

CFS Workstream on "In-depth debate on enhanced efforts to increase awareness, ownership, use and usefulness of CFS policy outcomes at all levels"

Zero Draft of the Action Plan

Written inputs from the Private Sector Mechanism (PSM)

PSM would like to reiterate the comments made at the OEWG on April 29th:

1. Annex A: Actions should be limited to 10, focussing on parts A & B, prioritised and linked to a budget estimate.
2. 1.B.1: Developing CFS products (and clearer guidelines on what constitutes 'concrete and actionable' (& examples would be advantageous) is a priority and it is important to have TTT that include technical staff that ensure that the resulting policy guidance recommendations are actionable and implementable at country level.
3. 2.A.2: Implementation of a communications strategy, including recruitment of a communications specialist in the Secretariat is a priority with a focus on communicating CFS products to a wider audience and providing on-line training & short guides to the CFS products. If, for example, you use the CFS site to access/search for the 2004 RtF document(s) you are directed to the global FAO document search site. Short summaries, PowerPoints and links all need to be created and uploaded.
4. 2.A6: Identification of countries should be done through, and with the engagement, of the FAO Regional meetings.
5. 2.A.7: In line with philanthropic foundations (2.A.8), action 2.A.7 should state private sector 'organisations should support and encourage companies' to integrate the principles and 'aligned with national uptake'.
6. 2.A.9 All CFS stakeholders and members should 'develop training, advocacy, and capacity building activities'.
7. 2.B.1/2 the national & regional platforms should be 'encouraged to participate in both the mapping exercise and the overall uptake and communications approach.
8. 3.1/3.2 Existing processes and modalities should be used to capture outcomes as a part of the overall communications and outreach approach and should be encouraged as a voluntary activity. The identification of KPIs in CFS products at the time of policy guidance would be a good first step and a revitalised GTE event at Plenary would also contribute.
9. 3.3 A further OEWG is not needed.
10. The comments made by other OEWG members on being demand driven, listening to and supporting national focal points and stakeholders, are endorsed.