



Advocacy Strategy of the Mountain Partnership 2022-2025

This advocacy strategy has been drafted by the Mountain Partnership Secretariat (MPS) under the guidance of the Mountain Partnership Steering Committee for the period 2022-2025 building on the previous Advocacy Strategy document approved at the last Global Meeting in 2017.

Its overall aim is to assist Mountain Partnership (MP) members in their advocacy and lobbying efforts to promote global attention and awareness about sustainable mountain development (SMD) in policy processes as stated by the MP Governance Document and to implement the United Nations (UN) 2030 Agenda for Sustainable Development and attract increased financial support. It also aims to guide the activities and initiatives on advocacy of the MP Secretariat in consultation with MP Steering Committee and MP members.

The MP has a large constituency of governments, intergovernmental organizations and civil society with diverse capacities that has a strong potential to advocate for mountains in several fora and beyond the MP to reach out to broader and diverse constituencies. It is suggested that the priorities on which the MP can focus for the next four years are those listed below, with the acknowledgement that these priorities can be reviewed and adjusted according to strategic considerations and decisions made at the Global Meeting and by the Steering Committee in consultation with the whole membership.

Global priorities for the MP for the period 2022-2025:

- Advocate for the acknowledgement and integration of mountain peoples and regions in national, regional and international efforts to implement the 2030 Agenda;
- Facilitate, in collaboration with all relevant organizations, observance of the [International Year for Sustainable Mountain Development 2022](#) and advocate during the year to increase awareness of the importance of sustainable mountain development and catalyse action;
- Heighten visibility and political support for mountains in the three UN Conventions: specifically the United Nations Framework Convention on Climate Change (UNFCCC), United Nations Convention to Combat Desertification (UNCCD) and Convention on Biological Diversity (CBD);
- Ensure that the specific contributions of MP members whose activities focus on mountain regions and the specific needs of mountain people are considered in relevant international global policy processes, such as in the follow up to the UN Food Systems Summit 2021; the High-level Political Forum (HLPF); in the activities for the UN Decade on Ecosystem Restoration and UN Decade of Family Farming; in the Global Platform for Disaster Risk Reduction; and in the preparation of the observance of the International Year of Rangelands and Pastoralists 2026;
- Report on the implementation of the 2030 Agenda for mountains through the preparation of the United Nations Secretary-General report on sustainable mountain development (2022 and 2025), the Global Meeting of the MP and member surveys;
- Identify and build on advocacy synergies with other relevant coalitions;



39 • Attract increased financial support for the MP and increased support and investment for
40 SMD; and

41 • Facilitate observance of International Mountain Day yearly.

42 This strategy calls for the combined advocacy efforts of all MP members to increase attention and
43 include related text on mountains in their deliberations and written statements as appropriate. The
44 strategy encourages governments, civil society, influential individuals, UN conventions and
45 processes, institutions and organizations including academic ones, through various activities, to
46 adopt specific approaches (e.g. investments, programmes of work, declarations, etc.) to ensure
47 proactive solutions for change. In particular, MP government focal points should establish close
48 linkages with the national delegations participating in relevant processes and meetings, such as the
49 MEA's Conventions, Conferences of the Parties, HLPF and UN summits, providing mountain-specific
50 language that is substantiated with relevant data and information to ensure that they fully represent
51 mountain issues.

52 The advocacy efforts will take into account and strategically build upon MP members' comparative
53 advantages and access to relevant processes and stakeholder groups – such as the Alpine
54 Convention; the Carpathian Convention; the Andean Mountain Initiative; the UN Conventions; and
55 the Group of Friends of Mountainous Countries – and encourage the building of strategic alliances to
56 support the SMD cause.

57 A calendar of relevant events to help with the planning and implementation of the strategy is
58 prepared on an annual basis by the MPS and approved by the MP Steering Committee. The calendar
59 is shared on the MP website to ensure that all MP members have access to it.

60 The implementation of the strategy will be subject to the availability of funds.

61 **Specific target audiences for advocacy activities:**

- 62 • MP members;
- 63 • Policymakers;
- 64 • Negotiators and delegates to UN Conventions and fora; and
- 65 • Governments.

66 **Other (MP) groups and audiences with whom to engage with as part of these advocacy** 67 **efforts**

- 68 • Civil society;
- 69 • Scientific and technical community;
- 70 • Media;
- 71 • Private sector;
- 72 • Youth;
- 73 • Donors; and
- 74 • Beneficiaries, e.g. mountain people.

75 **Expected outcomes of the strategy:**



- 76 • Policy-makers informed of, engaged with and supportive of the SMD cause;
- 77 • Mountain relevant issues and messaging included in key international and regional processes
- 78 and dialogues on sustainable development;
- 79 • SMD agenda becomes a priority within UN conventions and programmes of work;
- 80 • Improved resourcing including funding for SMD-related projects and activities in mountain
- 81 regions; and
- 82 • Ownership and support for the mountain agenda developed by MP members.

83 **Summary table of actions and roles**

Actions	Roles		
Priority Actions	MP members	MPS	Steering Committee
Advocate for the acknowledgement and integration of mountain peoples and regions in national, regional and international efforts to implement the 2030 Agenda	Review commitments made under the Framework for Action and ensure mountains are included in Voluntary National Reports at the HLPF	Facilitate dialogue and flow of strategic information and knowledge through the Food and Agriculture Organization of the United Nations (FAO) official channels and the MP Steering Committee (and MP members) Conduct regular surveys with MP members to monitor progress made in the implementing the 2030 Agenda for mountains and report these in AR annual report and /or in UNSG Report	Engage respective constituencies
Observe the International Year of Sustainable Mountain Development 2022 and advocate during the year to increase awareness of the importance of sustainable mountain development to catalyse action	Organize events and activities (e.g. conferences, academic programmes, webinars, group hikes, photo contests, etc.) to celebrate the Year Promote the IYM2022 within the institutions' network Collect and share relevant mountain-related science and knowledge in support of the IYM2022 For those participating in the Open-ended Scientific Committee, contribute to the science-policy	Facilitate the observance of the International Year in collaboration with all relevant organizations Organize global events and activities (e.g. high-level event, conferences, webinars, etc.) with MP members and partners to celebrate the Year Support the promotion of events led by MP-members Facilitate the meetings of the Open-ended Scientific Committee	Engage respective constituencies Co-chair the meetings of the Open-ended Scientific Committee



	<p>dialogue in support of sustainable mountain development</p>		
<p>Heighten visibility of and political support for mountains in the three UN Conventions (specifically the UNFCCC and the Paris Agreement; the UNCCD and the CBD and the Post-2020 Global Biodiversity Framework)</p>	<p>MP focal points to engage with focal points and country delegations attending COPs of relevant UN Conventions and other key fora to support initiatives such as side events with the aim to include the mountain perspective in the negotiations</p> <p>Build upon the Intergovernmental Panel on Climate Change (IPCC)'s technical and scientific reports to promote awareness raising and advocacy activities about the impact of CC on mountains</p> <p>Integrate mountains adequately in national climate change, biodiversity, soil and land policy frameworks and plans, (including in: Nationally Determined Contributions, National Adaptation Plans, national climate change strategies and Nationally Appropriate Mitigation Actions) and other relevant strategy action plans</p>	<p>Support the drafting of target messages and produce relevant policy briefs in collaboration with key members</p> <p>Facilitate and support the organization of side events by MP members</p> <p>Make an annual calendar of relevant activities and events available on the MP website</p> <p>Engage with the focal points of the secretariats of the UN Conventions</p>	<p>Provide strategic direction and guidance on planned activities, based on consultations with MP constituencies</p>



<p>Ensure that the specific contributions of MP members whose activities focus on mountain regions, and the specific needs of mountain people, are considered in relevant international global policy processes, such as:</p> <ul style="list-style-type: none"> • the follow up to the UN Food Systems Summit; • the High-level Political Forum (HLPF); • the activities for the UN Decade for Ecosystem Restoration; • the activities for the UN Decade of Family Farming; • the Global Platform for Disaster Risk Reduction; and • the activities for the International Year of Rangelands and Pastoralists. 	<p>MP focal points engage with national focal points</p>	<p>Liaise with the Food Systems Coordination Hub hosted by FAO to ensure that mountains continue to be highlighted in the follow up activities to the UN Food Systems Summit</p> <p>Build communication activities and create advocacy products for each process in consultation and with inputs from key MP members</p>	<p>Engage respective constituency to prepare and endorse statements on mountains</p>
<p>Report on the implementation of the 2030 Agenda for mountains through:</p> <ul style="list-style-type: none"> • the preparation of the United Nations Secretary-General (UNSG) report on sustainable mountain development (2022 and 2025); • the Mountain Partnership Global Meeting; and • surveys 	<p>Submit relevant inputs to the MPS for the UNSG report</p>	<p>Coordination of inputs and preparation of the UNSG reports and work with UNDESA for final draft</p> <p>Assist MP members, when relevant, in the drafting of the UN General Assembly Resolution on mountains;</p> <p>Provide timely surveys for members to report on their activities related to the implementation of the 2030 Agenda for mountains</p>	<p>Share information and facilitate submission of experiences from members in the respective constituencies</p> <p>Collect inputs from constituencies</p>
<p>Identify and build on advocacy synergies with</p>	<p>Create a working group of interested stakeholders</p>	<p>Support the activities of COFE</p>	<p>Engage respective constituencies</p>



<p>other relevant coalitions, such as the Coalition of Fragile Ecosystems (COFE)</p>	<p>Highlight key messages on the plight of mountain regions in events and meeting with other relevant coalitions</p>	<p>Build linkages with other relevant networks</p>	
<p>Attract increased financial support for the MP and increased support and investment for SMD</p>	<p>Actively advocate for increased financial support for SMD and for MP activities and projects, including by contributing to the MP Mountain Facility</p> <p>Advocate for mountain support through nationally designated entities and authorities for the Global Environment Facility and the Green Climate Fund through appropriate channels;</p>	<p>Manage the MP Mountain Facility</p> <p>Promote funding opportunities through database and communications</p> <p>Share timely calls for funding opportunities</p> <p>Continue to pursue climate financing opportunities for mountains through the Global Environmental Facility, Green Climate Fund and International Climate Initiative with key MP members</p> <p>Collaborate with the managers of other major initiatives within FAO, including the Forest and Landscape Restoration (FLR) Partnership and the FLR Mechanism, the Forest and Farm Facility at FAO, the Globally Important Agricultural Heritage Systems Secretariat and others, on how to include mountain areas as target sites for their activities, thus leveraging financial and technical support to mountains through these initiatives</p>	<p>Actively identify sources of funding and facilitate joint activities among members</p>



Facilitate observance of International Mountain Day (11 December) annually	Organize events and activities (e.g. conferences, academic programmes, webinars, group hikes, photo contests, etc.) to celebrate the Day	<p>Coordinate with FAO's Office of Corporate Communications on the production of infosheets, social media cards and relevant outreach material</p> <p>Organize global events and activities (e.g. high-level event, conferences, webinars, group hikes, photo contests, etc.) with MP members and partners to celebrate the Day</p> <p>Support the promotion of events led by MP-members</p>	Provide inputs and suggestions to the MPS on the selection of the annual theme in consultation with MP members via the relevant constituencies
Contribute to the monitoring of the Mountain Green Cover Index (Sustainable Development Goal indicator 15.4.2), for which FAO is the custodian agency	MP governments to validate MGCI data when necessary	<p>Provide technical support as necessary</p> <p>Oversee data collection process</p>	

84 **MPS advocacy support to members in international and national processes**

85 The MPS can assist members, where relevant and feasible, in identifying needs, supporting initiatives
 86 and meetings, facilitating joint action between members, and producing documents on mountain
 87 issues to foster their mainstreaming in national policies.

88 Advocacy support includes:

- 89 • Liaising with national governments of countries members of the MP;
- 90 • Supporting the establishment and the activities of national mountain committees and
 91 regional mechanisms;
- 92 • Strengthening and expanding institutional capacity to promote SMD at global/regional
 93 level (e.g. through IPROMO and GROW courses, workshops and through the promotion
 94 of activities and initiatives taken by MP members);
- 95 • Coordinating thematic workshops and follow-up actions on identified priorities with MP
 96 members;
- 97 • Supporting regional mechanisms for advocacy (e.g. Andean Mountain Initiative, African
 98 Champion Committee, etc.);
- 99 • Preparing and disseminating policy briefs and guidelines that are useful to partners for
 100 engaging in national and international processes; and



- 101 • Disseminate calls to action and petitions by MP members relevant to sustainable
102 mountain development.

103 **Ongoing activities to raise visibility of the MP's work in SMD through communications and**
104 **outreach**

105 This advocacy strategy is closely related to the communication strategy of the MP. The MPS
106 continually produces communications products and holds events to rally support for SMD. The
107 whole MP constituency should take a lead role in producing and sharing messages, key findings,
108 documents and tools related to SMD and the 2030 Agenda.

109 Activities can include, and are specified as part of the MP(S) annual work plan, where relevant:

- 110 • Implementation of the annual International Mountain Day campaign including production of
111 communication materials in six UN languages, videos, media articles, social media, speaking
112 points, and presentations;
- 113 • Participation of Mountain Partnership Goodwill Ambassadors in specific events, championing
114 the cause of SMD through social media campaigns (videos, spots, calls for action, petitions),
115 delivering tailored speeches and conveying main messages;
- 116 • Production of issues/policy briefs;
- 117 • Production of targeted national or regional briefs;
- 118 • Dissemination of mountain specific outcome documents and declarations related to
119 international symposia and conferences;
- 120 • Production and dissemination of publications that can provide sound evidence for policy; and
- 121 • Production of key messages for specific events.