



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 and Strategy 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 the 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 observance of the [International Year of 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; 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 (UNSG) report on sustainable mountain development (2022 and 2025) and the Global Meeting of the MP;



- Identify and build on advocacy synergies with other coalitions, such as the Global Island Partnership, through which key messaging on the plight of mountain regions can be highlighted, to establish the Coalition of Fragile Ecosystems (COFE);
- Attract increased financial support for the MP and increased support and investment for SMD; and
- Facilitate observance of International Mountain Day (11 December) annually.

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

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

A calendar of relevant events to help with the planning and implementation of the strategy will be made available and presented to the MP Steering Committee on an annual basis. Once approved, it will also be shared on the MP website to ensure that all MP members have access to it and incorporated in the MPS Work Plan, where relevant.

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

Specific target audiences for advocacy activities:

- MP members;
- Policy-makers;
- UN Conventions negotiators and delegates;
- Governments.

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

- Civil society;
- Scientific and technical community;
- Media;
- Private sector;
- Youth and students;



- 74 • Donors; and
- 75 • Beneficiaries, e.g. mountain people.

76 **Expected outcomes of the strategy:**

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

84 **Summary table of actions and roles**



| Line number | Actions | Roles | | |
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| | | MP members | MPS | Steering Committee |
| 85 | Priority Actions | | | |
| 86 | Advocate for the full integration of mountain regions in national 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 the annual report and/or in the UNSG report | Engage respective constituencies |
| 87 | Heighten visibility of and political support for mountains in the UN Conventions, particularly the UNFCCC and the Paris Agreement; the UNCDD and the CBD and the Post-2020 Global Biodiversity Framework | 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 Integrate mountains adequately in national climate change plans, including in: Nationally Determined Contributions, National Adaptation Plans, | Support the drafting of target messages and produce relevant policy briefs in collaboration with key members Facilitate and support the organization of side events by MP members Support members' regional initiatives Make an annual calendar of relevant activities and events available on the MP website Engage with the focal points of the secretariats of the UN Convention | Provide strategic direction and guidance on planned activities, based on consultations with MP_constituencies 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 climate change on mountains |



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| | | national climate change strategies and Nationally Appropriate Mitigation Actions | | |
| 88 | <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 processes, such as:</p> <ul style="list-style-type: none"> • the follow up to the UN Food Systems Summit; • the activities for the UN Decade for Ecosystem Restoration; • the activities for the UN Decade of Family Farming; and • the activities for the International Year of Rangelands and Pastoralists. | MP focal points engage with national focal points | <p>Liaise with the Food Systems Summit organizers to ensure that mountains are highlighted in the Action Tracks and Clusters and follow up activities</p> <p>Build communication activities and create advocacy products for each process in consultation and with inputs from key MP members</p> <p>Engage in key networks</p> | Engage respective constituency to prepare and endorse statements on mountains |
| 89 | <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 • regular surveys | Submit relevant inputs to the MPS for the UNSG report | <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>Coordinate inputs receive from members and other stakeholders</p> <p>Provide timely surveys for members to report on their</p> | <p>Share information and facilitate submission of experiences from members in the respective constituencies</p> <p>Collect inputs from constituencies</p> |



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| | | | activities related to the implementation of the 2030 Agenda for mountains for example at the GM | |
| 90 | Supporting a Coalition of Fragile Ecosystems | TBC | TBC | TBC |
| 91 | Attract increased financial support for the MP and increased support and investment for SMD | <p>Actively advocate for increased financial support for SMD and for the MP, 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</p> | Actively identify sources of funding and facilitate joint activities among members |



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| | | | mountains through these initiatives | |
| 92 | Organize an annual observance of International Mountain Day (11 December) | Organize events and activities (e.g. conferences, 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 outreach material related to each year's designed theme</p> <p>Organize events and activities (e.g. high-level event, conferences, webinars, group hikes, photo contests, etc.) with 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 |
| 93 | 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> | |



MPS advocacy support to members in international and national processes

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

Advocacy support includes:

- Liaising with national governments of countries that are members of the MP;
- Supporting the establishment and the activities of national mountain committees and regional mechanisms;
- Strengthening and expanding institutional capacity to promote SMD at global/regional level (e.g. through IPROMO and GROW courses, workshops, etc.);
- Coordinating thematic workshops and follow-up actions on identified priorities with MP members;
- Stocktaking on the effectiveness of advocacy actions at national and regional level;
- Promoting regional mechanisms for advocacy (e.g. Andean Mountain Initiative, African Champion Committee, etc.); and
- Preparing and disseminating policy briefs and guidelines that are useful to partners for engaging in national and international processes.

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

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

Activities can include, and are specified as part of the MPS' annual work plan, where relevant:

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