



Advocacy Strategy of the Mountain Partnership 2014-2017: DRAFT

This advocacy strategy has been drafted by the Mountain Partnership Secretariat (MPS) as a follow-up to the Erzurum Global Mountain Partnership Meeting during which a dedicated session was held. Its overall aim is to increase the capacity of MP members for advocacy and lobbying in order to promote global attention and awareness, tangible commitments from the international community to achieve sustainable mountain development (SMD) at global, regional and national levels and mainstreaming SMD in policy processes as stated by [the MP Governance](#).

The specific goals will be undertaken mainly by MP members with the support of the MPS, where relevant, and at global level, and these are:

- 1) Mainstream SMD principles;
- 2) Ensure the inclusion of mountains in the main international processes, such as the sustainable development goals (SDGs) and the Post-2015 development agenda;
- 3) Ensure the participation of the MP and the visibility of mountain issues in relevant international and national activities, plan events and produce tools;
- 4) Raise visibility of the MP's work in sustainable mountain development (SMD);
- 5) Demonstrate the comparative advantages of such a strategic alliance.

This strategy calls for the combined advocacy efforts of all the MP members to encourage governments, civil society, influential individuals, UN Conventions and processes, institutions and organizations through various activities to adopt specific approaches (investments, binding agreements, programmes of work, declarations, etc.) to ensure proactive solutions for change.

This strategy aims to tap into the advocacy strengths of the individuals and the groups within the MP, take into account sub regional/regional needs and requirements and provide guidelines/ timelines for members' participation. The advocacy efforts should strategically build upon certain members comparative advantages and access to particular processes such as the Alpine Convention, the Carpathian Convention, the UN Rio Conventions, the UN Office for the least developed countries, landlocked developing countries and small island developing states, and encourage the building of more alliances to support the SMD cause. Further, it should benefit from the services of the MP Secretariat in guiding members, facilitating UN related processes and producing advocacy material.

A calendar of relevant events (appendix) and products that will help with the implementation of the strategy will be made available. The strategy should also take into account and work, where relevant, with existing advocacy documents (including events) from different members.

A small task force of MP members, as agreed during the Erzurum meeting, should be established to finalize the advocacy strategy with clear timelines. This same group or task force should also co-lead



with the MPS the evolution, implementation and evaluation of the strategy document in collaboration with the Steering Committee.

Target audiences:

- Policy makers;
- SDGs Open Working Group members;
- UN Convention negotiators;
- MP members;
- Governments;
- Civil society ;
- Media;
- Beneficiaries, e.g. the mountain community.

The strategic outcomes of the plan are:

- Policymakers influenced;
- Mountains included in key international and regional processes and dialogues;
- SMD agenda becomes a priority in UN conventions and programmes of work;
- Sense of ownership of the mountain agenda developed by MP members;
- Increased information and awareness on mountain issues.

1) Mainstreaming SMD principles

To ensure that SMD principles are included in global multilateral agreements, the Advocacy task force and the MPS aim to facilitate the following:

- Support and provide guidelines on how to inform and influence relevant actors who deal with sustainable development issues;
- Support the drafting of target messages;
- organize side events during the relevant UN Conventions CoPs and other key fora at the request of MP members;
- Support members global initiatives such as the World Mountain Forum (2014);
- Support members' regional initiatives;
- Facilitate dialogue and exchange through the FAO official channels (Rome and NY offices, FAO reps, etc.)
- Contribute to the drafting of the UNGA Biannual Report on sustainable mountain development and assist when relevant to the drafting of the UN General Assembly Secretary General Resolution;
- Make available in the MP website a calendar of relevant activities;
- Engage with UN Convention Secretariat focal points.



2) MP participation in international and national processes.

The Advocacy Task force and the MPS have a role to identify needs, support initiatives and facilitate members to ensure effectiveness, as well as produce documents on mountain issues to foster their mainstreaming in national (especially sectorial) policies.

- Liaise with national governments;
- Support the establishment of National Mountain Committees;
- Strengthen and expand institutional capacity to promote SMD at a global/regional level (through IPROMO courses, etc);
- Promote thematic workshops (and follow-up action), such as the regional workshops on Climate Change organized in 2011 and 2012 in the context of the World Bank-funded Strategic Initiative on Mountains and Climate Change;
- Disseminate lessons learned at national and regional level (e.g. through TCP on Andes);
- Promote regional mechanisms for advocacy (e.g. through the TCP in the NENA region);
- Disseminate policy briefs and guidelines useful to partners for engaging in this process at national level.

3) Produce messages, documents, tools relating to SMD

The MPS in collaboration with UNEP and other partners has produced a series of issues briefs in different languages (see above). While some of it is specific to the Post-2015 SDG process, other information may be more generic and can be adapted by partners for other needs. In addition the MPS continually produces communications products to rally support for SMD. The knowledge arm of the MP should also take a lead role in producing and sharing knowledge on SMD.

- Publishing and launching of the vulnerability study assessing the number of mountain peoples suffering hunger in the world;
- Production of issues/policy briefs (general, forests and mountains, climate change and DRM, energy and water);
- Foster the production of targeted national or regional briefs;
- Disseminate the materials produced for the SDGs;
- Disseminate mountain specific outcome documents related to international symposia and conferences (such as those from the 2013 Global Landscapes Forum, 2012 Mountain Day);
- Production and dissemination of videos (such as those produced for IMD);
- Production of communication materials in six UN languages for IMD;
- Production of publications;
- Production of a tool kit to better engage with the media.



4) Ongoing worldwide awareness campaign for SMD

This should be an ongoing rather than a time-bound advocacy activity and should aim for a larger target audience, including target groups not currently involved in the MP (e.g. business groups, civil society organizations with other human-centred focus). This campaign is closely related to the current communication strategy and activities of the MP and MPS.

5) Celebrity ambassadors

Visible leadership is exceedingly important to the success of the mountain agenda and advocacy efforts. The MP would like to enlist the volunteer services and support of prominent individuals – ideally from the worlds of art, academia, literature, sports and entertainment – to raise awareness of the aims, objectives and priorities of the MP and of the cause of SMD, to convey messages about its activities and to extend its public outreach. The Celebrity Mountain Ambassador (s) will participate in specific events, champion the cause of SMD through a social media campaign (videos, spots, calls for action, petitions), deliver tailored speeches and convey the main messages. They could be used for specific campaigns (e.g. for inclusion in the SDGs) or for the ongoing awareness campaign for SMD. The ambassadors will require extensive communications support: speeches, presentations, media kits and media relations. A programme of activities both at global and regional level will be proposed and managed by the MPS.

6) UNFCCC Campaign

To ensure that mountain issues are reflected in the climate change deal that will be agreed upon in the UNFCCC CoP in Paris 2015, the MP members with the support of the MPS will embark on a campaign to ensure that a mountain lobby is formed among governments which will be present at key events and engage in the following activities:

- Provide language to MP members to be used both as communication and raising awareness activities and eventually in the negotiating text;
- Contact key countries to participate in the group;
- Hold events/meetings during the key CC events (Bonn, New York, Paris)
- Hold bilateral meetings with UN members states
- Mobilize resource for climate change actions.

7) SDG campaign

To ensure that SMD is considered in the final implementation phases of the MDGs and included in the SDGs, the MPS with the support of MP members has undertaken and will continue to undertake the following activities:

Item #4



Mountain Partnership

- Engage with key stakeholders (MP members participating in the UN Open Working Group on the SDGs, Permanent Representatives to the UN in New York and Rome) and keep the other MP members informed of their efforts;
- Raise awareness among the OWG members about 1) the relevance of mountains for global sustainable development and 2) about the MP through activities and meetings in conjunction with the OWG sessions, on International Mountain Day and other important UN and technical events;
- Produce issues briefs, speeches and draft wording that highlight the importance of mountains to sustainable development (appendix 2);
- Widely disseminate to MP members and beyond the issues briefs produced thus far by MPS together with UNEP, CDE, SDC and other partners:
 - Mountains and the Sustainable Development Goals – a call for action: [English](#), [Russian](#), [Spanish](#); [French](#)
 - Why Mountains Matter for Energy – a call for action on the sustainable development goals: [Arabic](#), [English](#), [French](#), [Spanish](#), [Russian](#)
 - Why Mountains Matter for Climate Change Adaptation and Disaster Risk Reduction – a call for action on the sustainable development goals: [English](#), [Spanish](#), [French](#)
 - Why Mountains Matter for Forests and Biodiversity – a call for action on the sustainable development goals: [English](#), [Spanish](#), [French](#)
 - Mountains as the Water Towers of the World - a call for action on the sustainable development goals: [English](#), [Spanish](#), [French](#)
- Include mountain-specific targets, indicators and means of implementation in the SDGs.
- Disseminate the outcomes of the SDG campaign widely through the MP website, FAO communications channels, social media and other means;
- The MPS and where there is relevant capacity among MP members, encourage media coverage through outreach;
- Hold bilateral meetings with UN Member States:
- Raise media awareness through celebrity ambassadors and specific events (see appendix for calendar).



APPENDIX

Events held 2013-2014

The MPS has been advocating for the inclusion of mountains in the SDGs by convening MP member governments and US-based NGOs at a series of events in New York. In particular, the MPS has promoted the following events:

- The Mountain Focus Group held a meeting, hosted by the Permanent Mission of Italy to the UN, on 17 October 2013. About 40 representatives of governments and NGOs attended the meeting, chaired by Ambassador Sebastiano Cardì of Italy in which the MPS gave a presentation and distributed an issues brief highlighting the importance of including mountains in the SDGs. UNEP presented an issues brief on mountains and sustainable energy, which included proposed targets and indicators for the SDGs. (See the MP news story: [Twenty-three governments plan efforts to include mountains in the Post-2015 development agenda](#))
- Argentina with MPS and FAO support held an International Mountain Day lunch at UN headquarters on 11 December 2013. The gathering of 40, including representatives of more than 30 governments, was chaired by Ambassador Maria Cristina Perceval of Argentina. The MPS, unveiling a publication about mountain family farming, gave concrete examples of the contributions of mountains to sustainable development while several ambassadors made appeals for mountains to be recognized in the SDGs. (See the MP news story: [Argentina celebrates International Mountain Day at the UN in New York](#))
- Argentina, Italy, Kyrgyzstan and Peru, the MPS, FAO and UNEP organized a side event called, “Building resilience to climate change in mountain areas,” during the seventh session of the OWG on 8 January 2014. Nearly 50 participants attended the meeting, chaired by MPS Coordinator Thomas Hofer, at which the ambassadors of the four countries co-hosting the event called for the SDGs to include references to mountains. Dr Iván Ramírez, Assistant Professor of Environmental Health at the New School of Liberal Arts in New York, showcased the ‘cascade of goods and services’ mountains provide and also warned that climate change will affect them. In introducing the jointly produced policy brief about why mountains matter for climate change adaptation and disaster risk reduction, UNEP referred to mountains as ‘early warning indicators’ of climate change and invited UN Member States to use the targets and indicators proposed in the policy brief to bring mountain issues into the SDG process. (See the MP news story: [UN event highlights the need to include mountains in the global development agenda](#))

Item #4



- Bhutan, Peru, Romania, the MPS and FAO organized a side event, called “Forests and Mountains in the Post-2015 Development Agenda,” during the eighth session of the OWG on 5 February 2014. Three of the six panellists, representing the governments of Bhutan, Peru and Romania, outlined the efforts of their respective nations to develop mountains and manage forests sustainably for the well-being and livelihoods of their citizens while event moderator Thomas Gass, UN DESA Assistant Secretary-General, noted the issues also need addressing at global level. The other three panellists, Ambassador Gerda Verburg of The Netherlands, FAO Assistant Director-General Eduardo Rojas-Briales and MPS Coordinator Thomas Hofer, expressed the commitment of the multi-stakeholder platforms they lead - the Committee on World Food Security, Collaborative Partnership on Forests and the Mountain Partnership, respectively - to support UN Member States in their efforts to recognize forests and mountains in the SDGs for their invaluable contributions to food security and poverty eradication. More than 40 people attended the gathering and the issues brief on mountain forests and biodiversity was distributed. (See the MP news story: [Mountains and forests make headlines at the United Nations](#))
- The Permanent Mission of Peru to the UN, with MPS and FAO support, convened a working lunch to discuss how to integrate mountains in the Post-2015 development agenda on 6 February 2014. Ambassador Gustavo Meza-Cuadra of Peru chaired the meeting of diplomats representing 20 countries, almost all of whom are both MP and serve on the Open Working Group. Participants delved into the background papers showing how mountains can fit in the potential SDGs and the four issues briefs prepared by the MPS, UNEP, CDE and SDC. In keeping with their mandate from Rio+20, FAO, UNEP and UNESCO worked together at this meeting to support UN Member States to strengthen their sustainable mountain development efforts. (See the MP news story: [Peru holds brainstorming session with 20 countries to include mountains in Post-2015 development agenda](#))
- Diplomats representing 15 governments and heads of several US-based Major Groups met on 29 April 2014 to discuss how the mountain agenda should hone in on two succinct but compelling arguments for the 11th session of the UN Open Working Group (OWG) on Sustainable Development Goals (SDGs). During a meeting hosted by the Permanent Mission of Romania to the UN in New York, USA, participants examined six areas of sustainable development, and ultimately chose ‘water’ and ‘ecosystems and biodiversity’ as the those where mountains contribute most to the livelihoods and well-being of communities around the world.(see MP news story) [Water and ecosystems, most pertinent to mountains](#))

Item #4



- A lunch event hosted by the Peru Embassy to promote efforts in sustainable mountain development among permanent missions to FAO in Rome. June 2014
- For UNFCCC COP20, the MP worked with the Governments of Switzerland, Bhutan, Argentina, Guinea, Kyrgyzstan, FAO and The Mountain Institute to organize a high-level side event on Mountains and Climate Change – from understanding to action. (Peru, 11 December 2014).
- Mountains were celebrated at the United Nations in New York, USA, with an event co-organized for IMD by the Permanent Mission of Argentina, the Food and Agriculture Organization of the United Nations and the Mountain Partnership Secretariat (MPS). Panellists included Argentina, Italy, Switzerland and the Utah Valley University. A Mountain Focus group on keeping high the attention on SDGs was also held in the afternoon. (12 December 2014, New York).