

CGIAR Research Program on Forests, Trees and Agroforestry (FTA)

16th Meeting of the Independent Steering Committee

7-8 December 2020 (virtual on zoom)

Item 5

FTA Communications

Doc 1

Short report on FTA Communication activities in 2020

Communication is one of the elements (but not the only one) of FTA’s impact pathways, and in application of FTA’s communication strategy and following the discussions in the ISC last year, the plan of communication for 2020 was **aiming to awareness raising and communication of main results and impacts** as well as to **strengthen partnerships**.

At program level communication was focused on a set of main issues, including a focus on climate change and on biodiversity given the originally planned CBD COP 15 and adoption of the post 2020 agenda.

1) Website and internet

One key vector of FTA’s communication is the **program website**, that is constantly updated with new research, and **social media outreach** (e.g Twitter, Facebook, LinkedIn) is one of the key ways to trigger attention of a wider range of audiences to the new research results being made available in our website. Total page views has almost doubled between 2018 and 2020 (see table 1) and as shown in Fig. 1. in 2020, FTA website views were always higher than 2019 and overall the trend has been increasing.

Fig 1. Monthly views of the FTA website

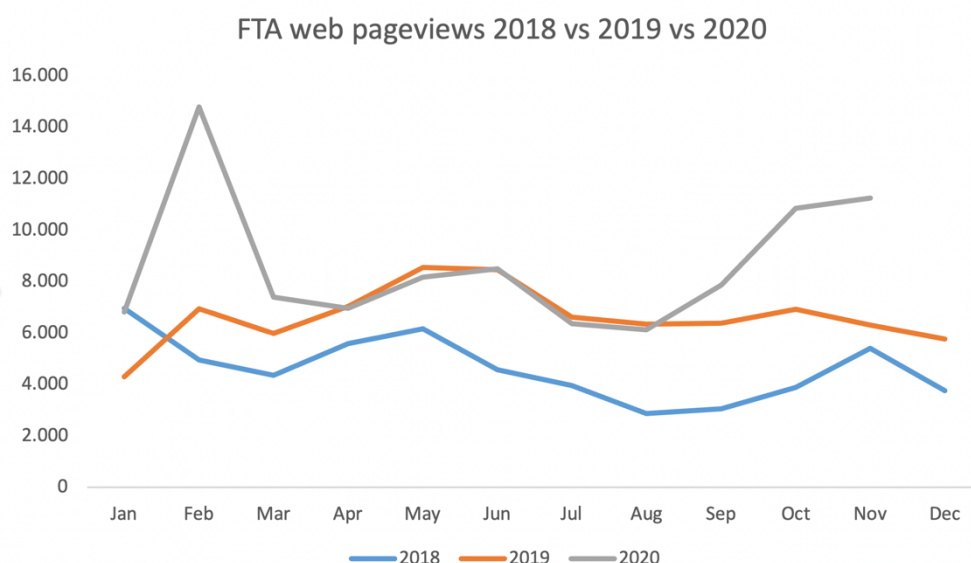


Table 1. Annual views FTA website

Year	Total Page views	Average views/month
2020	95.077*	8.643
2019	79.626	6.636
2018	55.511	4.626

**Total on the period Jan-Nov*

Dedicated communication products produced and featured on our website include :

- ⇒ **Research stories: more than 100 of them have been published.** These are stories that explain both the research, its significance for next users, and its impact. They document research that forms part of FTA, are written and published by the FTA scientists, by FTA communication team or by FTA's partner institutions. As part of these stories is being initiated a series specifically focusing on impacts, re-elaborating the content of the OiCrS for communication purposes. The first one is to be published this month, other 7 are being finalized and will be published regularly.
- ⇒ **Weekly highlights of scientific articles** spotlighting key messages and graphics from the publications.
- ⇒ **Dedicated webpages on collaborative, open research processes**, such as for our work with FAO, with electronic consultations, call for abstracts.
- ⇒ **Papers and reports published by FTA** : working papers, policy briefs, programme documents, with in 2020:
 - 4 Working Papers
 - Cap-Dev 2020-2021 Action plan and Needs Assessment
 - Gender 2020-2021 Action Plan
 - 2 co-publications with FAO
 - 1 co-publication with the International Rubber Study Group IRSG (forthcoming in December)

Around **450k downloads** have been tracked from the FTA website and **over 2100** of FTA's outputs have been **tracked by Altmetric**, top 2020 article scoring 1965 (mentioned in over 130 media outlets). Through social media in 2020 we reached around 40k users through our posts.

2) Outreach and events

An important part of FTA's communication and outreach is traditionally focused on the organization of events and especially associated to main events of interest for the end users of FTA's findings (UNFCCC meetings, CBD meetings, GLF events, CFS, COFO, etc.). It includes participation to sessions, presentation of publications, and side events as well as focused

communication (blogs, social media, etc.) around the events in order to benefit from the communication of the event itself.

In 2020, because of the Covid crisis, many events organized by other organizations have been postponed or replaced by digital events. FTA adapted to this by switching to digital events, including the FTA science conference, which was totally re-structured.

At program level FTA organized more than 30 sessions within **9 global digital events**, totaling more than 25 days or airtime, and totalizing overall several thousands of online participants:

- GLF Food (June 3rd) on *Contribution of Forests, Trees and Agroforestry to sustainable Food Security and Nutrition in a time of crisis* with the participation of all Strategic partners of FTA (two sessions organized)
- GLF Biodiversity (28-29 October) co-organized with FAO on *Mainstreaming biodiversity in the forest sector* (including representatives of the EU Devco)
- Science workshop co-organized with the International Rubber Study group (IRSG) on *Natural rubber systems and climate change* (23-25 June, 5 sessions, over 500 participants)
- Two foresight workshops co-organized with FAO as part of *Asia-Pacific Forest Outlook: Roadmap for primary forests and on forest technologies* (30th of July; 30th November, 1st and 3rd December)
- The FTA 2020 science conference (10 days, around 20 different sessions) – see appendix for some stats on the conference.
- A webinar on *Innovations to overcome barriers to access to finance for smallholders, SMEs and women* (including Netherlands in the panel) that is the first of a series of 6 to present the main findings of the FTA science conference to a broader public (132 participants).
- Organization of a workshop on *Circular Bio-economy* (10 December)
- Organization of a joint-workshop with FAO on *Transformational Change in Land Use and Climate Change* (15 December)

Particular attention was given to include resource partners (Netherlands, EU, GCF) in these events, together with end-users and other stakeholders.

3) Newsletters

4 FTA newsletters have been published so far in 2020.

- Forest, trees and agroforestry for biodiversity – the new frontier of managed ecosystems (Vol. 4, Issue 1) 31 January 2020
- IWD2020 – Ensuring equal rights for women, enabling them to achieve their potential (Vol. 4, Issue 2) 03 March, 2020
- Cherishing and strengthening biodiversity for our future (Vol. 4, Issue 3) 30 April, 2020
- Building back better: the fundamental need to prioritize rural women (Vol. 4, Issue 4) 15 October, 2020

As of 06 December 2020 we have approx. 3150 subscribers to the FTA newsletter. From a quick review of the full list of subscribers, these come from 171 different countries and mainly from organizations that could be considered users of our findings, including international organizations (FAO, IFAD, UNCCD, IUCN,...), international NGOs and think tanks (WRI, WWF, CARE), national ministries of agriculture, forestry, environment in both developed and developing countries, development cooperation organizations (GIZ for instance), national NGOs and professional organizations as well as consultancies and the private sector.

4) Special partnership for the general public.

FTA as a R4D program does not have a specific mandate to influence the general public. However, several of the scientists have written op-eds or contributions in significant media, and the world media is recurrently making reference to key research by FTA partners, as captured partially in the statistics for altmetrics.

FTA is in the process of initiating a partnership with Google's Art and Culture programme to be launched in 2021. This will aim to bring together partners across the world to create a global momentum around trees and reveal amazing insights and connections in engaging new ways.

5) Internal communication

It has been strengthened through periodic calls between the FTA comms coordinator and partners' counterparts, the ongoing dialogue within the CIFOR-ICRAF merger and various coordination groups. The FTA Science conference has played a major role in strengthening our internal communication channels.

6) Outlook for communication in 2021

In 2021 an even stronger emphasis will be put on communication of results and impacts with:

- The pursuit of the publication of the series of blogs from the OiCrs.
- The pursuit of the webinars presenting the results of the FTA science conference
- Communication on the 12 innovations selected for the 50 years of the CG, both through CG channels and our own
- Writing and release of the FTA “Highlights” report and spin-off products
- Release of a selection of FTA’s material within Google’s Arts & Culture portal (launch in May 2021)
- Participation to GLF events
- 6 papers accepted by the World Forestry Congress (WFC), focusing on collaborations with FAO (costs and benefits of restoration projects; National adaptation plans) and with the IRSG (sustainability of rubber, adaptation of rubber to climate change, role of rubber in mitigation of climate change)
- Participation to several sessions of the WFC (Green economy, Biodiversity)
- 10 side events proposed to the WFC with our partners including one coorganized with IUFRO on *Building a Green, Healthy and Resilient Future with Forests: the role of Forestry Research for Development*
- A side event in CFS to launch the TPP on agroecology with the donors
- A seminar with CAS in Kunming
- Workshops for the validation of *Asia-Pacific Forest Outlook: Roadmap for primary forests and on forest technologies*
- A consultation for the validation of the study on *Mainstreaming biodiversity in the forest sector* with FAO
- A consultation of negotiators and NDC focal points for our study with FAO on land use and the Koronivia joint workprogram
- Events planned towards and along the COP CBD, UNFCCC, UN summit on food systems, GLF Glasgow

Appendix – The FTA Science Conference in numbers



FTA Science Conference IN NUMBERS



Engagement

Material

627 Registered participants

179 Abstracts submitted to the conference **60%** of which in collaboration with external partners!

520 Individuals participating in at least 1 session

14 Keynote presentations

296 Participants having accessed MURAL

54 Live presentations

62 Asynchronous presentations available on MURAL

37 Number of questions in polls

40 Posters

