



Communications and outreach

Rome | 27 March 2019

Sara Manuelli
Mountain Partnership Secretariat



Goals:

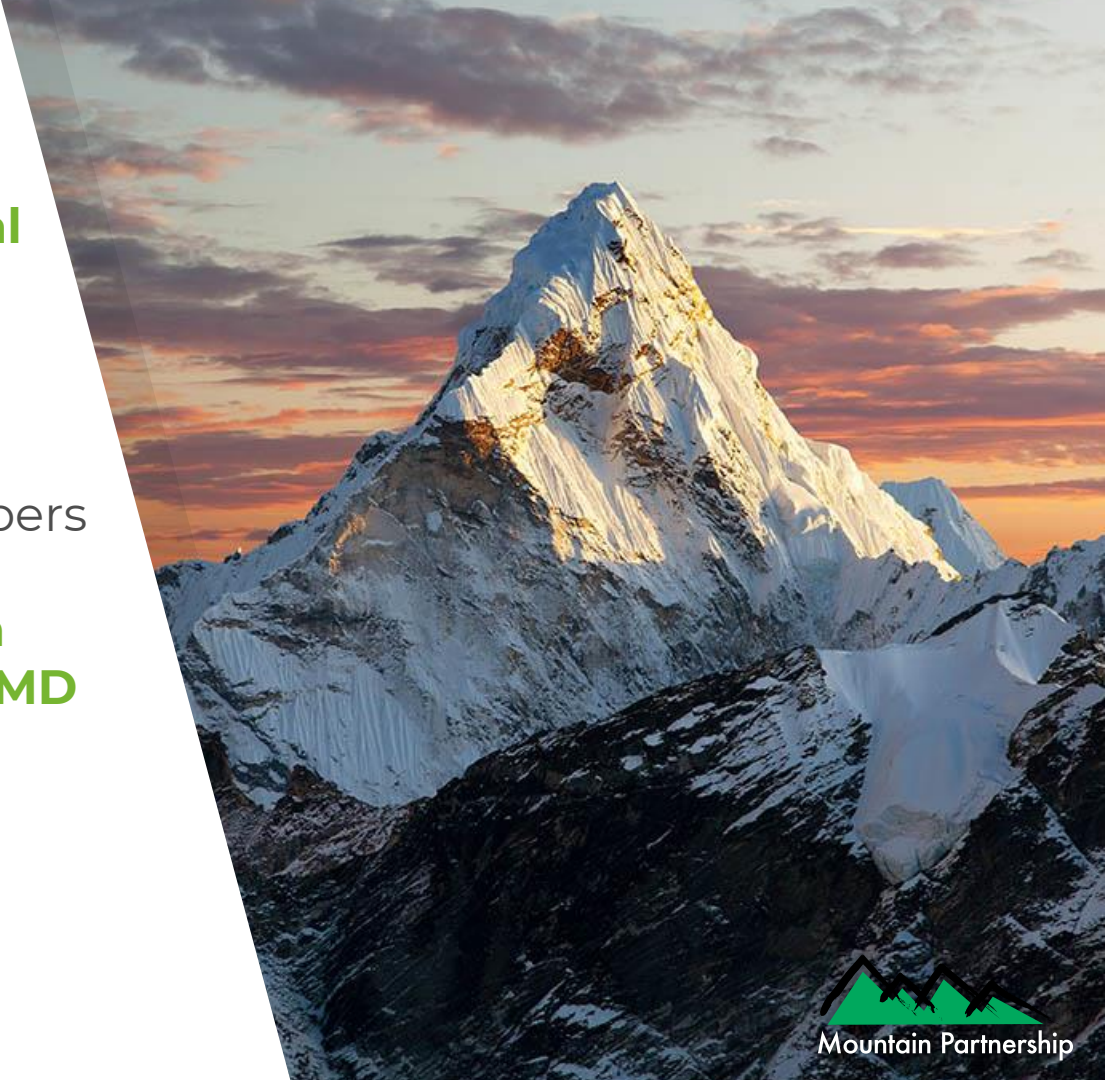
Bring mountains to the global attention

Increase the **donor base**

Provide visibility to MP members

Raise awareness about **SMD in global fora, regional events, IMD**

Provide evidence for **policy makers**



Activities:

1. Social media strategy
2. Communication campaigns
3. Sharing knowledge and data
4. Advocacy for SMD
5. Producing tools and products for policy makers and relevant stakeholders



Audiences:

- **Members**
- **Mountain Peoples**
- **Policy makers**
- **Donors**
- **Youth /Millennials**
- **Media**
- **UN**
- **Private sector**
- **Beyond MP members**



Facebook, Flickr, MP website, Peak to Peak 2018-2019

Facebook¹

1033 new followers acquired

354 people engaged weekly on average

1-2 posts daily

MP website²:

90 000 annual visitors to the website – **85%** new visitors, **15%** returning visitors

75 mountain-related event announcements published

135 news stories about sustainable mountain development published in 2018

Peak to Peak:

Monthly Mountain Partnership newsletter, Peak to Peak, distributed to

2 000 + people. Average open rate : Members = **30%**; Friends = **20%**

Flickr:

2,315,346 views

5,035 Photos of mountain ecosystems, peoples and events, taken by the MPS and members

107 followers



¹Top 3 most active countries (2018) - Italy (11%), United States of America (9%) and India (7%)

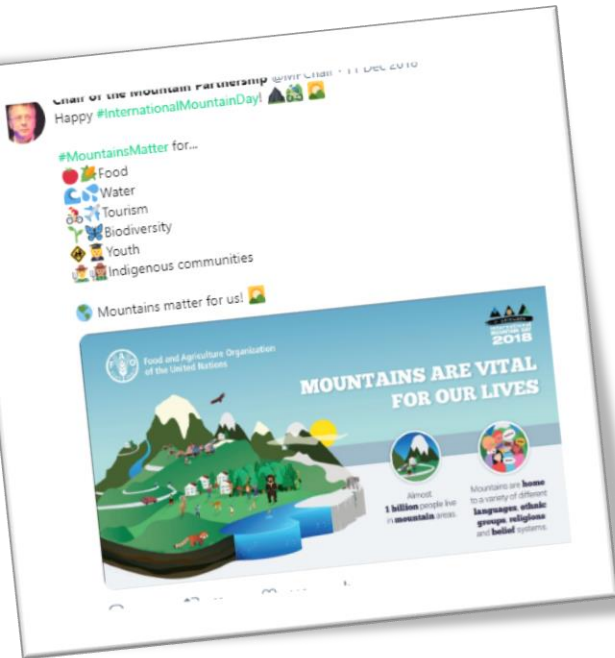
²Top 3 most active countries (2018) - United States of America (16%), India (9%) and Italy (9%)

MP Twitter³

Average number of daily Tweets:
1-2 Tweets & 1 retweet

Followers as of March 2019: 660

Notable followers: UN Water, DiCaprio Foundation, FAO, UNWTO, EU Environment, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), The Intergovernmental Panel on Climate Change, Wildlife Alliance & UN biodiversity.



³ Top 3 most active countries (2018) – United States (10%), Italy (7%) and India (5%)

IMD 2018 Outreach

Over **13,000 tweets** with the hashtag **#MountainsMatter** were delivered to over **115 million** timelines.

Over 100 Celebrations took place in over **35 countries**.

The IMD 2018 #MountainsMatter photo contest had over **150 submissions from 45 countries**.

International Mountain Day 2018: [#MountainsMatter video](#) raising awareness on the importance of mountains was viewed over **1,700 times**

Editorial: Reuters, La Repubblica, El Pais, La Razon

FAO Press release and FAO webstories



1. Social media strategy

- Telling the #MountainsMatter story
- Twitter/Instagram/FB/Youtube
- Mountain Ambassadors
- Social media cards in 6 languages
- Quizzes/animations

MP Members can:

- **Use the #MountainsMatter**
- Like, retweet, share our messaging
- Engage UN Ambassadors (UNEP/FAO/UNDP) and use ours! Jake
- Engage social media influencers
- Youth advocates
- Build on strategic events and alliances on diverse global audiences (UN days, decades, COPS, campaigns like the indigenous women one, partnerships, regional and local events)

Monks from Lingshed Monastery celebrate their 1300 year old monastery being electrified by MP member, Global Himalayan Expedition in 2016. The monastery is situated at an altitude of 12500 ft.



2. Communication campaigns and products

- IMD 2019 Campaign (video, info materials)
- Photo/video contests for youth
- Creating media outreach
- Communication packs for RM
- Create ad hoc communication materials for members

MP Members can:

- Share IMD materials and organize local events
- Link with local and national media
- Send their photos for the contest and for our Flickr Gallery
- Use our logo at events and at fundraising activities



3. Sharing Knowledge

- News and Photo stories
- Annual Report
- Multimedia Videos
- Data visualization and infographics
- Communication networks
- Tool kits on Mountains

MP Members can:

- Send in their stories and videos
- Share info and data
- Build communication/journalists networks



6 of the 20 most important food crops originate in mountains.

(potatoes, maize, barley, wheat, apples, tomatoes)



Mountains attract **15-20%** of global tourism.

3 mountain people in developing countries is at risk of **food insecurity**.



4. Advocacy for SMD

- Global Events (HLPF/UNCOPS/Climate summit)
- Regional events
- FAO events
- Declarations
- Key messaging
- UNSG Report
- Expanding our reach (WMO, UNWTO)

MP Members can:

- Attend events/mobilize constituency
- Share messaging
- Provide inputs
- Carry out advocacy at local level
- Tap into the mountain family and engage with diverse audiences in the conversation about mountains



5. Producing evidence

- Study on drivers of food insecurity UNCCD (looking at land degradation, climate change, access to markets etc)
- Sharing and mapping best practices (CC/Mtn agriculture and Mtn products) for publications and events
- Maintain the education, resource mobilization, indigenous and mountain products databases

MP Members can:

- Submit and share data, findings and relevant publications
- Provide input to databases – active collaboration with indigenous groups so far 160 and another 100 helped create a new network across globe





Be part of the picture! Help us
spread the message
#MountainsMatter



@MPchair



@unmountainmatter