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## Terms of Reference for Regional IYRP Support Groups (RISGs) – 2021

### **Objectives**

The successful campaign to promote the IYRP for the FAO Committee on Agriculture (COAG) 2020 was led by the Government of Mongolia with support from the IYRP International Support Group (ISG), as well as a very strong, vibrant, active and worldwide network of more than 150 civil society and public- and private-sector institutions, organizations, cooperatives and associations, and further formal support from 14 governments. In October 2020, the COAG recommended the designation of IYRP for 2026, and this was supported by a total of 50 countries. This network of supporters should be leveraged even more strongly in the run-up to the UN General Assembly (UNGA) in September 2021 when the IYRP proposal will be tabled. To do so, the ISG is in the process of creating regional groups that would lead communication and cooperation in their regions, with support from the ISG, FAO, the Government of Mongolia and the Mongolian National Support Group (NSG).

In 2021, the goal of the Regional IYRP Support Groups (RISGs) is to campaign for the designation of an IYRP in 2026 by the United Nations, with three immediate objectives:

1. To increase the number of governments that formally support the IYRP
2. To expand the network of supporting non-governmental organizations by continuing to raise awareness, and gaining additional letters of support
3. To prepare suggestions and guidance for IYRP planning and implementation in their respective regions (regional action plans).

In addition to having strong regional ties and knowledge of stakeholders, RISGs can communicate better in their respective region's languages than can the ISG. They can ensure a strong and equitable participatory process for all supporting organizations. Furthermore, as the list of supporting organizations and countries grows, it will be more efficient to create regional nodes than trying to work through a global center. The role of the ISG, FAO and the Government of Mongolia will continue to be important in ensuring a coordinated approach across the regions. The Joint International Grassland Congress (IGC) and International Rangeland Congress (IRC) in October 2021 will provide an opportunity to ensure coordination among the RISGs, as well as to validate and peer review the regional action plans.

Therefore, at least three major milestones are foreseen for 2021:

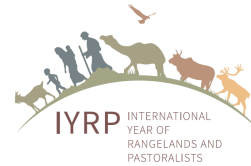
1. FAO Conference (12–16 July 2021)
2. UN General Assembly (14–30 September 2021)
3. IRC and IGC Joint Congress (23–29 October 2021)

The continued functioning of the RISGs in 2022 and beyond to 2026 will be a function of need and interest in developing outreach and educational programming as well as encouraging important research, and most likely subject to a revision in mandate.

### **Expected outcomes & activities**

**Outcome by FAO Conference in mid-July 2021** = Expansion in the number of supporting governments and organizations and of the concrete commitments for support (financial and in-kind); endorsement of IYRP Proposal by the FAO Conference.

Activities: Raising awareness of governmental ministries and regional bodies such as European Union, African Union, League of Arab States, Organization of American States, etc



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and obtaining letters of support.; promotion and communications activities; developing and conducting online campaigns prior to the conferences and decision event; being available to respond to requests coming from countries and delegates at the FAO Conference; participating in and/or organizing (an) awareness event(s) in Rome (such as side events etc.) and allocating resources for this purpose, if physical meetings are held.

**Outcome by UNGA in September 2021** = Expansion in the number of supporting governments and organizations and of the concrete commitments for support (financial and in-kind); endorsement of IYRP Proposal by the UNGA.

Activities: Raising awareness of governmental delegates and delegates of regional bodies represented at the UNGA; promotion and communications activities among non-governmental organizations; developing and conducting an online campaign prior to the UNGA; participating in and/or organizing (an) awareness event(s) in New York (such as side events, seminars for delegates, exhibits, film screenings, etc.) and allocating resources for this purpose, if physical meetings are held.

**Outcome by the Joint Congress in October 2021** = Plans for regional activities

Activities: Prepare draft IYRP regional action plans, to be presented at the Congress for discussion of these plans; support Congress resolutions. The Congress Secretariat and delegates will be kept apprised of the work of the RISGs through regular updates to the Congress website (<http://2021kenya-igc-irc.rangelandcongress.org/>) as well as to the IYRP Online Booth website ([www.iyrp.info](http://www.iyrp.info)).

### **Organization and terms of reference**

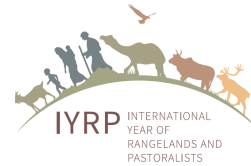
RISGs are being set up for the following regions:

- Arctic
- Australasia
- Central Asia & Mongolia
- East Asia
- Eastern & Southern Africa
- Europe
- Latin America & the Caribbean
- North Africa & the Middle East
- North America (Canada, USA & Mexico)
- South Asia
- West & Central Africa

The ISG will initially convene these groups to launch their work, but the RISG members will elect their own chairs and communication teams, and decide on their own strategies and internal deadlines. RISGs can also decide to regroup or change their membership in consultation with the ISG.

### **Terms of reference suggested for the Chair and/or Co-Chairs of each RISG**

The Chair/Co-chairs will convene the groups as needed, facilitate strategic and tactical discussions, manage activities and seek volunteers for tasks, identify and/or raise funds when necessary, monitor progress, and ensure that minutes and conclusions are recorded and shared with ISG. Members will reach out to their networks to gather more support and carry out other activities.



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## **Terms of reference suggested for IYRP Communications Teams**

There will be one Global Communications Team and a Communication Team in each Regional IYRP Support Group (RISG).

The RISGs will elect at least one person but no more than two persons to be liaison persons to the Global Communications Team. RISGs that share languages or have overlapping countries may wish to consult with each other. The RISG Communications Teams will regularly report to the Global Communications Team on their progress, and bring new ideas to share.

### **A) Global Communications Team**

#### Responsibilities

- Ensuring communication and coordination among the regional teams and global communications activities
- Coordinating efforts at the global level, such as side events at international conferences or interacting with international entities such as the UN
- Collecting and uploading global information to the IYRP online booth ([www.iyrp.info](http://www.iyrp.info)), i.e. videos, images, IYRP-related resource documents
- Providing ideas and resources for increasing visibility of the IYRP in their regions, i.e. posters, graphics, social media posts
- Soliciting feedback on best communications practices

#### Specific actions for 2021 will/may include:

- Branding (messages, hashtags, typography, color palette, logo lock-ups etc) delivered by May
- Developing collateral specific to UNGA for communication (visuals etc) delivered at latest in August, management of online booth (ongoing), and creating and managing social media accounts (as soon as branding is finalized)
- Coordinating a global online campaign for UNGA, to start sometime in August and intensifying in September
- Organizing an event at the UNGA (will need funding)

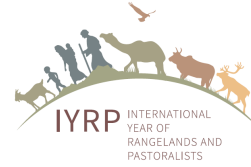
#### Membership & commitment

- After the IYRP has been approved by UNGA, a meeting of the current Global and Regional Communications Team members will elect a group of up to six persons to serve as the IYRP Global Communications Team. These six persons will decide on division of tasks within the team. The Global Communications Team members will serve one-year terms, with the possibility of additional terms.
- Decisions will be made by consensus.
- Meetings of the Global Communications Team with the liaison persons from the RISG Communications Teams will be held via an e-platform on roughly a monthly basis; minutes will be taken and disseminated.

### **B) RISG Communications Teams**

#### Responsibilities

- Plan and implement awareness-raising and advocacy activities around targeted events
- Develop and share adapted version(s) of IYRP open flyer
- Manage regional webpage content on [www.iyrp.info](http://www.iyrp.info) website



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- Identify or develop information, flyer(s), posters, photos, videos and news for regional webpage and for other awareness-raising and advocacy purposes, e.g. advocacy events
- Add more supporting organisations to regional webpage
- Help coordinate review of proposed 12 monthly themes for IYRP and their adaptation to (sub)regions
- Help develop and conduct online/social-media campaigns before FAO Conference & UNGA
- Plan policy dialogue and events as may be appropriate
- Liaise with the Global Communications Team.

#### Membership & commitment

- Regional IYRP Support Groups (RISGs) will designate members who are willing to serve on a communications team, including representation from various stakeholder groups
- Team members will select a coordinator who will also be tasked with liaising with the Global Communications Team; also a second person may be named as liaison person
- Team members will serve one-year terms, with the possibility of additional terms
- Meetings will be held via an e-platform on a roughly monthly basis; minutes will be taken and disseminated, and will be shared with the Global Communications Team.

#### Resources available:

1. The IYRP Online Booth includes information, testimonies, videos, films, statistics and maps. A regional folder is available for each RISG to use for uploading news and promotional information, and adding more supporting organizations' logos and letters. Any RISG that would like to include also major policy-related documents on its regional page can request the webmaster (via Barbara Hutchinson) to set up such a subpage.
2. Two documents developed by the ISG: a) the IYRP Global Open Flyer that explains the justification for an international year, and b) the "12-monthly themes" that describes the priority issues and proposes 12 themes to help coordinate outreach and awareness raising during 2026. These documents are available in multiple languages on the IYRP archival website (<https://globalrangelands.org/international-year-rangelands-and-pastoralists-initiative>). This website also has many more documents pertaining to the history and progress of the IYRP campaign, including PowerPoint presentations and declarations.
3. Regional Papers (on some but not all regions) are being developed by the IRC/IGC Congress authors, as case studies and contributions to development of regional action plans.