

Communication plan for the International Year of Sustainable Mountain Development 2022

Mountain Partnership Secretariat



Background

On 16 December 2021, the United Nations General Assembly proclaimed 2022 as the [International Year of Sustainable Mountain Development](#) (IYM2022) at the proposal of the Kyrgyz Government. The [resolution](#) was sponsored by 94 governments and invites the [Mountain Partnership](#) (MP), in collaboration with all relevant organizations, to facilitate the observance of the Year.

The IYM2022 is a unique opportunity to raise awareness on the role of mountains and mountain people for our planet and sustainable development as well as for achieving the Sustainable Development Goals (SDGs). It is a chance to catalyse action and investments to build the resilience of mountain communities and ecosystems in the spirit of the 2030 Agenda: leave no one behind. This International Year also marks the twentieth anniversary since the proclamation by the United Nations General Assembly of the International Year of Mountains 2002.

The MP is the only United Nations (UN) alliance dedicated to improving the lives of mountain peoples and protecting mountain environments around the world. This communication plan was elaborated by the Mountain Partnership Secretariat (MPS), which is hosted by the Food and Agriculture Organization of the United Nations (FAO).

It is proposed that the activities outlined in this plan be promoted by a small IYM2022 Coordination Unit, to be based at the MPS that will coordinate and implement a comprehensive communication strategy involving relevant partners at all levels. An [Open-ended Scientific Committee](#) has already been set up to provide scientific endorsement to the key messages, promote additional research and produce briefs.

The plan will be implemented in close collaboration with the [MP Steering Committee](#), which has already expressed its support for the IYM2022. This plan is closely related to the MP Communication Strategy 2022-2025 and will also be linked to the International Mountain Day 2022 communication plan.

The MPS already manages the coordination of [International Mountain Day](#), celebrated annually on 11 December, and has been successfully doing so since 2003.

The MPS has the advocacy and communication expertise to support the facilitation, preparation and observance of the IYM2022.

Mountain Partnership members (over 450 members, including governments, IGOs, private sector, NGOs, universities and research institutes), other governments (e.g. co-sponsors of the Resolution), mountain stakeholders, FAO decentralized offices, resource partners, youth, environmental activists and individuals worldwide are all invited to actively participate in celebrating this International Year.

Communication goals

This plan aims to facilitate the achievement of the following IYM2022 communication goals:

- 1. Increase awareness of the importance of sustainable mountain development and of the ecosystem services provided by mountains.***
- 2. Empower mountain peoples and build their resilience.***
- 3. Enhance the conservation and sustainable use of mountain ecosystems.***

The IYM2022 aims to promote better information and data, more research, and more investments that should support the implementation of policies and laws that enhance the resilience of mountain people, reduce their vulnerability and empower them while promoting the conservation of mountain ecosystem services.

Communication objectives

We propose that IYM2022 observers work together to achieve the following communication objectives:

- **Build awareness** about the importance of sustainable mountain development, empower mountain peoples and enhance the conservation and sustainable use of mountain ecosystems;
- **Inform policy-makers, civil society and the private sector** with evidence-based information;
- Promote the allocation of **mountain specific resources** in the main funding mechanisms, increasing donors' attention to sustainable mountain development;
- **Expand outreach to new audiences** not already working on, aware of and/or involved in addressing mountain-related issues (e.g. social and environmental activists, youth, artists, musicians, fashion designers, athletes, indigenous people, etc.) to engage them in supporting the mountain cause;
- **Foster synergy, coordination and collaboration with new actors**, networks and initiatives concerned with topics related to sustainable development;
- **Raise awareness** about the IYM2022 at a specific launch event, relevant UN events, Mountain Partnership Global Meeting (26-29 September 2022), relevant fora, regional events and on International Mountain Day (11 December), among others (see events table below);
- **Share lessons learned**, incorporate and promote indigenous, local knowledge and new scientific knowledge, and promote good practices that can assist in the strengthening of sustainable development and the resilience of mountains and mountain peoples to issues such as food insecurity, climate change and the effects of globalization;

- **Build synergies** with and highlight linkages between the mountain agenda and the relevant SDGs, including those that will be highlighted at the High-level Political Forum 2022;
- **Increase media coverage** and share the communication and outreach activities that have contributed to the observance of the Year.

Target audiences

- Mountain people
- Policymakers
- MP members
- UN Conventions negotiators and delegates
- Governments
- Civil society
- Private sector including outdoor brands
- Sports and culture including athletes and artists
- Tourism including mountain resorts and accommodation providers
- Scientific and technical community
- Youth and students
- Media
- Donors
- General public

Key messages

- 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 rural areas (*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*).

Outreach products

- [Visual brand identity, logo and slogan in six UN languages](#)
- Website page
- Social media campaign
- Policy briefs
- Press releases and editorials
- Media articles
- Communication plan
- Video(s)/promos

Languages

The IYM2022 Coordination Unit will provide communications tools in the six UN languages: Arabic, Chinese, English, French, Russian and Spanish within available resources. The Unit will also act as a conduit for sharing translated materials by directly posting materials in other languages on the IYM2022 website and by providing links to other websites where translations are available.

Events calendar 2022

Events	Organizer	Location	Dates
Regional Policy Dialogue on Sustainable Mountain Solutions	Ministry of Forest and Environment of Nepal	Kathmandu, Nepal	23-24 March
11th World Congress on Snow and Mountain Tourism	UNWTO	Caillo, Andorra	23-25 March
IYM2022 launch event	MPS	Online	28 April

Mountain Panorama – International Cultural Heritage Conference	Tatra Museum	Zakopane, Poland	9-12 June
Mountain Biodiversity 2002-2022: achievements and next challenges at global and regional level	Alpine and Carpathian Conventions, MP	Online	27 June
World Biodiversity Forum	University of Zurich	Davos, Switzerland	26 June – 1 July
High-level Political Forum side event	MPS, Government of Kyrgyzstan	New York, USA	5-15 July (side event TBC)
The Big Climb	Kilimanjaro Initiative	Mount Kilimanjaro, Tanzania	1 August
Alpine Conference	Alpine Convention	Brig, Switzerland	8-9 September
International Mountain Conference 2022	University of Innsbruck	Innsbruck Austria	11-15 September
Mountain Partnership Global Meeting	MPS, Aspen International Mountain Foundation	Aspen, USA	26-29 September
United Nations General Assembly event	Government of Kyrgyzstan	New York, USA	13-27 September
CBD COP 15 side event	MPS	Kunming, China	Third quarter (dates to be confirmed)
XII European Mountain Convention	Euromontana	Sila National Park, Italy	25-27 October
UNFCCC COP 27 side event	MPS	Sharm el-Sheikh, Egypt	7-18 November (side event TBC)
International Mountain Day celebration	FAO/MPS	Global	11 December