

## **Management response:**

### **Evaluation of the effectiveness of the UNCCD communication**

#### **Overview**

The evaluation report concerning the effectiveness of the UNCCD communication is a useful document, offering an expert assessment of various components of the UNCCD communication and proposing practical improvements to further improve the effectiveness.

The evaluation is also a timely input to the ongoing internal considerations of the UNCCD secretariat and also the Global Mechanism of how to improve their outreach. It is particularly valuable in advising further development of the UNCCD communication toward better reaching the general public.

The secretariat and the Global Mechanism appreciate the finding that their communication has been effective, relative to their human, financial and technological constraints.

#### **Recommendations**

**Evaluation recommendation 1. *Streamline the messaging, with one overarching message about land degradation that defines the UNCCD and a smaller number of issues-driven sub-messages (e.g. the relationship between land degradation and migration). Concentrate on issues where UNCCD's voice is likely to be distinctive and heard. In all messages, don't just highlight the problem but also point to the solution, preferably supported by a clear and practical call to action.***

Management response: Accepted. While land degradation neutrality as a 'solution' will continue to be the central message of the UNCCD communication, its relative role to various issue-driven sub-messages will be enhanced.

**Evaluation recommendation 2. *Reconfigure the UNCCD website so that it is more user-focused, easier to navigate (aided by a stronger, more consistently applied visual identity – see point below) and communicates key messages, supported by a more thematic, issues-based structure. The site should also have a greater focus on providing practical suggestions for combatting land degradation, including more frequent 'cross-selling' of the Global Mechanism. The UNFCCC website provides a good example of how to do this.***

Management response: Partially accepted. The UNCCD website will be revised to become more attractive to audiences that are interested in the land degradation issue but do not follow the intergovernmental Convention process. One option is to enhance the consistency and 'cross-selling' with GM site by the UNCCD web-site revised in similar manner as the new GM website.

**Evaluation recommendation 3. *Upgrade the visual identity, including aligning the Global Mechanism with a new, more coherent and consistently applied identity, supported by better visual***

**identity guidelines. The UNCCD master logo should also be re-thought to make it more representative and to simplify it so that it can be used for any sub-brands, such as the Global Mechanism.**

Management response: Partially accepted. The UNCCD master logo will be revised and the visual guidelines will be improved. The new logo will be used more consistently in various events and processes than was the case earlier, while the number of different logos for specific purposes will be reduced.

Opportunities for aligning the Global Mechanism visual identity with that of the UNCCD will be considered, but this may not necessarily lead to changes in the current approach.

**Evaluation recommendation 4. Appoint an online specialist to manage both the social media and the UNCCD website – having one person responsible for the website will significantly improve its coherence and impact, as well as enable other members of the communication team to concentrate more effectively on their respective roles.**

Management response: Accepted. Within the limit of its resources, the secretariat will recruit a contractor to manage the social media and the website contents. As there is no established post for this purpose, this support may need to continue as temporary and part-time.

**Evaluation recommendation 5. Use infographics and at-a-glance summaries more extensively in future materials, including the proposed new website, both to appeal to the expectations of today's audiences and to help overcome language barriers. Statistics should also be made more 'human' by converting large numbers (e.g. '5 million hectares') into more meaningful, 'everyday' equivalents for audiences**

Management response: Accepted. Visually attractive and easily understandable summary information will be provided more than earlier in publications, website and information/promotional material.

**Evaluation recommendation 6. Provide dedicated funding for training journalists, and, if possible, a dedicated budget for communication as a whole to enable better planning.**

Management response: Partially accepted. A small allocation for communication is included in the regular budget. In addition, voluntary funding will be mobilized also for communication.

With regard to the journalist training, there is no allocation in the secretariat's budget for this purpose. Nevertheless, the secretariat will continue working with its partners to organize trainings where possible.

**Evaluation recommendation 7. Base communication plans on long-running strategic issues, not events. For example, each quarter focus most if not all communication on a particular issue such as land degradation and food security. For events, such as partners' conferences, find an angle or 'twist' that enables the quarter's strategic issue to be promoted at each event.**

Management response: Partially accepted. The communication strategy will be re-considered and the UNCCD messages further focused. Focus change in every quarter may not be realistic as we still have to consider certain 'events' like major UN conferences, COP, WDCD and UNDDD.

**Evaluation recommendation 8. *Monitor and evaluate progress using a small number of digital indicators, notably Google Analytics (particularly new versus returning visitors) and 'engagement' measures for Facebook and Twitter. A dedicated online specialist at the UNCCD would be able to advise on and manage appropriate indicators. An annual online stakeholder survey, based on the one used for this evaluation, would also be advisable.***

Management response: Accepted. Monitoring and evaluation of progress in various fields and means of communication will be further developed.