



Wednesday, 14 December 2016

11:00 – 12:15

Sheikh Zayed Centre, FAO



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## PRESENTING FAO AS A POLICY ORGANIZATION

### BACKGROUND AND KEY MESSAGES

How can FAO make its distinctive, extensive and often complex role in policy and governance support work more easily understood by member countries, staff, partners and other stakeholders across the world? What can be done to increase awareness and uptake of FAO policy perspectives? And how can FAO adapt its policy presentations to the fast-paced world of social media and on-line communities? The new FAO web-based Policy Portal responds to all these needs and more. The product of a broad collaboration among more than 50 policy practitioners across SPs and technical divisions, the portal presents the most salient policy, and policy-enabling work, taking place across FAO.

The Policy Portal:

- 1 Presents the scope and variety of FAO policy and governance work and shows the organization enabling policy dialogue at multiple levels and at all stages in the policy cycle through its many intergovernmental and multi-stakeholder mechanisms;
- 2 Shows, through videos, case studies and reports, FAO strengthening its country-level focus to enable countries to have a greater policy impact, particularly in the implementation of national policies and programs to achieve the SDGs;
- 3 Improves the online visibility of FAO policy support work in all FAO languages, and features FAO policy guidance, briefs, norms, standards, data, analysis, tools and other resources for its many stakeholders;
- 4 Supports FAORs, liaison offices and policy practitioners across the organization who need to understand, distil and disseminate key FAO policy messages across a wide range of topics; and
- 5 Is owned by FAO Community of Policy Practitioners (CoPP), led by the SPLs and RSPCs under the Strategic Framework, and curated by ESD in partnership with DDN, OCC, OHRL and CIO.

# POLICY PORTAL CONTENTS

The Policy Portal is designed to present a comprehensive overview, and a common point of access for all FAO policy work.

The homepage and six principal tabs are:

**HOMEPAGE:** Presents, through 6 headline tabs, a comprehensive overview of FAO policy roles and perspectives. A twitter feed (FAO #Policy Tweets) aids dissemination of FAO policy views on social media.

**VISION:** Highlights the priority assigned to policy work for achieving both the FAO Strategic Objectives and for maximizing the contribution of food and agriculture to the SDGs. Features policy messages from FAO senior management, and outlines FAO distinctive approaches to policy and governance support.

**POLICY THEMES:** Presents 25 policy theme pages drafted with SP subject matter experts. Each includes key policy messages, a 3-minute video, and links to partners, resources and SDG goals.

**GOVERNANCE:** Describes the FAO approach to global and country-level governance work and the importance of this cross-cutting theme in all our policy and programmatic work.

**MECHANISMS:** Provides a search engine for accessing information on over 160 major FAO-sponsored or -enabled global or regional alliances, forums, partnerships and platforms.

**RESOURCES:** Offers a customized search engine to improve access to over 200 FAO featured policy resources including ones selected by SP teams (policy briefs, videos, tools, webinars, reports, books etc.).

**NEWS:** Provides summaries and links on policy relevant FAO news, new resources, events, Tweets etc.

The screenshot shows the FAO Policy Support and Governance portal. At the top, there is a navigation bar with the FAO logo and the text 'Food and Agriculture Organization of the United Nations'. Below this, there are links for 'About FAO', 'In Action', 'Countries', 'Themes', 'Media', 'Publications', 'Statistics', and 'Partnerships'. The main content area is titled 'Policy Support and Governance' and features a large image of a group of people in a meeting. Below the image, there is a section for 'Policy and Governance' with a sub-section 'Discover more' containing four cards: 'Access to Finance', 'Blue Growth', 'Climate Change', and 'Climate Smart Agriculture'. There are also sections for 'Policy Engagement', 'Governance Support', and 'Mechanisms'. A 'Highlighted Resources' section displays several documents, including 'Guideline: Addressing Rural Youth Migration at its Root Causes: A Conceptual Framework' and 'Issue Paper: Migration, Agriculture and Rural Development'. At the bottom, there is a 'Share this page' section with social media icons and a 'Contact us' section with an email address: policy-support@fao.org. The footer contains a list of 'FAO Departments and Offices' and 'Follow us on' social media links.

The event will be webcast at <http://intranet.fao.org/stream/?id=4264>

 #policy  
#governance

FOR FURTHER INFORMATION  
[policy-support@fao.org](mailto:policy-support@fao.org)