



COMMITTEE ON WORLD FOOD SECURITY

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COMMUNICATION STRATEGY FOR THE COMMITTEE ON WORLD FOOD SECURITY

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Matters to be brought to the attention of the CFS

The Committee:

- a) Acknowledges that awareness raising and outreach should be an integral part of the development and roll out of all the Committee's work;
- b) Notes that effective communication is an important component for achieving CFS objectives as awareness regarding CFS and its outputs is a precondition for their voluntary adoption and application taking into account context specificities;
- c) Endorses the elements of the strategy as presented and recommends and urges that an implementation plan including the budget be worked out by the Secretariat in close collaboration with the Bureau and the Advisory Group;
- d) Communication should be an intrinsic part of all CFS workstreams

I. INTRODUCTION

1. The vision of the reformed CFS is to be the foremost inclusive platform for all stakeholders to work together to ensure food security and nutrition for all. An essential component of the vision is communicating the work of CFS to food security and nutrition stakeholders.

2. This document presents the elements of a communication strategy and identifies current communication needs and actions to be taken to increase the visibility of the Committee and its work. Once the elements are endorsed an action plan and budget will be developed for the period October 2013 – October 2015, along with milestones and indicators relevant to the monitoring and evaluation of the strategy.

A. Objectives

3. The objectives of this strategy are:

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 multi-stakeholder 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

B. Stocktaking

4. This section contains a summary of background information needed by stakeholders to understand the context of CFS and a list of CFS products.

The CFS Context

- Why food security and nutrition are important
- What CFS is, how it works and what it does
- Why the CFS multi-stakeholder model is important

Stand-alone CFS products

- Global Strategic Framework (Second Version 2013)
- Voluntary guidelines on the responsible governance of tenure of land, fisheries and forests in the context of national food security (VGGT) (2012)
- Responsible agricultural investments (rai) (under development for endorsement in 2014)
- Agenda for Action for food insecurity in protracted crises (under development for endorsement in 2014)
- Voluntary Guidelines to support the progressive realization of the right to adequate food in the context of national food security (referred to in the CFS Reform Document 2009)

CFS Policy recommendations & HLPE Reports

- Biofuels and Food Security (2013)
- Investing in Smallholder Agriculture for Food Security (2013)
- Food Security and Climate Change (2012)
- Social Protection for Food Security (2012)
- Price Volatility and Food Security (2011)

CFS Policy Recommendations

- How to Increase Food Security and Smallholder Sensitive Investments in Agriculture (2011)
- Gender, Food Security and Nutrition (2011)

5. The CFS Policy Recommendations are reviewed annually to ensure that they have not been superseded by subsequent CFS products. For example, the CFS 36 (2010) Policy Recommendations on Land Tenure and International Investment in Agriculture have been superseded by the VGGT (2012).

II. THE CFS NETWORKS

6. The reformed CFS is a network of networks made up of many of the key players in food security and nutrition. This communication strategy aims to leverage those networks by providing stakeholders with the tools to inform on and disseminate CFS products within their constituencies.

A. Member Countries

7. The primary network is that of member countries whose policy makers should be aware of CFS products and how they can be used. The food security and nutrition policy landscape is often fragmented cutting across several ministries and it is recognized that some policy makers are not aware of the decisions that their governments have taken. At the same time not all CFS products are relevant to all member countries. CFS needs to provide tools to allow members to easily disseminate the relevant CFS products to their policy makers.

B. The Rome Based Agencies

8. Another important network is that of the Rome Based Agencies – FAO, IFAD and WFP – who are key members of the Advisory Group. Their staff work on the front line of food security and nutrition at the national and regional levels and often work closely with members of government and

other humanitarian and development practitioners. They can play an instrumental role in raising awareness of the work of CFS. The CFS Joint Secretariat can also help facilitate this exchange with their respective agencies.

C. The Advisory Group constituencies

9. The Advisory Group is made up of the following constituencies:

- 1) UN agencies and other UN bodies
- 2) Civil society and non-governmental organizations
- 3) International agricultural research institutions;
- 4) International and regional financial institutions
- 5) Private sector associations and philanthropic foundations.

10. These constituencies offer a powerful way to disseminate CFS messages to a diverse group of food security and nutrition stakeholders who are not directly connected to the Committee.

D. The High Level Panel of Experts on Food Security and Nutrition (HLPE)

11. As the science-policy interface of CFS, the HLPE is in contact with many of the technical specialists on food security and nutrition issues in the world. Through the work of the Steering Committee and the various project teams a wide network of academics and experts can be accessed.

E. Other networks

12. Other networks that can be leveraged to raise awareness of the work of CFS include:

- Policy influencers and high profile stakeholders at global, regional and national levels
- Humanitarian and development practitioners
- Academics and professional organizations
- Multi-stakeholder governance mechanisms at global, regional and national levels
- Intergovernmental bodies and other high profile fora

F. Media

13. Outreach to media is an important component of communication. Media outlets include:

- General media (online and print) at global, regional and national levels
- Social Media (Facebook, Twitter, etc)
- Technical and specialist media
- TV & Radio (including webcasting and podcasting)
- Discussion Forums such as the FSN Forum and blogs
- Mobile phones including Smartphone Apps and SMS Text Messaging

14. Each of these outlets is targeted at different stakeholder groups. For example, the general media are more likely to be interested in covering the annual CFS Session whereas the technical and specialist media would be more interested in the outcomes of the policy round tables. A strategy would be developed for each outlet.

III. OUTREACH TOOLS

15. In order to empower the CFS networks to help disseminate CFS products, outreach tools will be developed that can be used by the different stakeholders and can be tailored for different networks.

A. CFS Public Website

16. The CFS public website (www.fao.org/cfs) is maintained in the six official FAO languages. A download area will allow easy access to a wide range of materials related to CFS products. For each

product a suite of supporting materials will be developed including key messages, presentations, brochures and other outreach material.

17. The following activities will help strengthen the CFS web presence and improve the website's ranking in search engine results:

- Keyword, meta data and search engine optimization
- Link swapping with other major food security and nutrition web sites
- A "sign up" page where people can register their interest in the work of CFS

B. CFS Mailing List

18. Constituent Relationship Management systems can help build sustainable relationships with constituents by expediting flexible and targeted communications. As well as emails, SMS text messages can also be sent which is important for parts of the world where internet connections are not reliable.

19. CFS already has approximately 2000 contacts made up of people who are connected to the work of the Committee in some way. A link to join the mailing list is on the CFS website at the link www.fao.org/cfs/signup.

20. "CFS Updates" will be sent to the complete CFS Mailing three times a year as per the following schedule below.

Month	Main theme
November	A round up of the October session
April	An update on priorities and advance news of the themes of the October session
September	Details of the upcoming session

The list will also be used for campaigns targeted at specific stakeholder groups.

IV. CAMPAIGNS

21. A way to provide feedback on CFS products and their effectiveness will be included in all campaigns so that stakeholders can provide feedback for the Monitoring Working Group. The following campaigns are envisaged for the October 2013 to October 2015:

A. Rome Based Agency engagement

22. In conjunction with the internal communication functions of the Rome based agencies, staff of the agencies will be made aware of the work of CFS and how the CFS products can be used in their work. A particular emphasis will be put on engaging the regional and country offices who will be encouraged to pass on CFS messages to their partners. In order to expedite engagement, messages must be concise and follow up actions clearly identified.

B. Advisory Group constituency engagement

23. The members of the Advisory Group will be consulted as to the most effective way to engage their constituencies. Content will be adapted according to the feedback received in order to expedite their outreach.

C. Other multi-stakeholder fora

24. Through the Bureau and Advisory Group constituencies, other food security and nutrition multi-stakeholder fora at the global, regional and national levels will be identified and informed of the work of CFS and, where possible, engaged in mutually beneficial dialogue.

D. Outreach to specialist and technical media

25. An inventory will be made of all specialist and technical media (online and print) that cover food security and nutrition issues. Where possible they will be engaged and asked to include articles on CFS.

E. Targeted outreach at country and regional levels

26. A stocktaking exercise will be carried out to identify effective and useful media outlets at the country and regional level focusing on areas of the world where internet access is not ubiquitous. These outlets will be encouraged to carry articles related to CFS.

F. Identification and engagement of CFS “Champions”

27. A further stocktaking exercise will be carried to identify high profile stakeholders who could champion the work of CFS. Where possible they will be engaged and provided the materials they need.

G. CFS Chairs’ Travels

28. Since the Reform in 2009, the two Chairs of CFS - Noel de Luna (2009 – 2011) and Yaya Olaniran (2011 – 2013) - have been invited to attend a wide variety of fora and events. A follow up exercise will be carried out to further build on this outreach. Future Chair’s travels will be more systematically integrated into CFS communications and opportunities for outreach that they offer will be consolidated.

H. Session related outreach

29. As well as the three CFS Updates per year, the following activities will be carried out:

- Pre-session media pack and media releases
- Social media campaigns (Facebook, Twitter, etc)
- Collection of feedback from delegates
- Post session media outreach including press conferences and media releases
- Other activities as feasible

V. EVALUATION

30. The following tools and indicators will be used to evaluate the success of communication and outreach:

- Feedback from the Bureau and Advisory Group members and their constituencies
- The number of stakeholders signed up to the mailing list, the number of emails that are opened and the number of links that are clicked
- Increasing and balanced demographic outreach for the website and mailing list
- Search engine visibility, website traffic and web analytics
- Number of articles published about CFS or its products and number of mentions of CFS in articles published by others
- Quantity and quality of feedback received on CFS products from end users
- Quantity and quality of feedback on CFS sessions