

Education, Training and Public Awareness



The United Nations
Convention to Combat
Desertification (UNCCD)

Convention



The Parties shall cooperate with each other and through competent intergovernmental organizations, as well as with non-governmental organizations, in undertaking and supporting public awareness and educational programmes in both affected and, where relevant, unaffected country Parties to promote understanding of the causes and effects of desertification and drought and of the importance of meeting the objective of this Convention. (Article 19)

Principles of the UNCCD

(Article 3)



- In a spirit of international solidarity and partnership, improve cooperation and coordination at subregional, regional and international levels
- Cooperation among all levels of government, communities, non-governmental organizations and landholders
- Take into full consideration the special needs and circumstances of affected developing countries
- With the participation of populations and local communities

Fundamental Principles of the National Action Programmes (NAPs)

- Promote awareness and facilitate the participation of local populations, particularly women and youth, with the support of non-governmental organizations
- Provide for their effective participation at the local, national and regional levels
- Adopt an integrated approach addressing the physical, biological and socio-economic aspects of the processes of desertification and drought
- The Parties shall encourage the coordination of activities carried out under this Convention and, if they are Parties to them, under other relevant international agreements, particularly the UNFCCC and UNCBD

Fora as a Tool to Increase Awareness



- Side events at the COPs
- Regional meetings
- Thematic Programme Networks (TPNs)

June 17 World Day to Combat Desertification



- Established by a General Assembly resolution in Dec. 1994
- An important forum for public awareness raising at the international, national and local levels
 - Secretariat: message from the Secretary-General, events, press conference, website
 - Parties
 - NGOs
- Theme

Public Information Products

- **Initial tools: Printed Material - “Information Kit”**
 - Full text of the Convention and an explanatory leaflet
 - Easy-to-Understand: Booklet “Down to Earth”, 15 fact sheets, comic book

Target Audience: Those already interested in the Convention and/or involved in UNCCD activities

- Government delegates, NGO representatives, IOs , local communities, students

Drawback: Limited audience



Education: Teachers' Kit

- Teacher's guide, a series of case studies, cartoon books, and a poster with a map and pictures
- Used and integrated in school curricula

Target Audience: Teachers of school children ages 10-12

Needed: Strategies and programmes to target high school and university students



Enhanced Visual Presence and Image

- Calendar
- Comics book
- Mouse pad, memorabilia, pencils, cards
- Power point presentation
- Stand
- Photo contest, photo database
- Website

Target Audience: general public



A Human Face: Concrete and Tangible Examples

(Convention reaching maturity from preparation to the implementation phase of the NAPs)

- Videos, journalism contest
- A booklet with local community stories
- Press kit

Target Audience: general public and the media

Challenges



- Need to reach a wider audience to build public consensus on the seriousness of the problem of desertification and its consequences
- Involvement of the private sector

Options: Articles, documentaries in TV, newspapers and magazines

Obstacle: financial constraints

Training and Education Activities



- Project management and writing proposals for GEF submissions
- Africa, the Caribbean and the Pacific (ACP) program with the EU
- National workshops
- Help guides for national reports

Summary



Strategies for the Communication of Information and Its
Use to Generate Best Practices for Combating
Desertification and Mitigating the Effects of Drought

ICCD/COP (5)/CST/6