

CFS 53 COMMUNICATION UPDATE

1. Introduction

Highlighting the CFS policy products, activities and global profile through communication activities is a key activity shared among CFS Members and other stakeholders. According to the MYPoW 2024-2027, the Rome-based Agencies (RBAs), with their global networks, play a key role in outreach as other members of the Advisory Group. All CFS stakeholders are encouraged to reach out to their constituencies, networks and regions to raise awareness of CFS and its policy guidance and recommendations, and to solicit feedback from them on their use. In this way the responsibility of communicating and profiling CFS, especially at regional and national levels, is shared.

The CFS annual Plenary session is usually held in FAO in October and represents the main opportunity to communicate with, and hear from CFS Members, Participants, and Observers and goes beyond the stakeholders who deal with CFS on a day-to-day basis. The convening power of CFS is strong and the session is seen by many as the most important event in the food security and nutrition calendar.

2. Communication activities during the intersessional period

Building on the CFS 52 momentum, the CFS communication activities will support the ongoing efforts to reinforce its presence and interactions with relevant global and regional fora pending agreement with relevant partners, and subject to the availability of resources, *inter alia*:

- IFAD Governing Council (12-13 February)
- Commission on the Status of Women – CSW69 Beijing +30 (March)
- Nutrition for Growth (27-28 March)
- Collaborative Governance meetings (March and September)
- HLF Climate change and Biodiversity (Spring)
- HLF Responsible Investment and Financing (October)
- WFP Annual session of the Executive Board (23-27 June)
- FAO Conference (1-7 July)
- FfD4 (30 June-3 July)
- UN High Level Political Forum (14-18 July)
- General Assembly of the United Nations (September)
- Conferences of the Parties of the Rio Conventions,
- UN Food System Summit +4

The Chairperson has a key role in connecting CFS to other relevant multilateral fora and promoting its inclusive model and agreed outcomes. The Chairperson also advocates for the uptake of CFS policy outcomes by decision and policymakers, in collaboration with Members, FAO, IFAD and WFP as well as other relevant stakeholders in finding opportunities to raise awareness and disseminate the outcomes of the CFS work.

The CFS Secretariat supports CFS Members and other stakeholders in their communication efforts and the Chairperson in outreach efforts, subject to available resources. The CFS Secretariat draft the communication strategy to be implemented during the MYPoW 2024-2027

3. CFS 53 preparatory communication activities

The preparations for communication activities supporting CFS 53 will include the following deliverables:

- a. exhibition aligned with the plenary topics and discussions, with a proposal shared by March 2025;
- b. post-production of the already-recorded interviews during CFS 52 to be used on CFS channels (website, LinkedIn, X and YouTube), along with targeted messages on the agenda, reminding about side events and to register;
- c. podcasts with CFS Chair, CFS 53 speakers when identified, CFS Members, CSIPM, PSM, PFM and side event organizers; and
- d. Op-Ed by the CFS Secretary.