



Mountain Partnership

## Communication Strategy of the Mountain Partnership 2022-2025

### 1. Introduction

This communication strategy was developed by the Mountain Partnership Secretariat (MPS) to provide a framework to support the activities of the MP, in line with the 2022-2025 priorities, defined in the advocacy strategy and governance document. The current strategy builds on the previous one referring to 2018-2021.

Since its inception, the MPS has facilitated knowledge sharing and collaborative action among MP members. The Secretariat, in consultation with members, has developed a powerful brand and visual identity, a website, a monthly newsletter in English, a brochure in four languages, social media channels, videos, technical publications, databases, policy and issues briefs, United Nations (UN) reports and other materials. It has also developed guidelines for news stories to be published on the website, a social media guide as well as brand guidelines (see annex 2).

This communication strategy sets out objectives, key audiences and target groups, including specific messages, tools and activities, all aimed at maximizing the impact of communication efforts of the MP. It is meant to help MP members and others that are interested in mountain issues to better access and utilize the various communication platforms of the MP.

In addition, MPS communication plans are devised yearly according to the priorities set by MP members and communicated to the MPS directly and through the Steering Committee, and in coordination with the advocacy strategy and its priorities. International Mountain Day (IMD) communication plans are devised yearly as well in collaboration with the Food and Agriculture Organization of the United Nations (FAO)' corporate communication team.

### 2. Communication goals and objectives

The overall goal of this communication strategy is to strengthen the MP by promoting a collective voice and outreach to promote sustainable mountain development (SMD). The strategy aims to achieve this goal through:

1. utilizing several communication tools that are available to all members of the MP, and
2. by encouraging members to utilize the MP channels and key messages for simultaneously promoting their work and raising global awareness and attention to mountain issues.

The external and internal communications objectives that the MP aims to achieve through the communication strategy are as follows:

**External communication objectives:** Ensure attention to mountains by mobilising the MP constituency and building on their respective strengths;

- Expand outreach to new audiences not already working on or involved in addressing mountain-related issues (e.g. social and environmental activists, youth, artists, musicians,

fashion designers, athletes, Indigenous Peoples, etc.) to engage them in supporting the mountain cause;

- Maintain the MP's position as the key UN voluntary alliance in which members work together for the improvement of mountain peoples' lives and the protection of mountain environments;
- Support policy-makers and civil society with evidence-based information, to help substantiate commitments and support for national strategies and programmes, policies and laws that aim at sustainably developing mountain areas, and that are coherent with advocacy priorities;
- Build awareness about the importance of sustainable mountain development, empower mountain peoples and enhance the conservation and sustainable use of mountain ecosystems to observe the International Year of Sustainable Mountain Development;
- Raise awareness for and inform about mountain specific issues of priority at UN events, relevant fora, regional events and on International Mountain Day (11 December), among others;
- Build awareness among existing and potential resource partners of the activities of the MP to consolidate and increase financial support;
- Foster synergies, coordination and collaboration with other actors, networks and initiatives concerned with mountains or other topics related to sustainable development;
- Share lessons learned, incorporate and promote indigenous, local knowledge and new scientific knowledge and promote best practices that can assist in strengthening sustainable development and building resilience of mountains and mountain peoples to issues such as food insecurity, climate change and the effects of globalization;
- Promote and share the communication and outreach activities of MP members that are consistent with the MP's SMD messaging; and
- Promote media coverage of the MP and its initiatives.

### **Internal communication objectives (among MP members)**

- Develop and coordinate knowledge and science-based consistent messages to promote SMD;
- Ensure MP members have access to the information they need to communicate and advocate at global, regional and local level as well as to information about the Partnership's activities;
- Strengthen the MP communication network, share communication products of MP members, and facilitate the exchange of knowledge within the Partnership to build synergies and avoid duplication and overlap;
- Promote key messages and a standardized visual identity to be used across all communication channels of the MP; and
- Provide visibility to the resource partners supporting the MP and the MPS.

### **3. Target audiences:**

- MP members
- Policy-makers
- UN Conventions negotiators and delegates
- Governments

- Civil society, particularly mountain people
- Scientific and technical community
- Media
- Private sector
- Youth and students
- Donors

#### 4. Key messages

Mountain Partnership members should disseminate key messages that have been developed by the MPS in collaboration with members, that can be tailored according to audience and used in speeches, events, posters, media interviews, etc. The MPS updates key messages regularly with new data with the support of MP members. The emphasis should be on global issues that affect mountain communities and environments, such as food security, livelihoods, equal opportunities, climate change, water and biodiversity issues. Key messages are also issued annually for International Mountain Days based around that year's specific theme. Attention can be called to mountains at events that do not strictly pertain to mountains by choosing strategic key messages and entry points.

#### Examples of key messaging:

##### Key facts

- Mountains cover about 27 percent of the earth's land area and are home to 1.1 billion people – 15 percent of the world's population (*SDG 15*).
- Ninety percent of mountain people live in developing countries (*SDG 1*).
- Mountains host about half of the world's biodiversity hotspots and 30 percent of all Key Biodiversity Areas, as well as vital genetic resources for locally adapted crops and livestock (*SDG 15*).
- Mountain ecosystems provide important ecosystem services to billions of people living downstream, such as stabilizing slopes, regulating climate, regulating hydrological cycles, and supporting livelihoods (*SDG 13*).
- Women are vital to environmental action in mountain ecosystems. They contribute to resource management, biodiversity conservation, water and food security (*SDG 5*).
- Mountains are of paramount importance as water towers, both for mountain people and for around 2 billion people living in connected lowland areas (*SDG 3*).
- Two-thirds of irrigated agriculture globally depend on runoff contributions from mountains (*SDG 2*).
- Sustainable agrifood systems are drivers of sustainable mountain development due to their potential for small- and medium-sized enterprises, and their links with tourism and niche markets (*SDGs 1, 2, 8, 12*).
- Mountains have a key role to play in providing renewable energy, especially through hydropower, solar power and wind power (*SDG 7*).
- In 2018, 39 percent of all the global mountain area was covered in forests (*SDG 15*).
- Mountain destinations attract about 15-20 percent of global tourism (*SDG 8*).

## **Climate change**

- Climate change is negatively impacting food security, agriculture and the provision of ecosystem services across many different mountainous regions worldwide (*SDG 13*).
- Snow cover, glaciers and permafrost in mountain areas are projected to continue to decline in almost all regions throughout the twenty-first century. This has implications on water supply in the lowlands, such as a reduced river flow during summer and dry seasons, with implications on large irrigation schemes (*SDGs 6, 13*).
- Climate-related hazards, such as flash floods and landslides, have contributed to an increase in disasters, affecting a growing number of people in mountain regions and further downstream. Moreover, the increasing number of natural hazards has high potential for cascading effects in mountain environments, and the interaction between different hazardous events can lead to greater impacts than the sum of the single hazard effects (*SDG 13*).
- The current rate and depth of adaptation in mountain regions is insufficient to respond to current and future climate change. Transformational approaches are needed (*SDG 13*).

## **Food insecurity and poverty**

- One out of two rural mountain people in developing countries is vulnerable to food insecurity (*SDGs 1, 2*).
- Poverty, marginalization and inequitable gender dynamics are the root causes of mountain people's vulnerability (*SDGs 1, 5, 8, 10*).
- When mountain people migrate, it has multiple positive and negative impacts on their livelihoods and communities as well as on mountain ecosystems (*SDGs 8, 10, 15*).

## **Pollution**

- Mountain ecosystems are at risk from uncontrolled dumping and open burning of waste, including plastic waste (*SDG 15*).
- Due to long-range environmental transport, hazardous chemicals including persistent organic pollutants and microplastics are deposited in mountains (*SDG 15*).

## **Land degradation**

- About 311 million people – approximately half of the rural mountain population in developing countries – live in areas exposed to progressive land degradation, 178 million of whom are considered vulnerable to food insecurity (*SDG 15*).

## **Infrastructure**

- In 2018, only 29 percent of the rural mountain population lived in areas with high service and facilities availability (such as education, health care, amenities, food services, non-food shops, access to water and sanitation, technology and communication, electricity and hotels). The vast majority of the rural mountain population, approximately 442 million people, lived in areas with limited service availability (*SDG 9*).

## **Conflict**

- An estimated 212 million rural people in the mountains lived in areas identified as having medium and high intensity of conflicts between 2000 and 2018. Out of those, 128 million were estimated to be vulnerable to food insecurity (*SDG 16*).

## 5. Tools, activities and services

Over the past few years, the MPS has successfully expanded its reach by employing the use of social media in addition to traditional media to improve the reach and efficacy of communication activities. The MPS Communication Team has the Food and Agriculture Organization of the United Nations (FAO) corporate communication team's strong support for corporate activities and events and capitalize on their large networks and followers.

The following tools are made available to all MP members to convey the messages and activities of the MP:

**Websites** – The [MP website](#) is managed by the MPS, with editorial contributions from MP members. It has centres on news, events, priorities, activities, needs and contact details of MP members. It aims to constantly build its public reach and disseminate mountain-related news even further. It is currently in English. The MPS also manages the pages for the SMD training programmes [IPROMO](#) and [GROW](#) as well as the website for [International Mountain Day](#) (in three languages), where activities, messages and information materials are posted.

**Social Media** – The MPS maintains six strategically selected social media channels – a [blog on Exposure](#), [Facebook page](#), [Flickr photo account](#), [Twitter](#), [Linkedin](#) and [Instagram](#) – to promote the activities of the MPS and MP members, increase awareness of mountain issues, and interact with MP members and the greater public in a fast-paced fashion. The MPS also manages two Facebook groups – [Youth for Mountains](#) and [International Mountain Day Event Organizers](#) – and encourages the members of these groups to engage with each other. The MPS can also count on FAO Forestry's official Twitter account and FAO's official corporate social media channels for the dissemination of key messages. The MPS will regularly assess the need for new platforms and features to be more inclusive and accessible to all MP members.

MP members are encouraged to create social media accounts if they do not already have them, to engage with the official MP social media channels and to provide content to the MPS for these channels. Regular usage of the MP's official hashtag *#MountainsMatter* where appropriate is also highly encouraged.

**Peak to Peak** – The [MP newsletter](#) allows for the monthly delivery of a round-up of MP news and events to inboxes of MP members and a greater network, called "Friends of the MP". It reports regional and member information submitted by MP members to the MPS as well as "closed" meetings and other endeavours that are pertinent to SMD, especially when they could be replicated in other regions. Peak to Peak is managed by the MPS.

**Email listservs** – The MPS uses and regularly updates three email lists. One is for MP members as a whole who are regularly sent targeted messages that pertain to them or are not intended for the general public. The MPS also maintains and uses lists for "Friends of the MP" and IPROMO alumni. The

MPS are the moderators of these listservs and therefore must approve any messages sent to them. All MP members are invited to send the MPS content for distributing through the listservs.

**Publications** – A wide range of publications written by MP members document in-depth knowledge on various subjects related to SMD and are made available for public consultation on the MP website as well as on members' websites. The MP publication archive is available [online here](#) and provides links to members' publication repositories. In addition, the MPS produces ad hoc publications in collaboration with key members.

**Information sheets** – [Information sheets](#) in six languages for IMD are produced yearly by the MPS as well as information sheets on key topics (e.g. Post-2020 Biodiversity Framework, sustainable food systems, etc.).

**MP brochure** – The MPS regularly produces a [brochure](#) in English, French, Russian and Spanish, showcasing its pillars of work plus global and regional activities. The brochure is available digitally on the MP website, and physical copies can be requested from the MPS.

**Videos** – When financial resources are available, the MPS produces videos, both long versions and social media ones about the MP and IMD to advance SMD messages and showcase specific programmes and initiatives. MP members are encouraged to produce videos about their projects and to share these with the MPS for disseminating via the MP's various channels.

**Resource mobilization proposals** – Regular proposals are produced by the MPS and support is available on request. More information is available [here](#) on the MP website.

**Presentations and speeches** – PowerPoint [presentations](#) and PowerPoint templates created by the MPS can be requested and adapted by MP members according to need and audience. Speeches are produced and tailored for specific events, and the MPS can provide MP members assistance on these when requested.

**Mountain Partnership Goodwill Ambassadors** – To inspire goodwill toward improving the quality of life and sustaining healthy environments in the world's mountain regions, and in line with the MP advocacy strategy, MP members nominate well-known personalities to champion the cause of SMD. Currently, the MP has nine [Goodwill Ambassadors](#): Ludovico Einaudi, Arjun Gupta, Reinhold Messner, Jake Norton, His Holiness Drikung Kyabgön Chetsang, Mira Rai, Stella Jean, Luis Benitez and Nikki Pitre; one [Youth Ambassador](#): Dilshodbegim Khisravova; and two [Goodwill Ambassadors to Italy](#): Massimiliano Ossini and Lino Zani.

## 6. Monitoring and evaluation

The quality and success of the implementation of the communication plan should be measured and audited to monitor progress and what to improve. Currently, Google Analytics and other reporting tools are used to track the reach of MPS communication products and channels, including the MP and IMD websites, social media and Peak to Peak, and audiences' engagement with them. These analytics are regularly presented at the annual or biannual Steering Committees. The SC may propose other

methods of evaluating and specify certain pieces of information to collect to assess the quality and success of the communication plan.

**Annexes:**

1. News guidelines
2. Brand guidelines
3. Social media guidelines



## **Annex 1: News guidelines**

Web news stories should not exceed 500 words and be accompanied by at least one photo.

The MP shares information about sustainable mountain development, so news stories must be centred on mountain communities and/or environments and be as timely as possible.

### **Headlines**

- Have a limit of 50 characters with spaces (no abbreviations or acronyms)
- Must have the word mountains or name of a mountain or mountain range
- Should have an action verb in the present tense
- Establish geographic location – region, country, mountain range

### **News structure**

The first sentence of the news should be about the latest development and ideally include:

- Who (name of MP member, if applicable)
- What the action/development is
- When, the day the news occurred (please try to submit news as early as possible)
- Where – town/city and country
- How and why, if possible but those can also be explained further down in the story

Quotes are a great way to make the story more interesting and add different perspectives. In a story of 500 words, one or two quotes suffice; three should not be exceeded.

All stories end with a 'read more' link to another website, so writers should provide a website where readers can find either the same (originally published) article or more information than what was provided in the story. One link is enough.

### **Byline**

Articles can be signed by an individual or by an organization, if preferable. Members of the Mountain Partnership should be sure to include the name of their organization in the news itself as well as in the byline at the end of the article.

### **Photos**

Images should always be high quality - resolution 300 dpi is best but less is acceptable. Multiple photos are appreciated and will be used on Facebook and Flickr. Please be sure to provide the name of the photographer. All photos published by the MP website are subject to a granting of copyright through the signing of a FAO photo permission form.

## Annex 2: Brand guidelines

### Use of the Mountain Partnership Brand

An activity or initiative can be labeled as being implemented within the MP if the following criteria are met:

- At least two MP partners are involved in or contribute to the initiative; and
- The initiative is clearly related to SMD and contributes to the MP mission and objectives.

It is important that all initiatives which are being implemented under the MP logo are reported to the MPS in order to ensure proper communication to the entire membership.

### Visual Guidelines

Our external/internal audiences recognize MP as a strong, self-standing, distinct brand. By using the same logo, typefaces, slogans and colours to share our key messages, we convey cohesive and consistent messages, which makes our individual voices stronger.

#### Name in English / French / Spanish:

Mountain Partnership / Alianza para las Montañas / Partenariat de la montagne

#### Tag line in English / French / Spanish:

Working together for mountain peoples and environments /

Œuvrer ensemble pour les populations et les environnements de montagne /

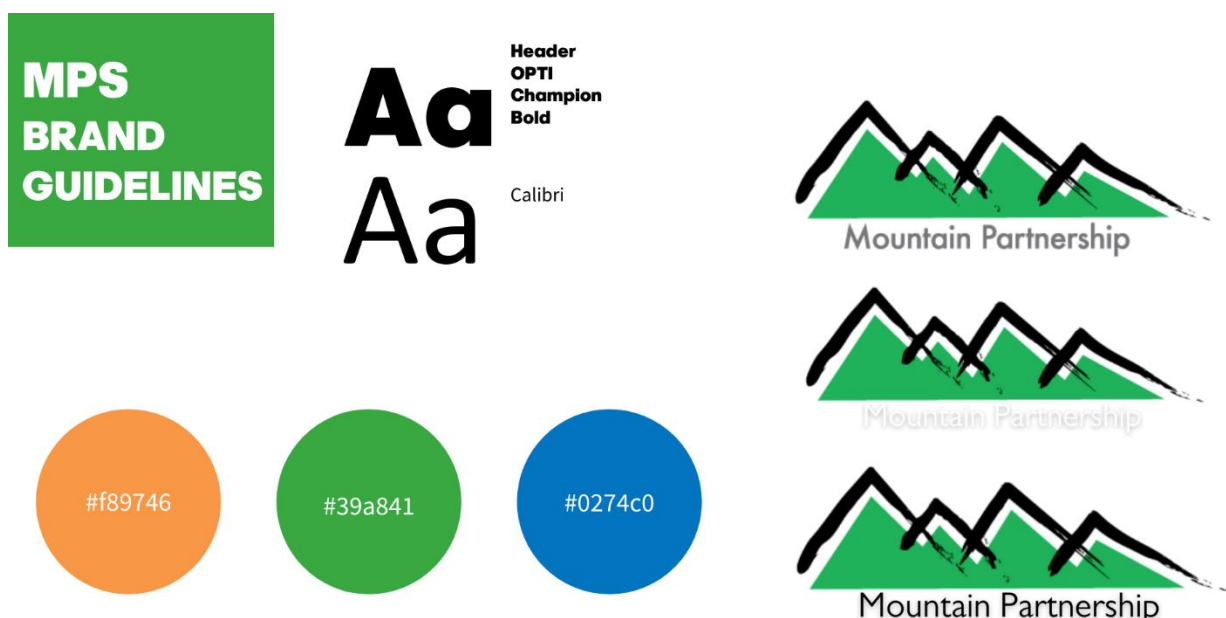
Trabajando juntos por los pueblos y el ambiente de las montañas

### Logo

The Mountain Partnership logo features four green mountain peaks surmounted by black brush strokes.

MP members are invited to use the MP [logo](#), which can also be placed on members' websites or used when organizing an event or initiative to promote SMD with at least one other MP member.

### Mountain Partnership Secretariat brand guidelines



## International Mountain Day Brand Guideline:

**IMD  
BRAND  
GUIDELINES**

**Aa**

Header  
OPTI  
Champion  
Bold

Aa

Body  
Source Sans  
Pro

#f89746

#39a841

#8cb4de

#0274c0



### **Annex 3: Social media guidelines**

Social media is a powerful tool for communications and outreach. In addition, it is a fast and low-cost way to quickly share information with a large audience. The MP uses [Facebook](#), [Twitter](#), [Instagram](#), [Flickr](#) and FAO's [YouTube](#) to share news, event announcements and relevant information about its members and sustainable mountain development. The MPS encourages MP members to utilize social media in their communication as well as explore the latest features of the various social media platforms. For example, TikTok is an emerging platform that can be used to make short videos to reach younger audiences, and reels and IGTV are a new video feature of Instagram that members can also use to communicate messages to followers.

The official hashtag used by the MP is *#MountainsMatter* and the handle is @UNmountains.

#### **Twitter**

How often to post:

- Connecting with MP members via Twitter is a daily activity. This platform is used for: promoting MP events, initiatives, calls for studies/action, MP member content, retweeting when tagged, and more.
- Keeping track of Twitter impressions / hashtag analytics is important to measure the MP's social performance. Using Twitter's analytics function allows us to measure how our audience reacts to the content that the MPS shares.

Content:

- Content featured via the MP's official Twitter consists of: MP member news stories published on the MP website, event promotion, advocacy, and key mountain messages.

#### **Facebook**

How often to post:

- To stay present and visible on Facebook, the MPS publishes at least one post per day, maximum two posts per day.
- The MPS maintains monthly analytics of the MP's page, accounting for the number of followers, size of post reach, number of people engaged and the page's star rating. Based on these analytics, the MPS adjusts what and when it shares content.

Content:

- Facebook content should be varied. It is important to publish a mixture of photos, videos, links and articles to keep audiences engaged.
- Facebook posts are meant to be short and colloquial, avoiding overly technical language or acronyms, and to link to further information. The recommended length of text for a Facebook post is 40 characters.
- When referring to another organization in a post, tag the organization's page, if possible. To tag the MP's Facebook page, write: @MountainPartnership

## **Instagram**

How often to post:

- Engage daily with MP members, like, comment and share their content. Share images, short social media videos, IG stories and feed posts weekly.
- Connect with and follow MP members.

Content:

- Content is based around the following: promotion of upcoming events, International Mountain Day content, UN International Days content, quizzes on mountains, Mountain Partnership Products Initiative, and sharing MP members' content.
- The goal of the MP Instagram is to engage our audience and gain reactions via likes, comments and shares to amplify outreach efforts.

## **Flickr**

The MP shares photos of mountains, mountain peoples and MP events on its [Flickr](#). Members are welcome to submit photos to the MPS to be shared on the Flickr. Photos should be of good quality (high resolution, at least 300 dpi, in jpg format) and can be sent to the MPS at [mountains.mps@gmail.com](mailto:mountains.mps@gmail.com).

Anyone may request to use photos from the MP Flickr for non-commercial use by contacting the MPS. Appropriate attribution should be provided, including the name of the photographer. All photos published by the MP website are subject to a granting of copyright through the signing of a FAO photo permission form.

## **YouTube**

The Mountain Partnership produces short videos about sustainable mountain development and International Mountain Day and publishes these on [FAO's official YouTube account](#). Members are welcome to share these videos on social media and tag the Mountain Partnership's accounts to be reposted.