developing countries with 51% of from South and South-east Asia.

CFS follows the same approach on its Facebook account as for Twitter but with longer postings. CFS strives to use Facebook best practices such as:

- Including videos, photos and other visual material in each post
- Including relevant mentions when appropriate
- Using the native link functionality
- Using targeted posts when possible

The use of paid Facebook advertisements could be considered around events and Plenary session subject to resource availability.

[Medium: medium.com/@UN_CFS](https://medium.com/@UN_CFS)

CFS uses the blogging platform Medium to reach out to a wide audience publishing timely articles posted during international days and on CFS policy recommendations and guidelines.

The Secretariat proposes to use Medium as the only blog for the Committee, gradually reposting the best and most read articles on the self-hosted blog on the CFS website on Medium.

[Flickr: FAO News](#)

CFS shares the FAO Flickr account where photos of Plenary, Side Events and intersessional events are posted. The FAO photo unit, who take the photos, upload them into dedicated CFS folders. CFS Side Event photos are one of the most visited sections of the FAO Flickr presence.

[YouTube: FAO Video](#)

As with Flickr, CFS shares the FAO YouTube account where it has its own channel. Usually CFS videos are produced by the FAO video unit and uploaded to YouTube by the FAO Social Media team.

[LinkedIn](#)

CFS is piloting using LinkedIn Groups – communities of professionals in the same industry or role – to engage in discussions on food security and nutrition. In line with FAO rules, there is no corporate page for CFS. Accordingly the LinkedIn accounts of CFS Secretariat members are being used. The content of posts reflects the views and opinions of the authors and not necessarily those of the Committee.

[Legal considerations](#)

- CFS does not share on social media anything that is being discussed “behind closed doors” such as during invitation-only meetings and open-ended working groups. Work still under progress is also not discussed on social media.

- All material used in social media, including pictures and videos, should be properly cited. Exercise caution with regards to copyrighted materials and legal conclusions.
- Contributors to CFS social media should ensure that social media passwords are secure and not shared with anyone outside the Secretariat. In case of security threats or attacks (e.g. Spam, phishing attacks), the passwords should be immediately changed.

Risk management

Any incorrect or inappropriate posts and comments should be removed as soon as they are identified. If a negative posts on CFS is found on social media:

- If it is offensive, a rant, rage, or satirical in nature, monitor for relevant information and comments, but do not engage in a conversation.
- If it is misguided (e.g. erroneous facts in posts), respond respectfully correcting the mistakes.
- If it is an “unhappy customer”, posting the result of a negative experience, rectify the situation, respond and act upon a reasonable solution.

