Minutes Board Meeting

Participants
- Nick Goetschalckx, European Commission
- Jouko Eskelinen, Finland
- Ammad Bahalim, Gates Foundation
- Fabrizio Moscatelli, Gates Foundation
- Jan Brix, Germany
- Ron Hartman, IFAD
- Federica de Gaetano, Italy
- Elisa Pettinati, Italy
- Bruce Campbell, Switzerland (Co-Chair)
- Stineke Oenema, The Netherlands
- Iris Krebber, United Kingdom (Co-Chair)
- Andie Vaughn, United States
- Sung Lee, United States

Guests
- Boris Bächler, GIZ
- Francesco Rampa, Ministry of Foreign Affairs and International Cooperation, Italy

GDPRD Secretariat
- Maurizio Navarra
- Michelle Tang
- Alessandro Cordova
- Monique Amar
- Sierra Berardelli
- Jim Woodhill, Senior Advisor

Agenda

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<td>6.</td>
<td>AOB and closing</td>
<td>Co-Chairs</td>
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Key Highlights/Issues

1. Welcome and Introduction

- Bruce Campbell (Switzerland) and Iris Krebber (United Kingdom) chaired the call for the first time.
- Andie Vaughn (United States) and Stineke Oenema (The Netherlands) joined the Board meeting for the first time. Sung Lee (United States) introduced Andie as incoming USAID Board member.
- The Co-Chairs’ main priorities for their two-year tenure will be to grow the potential to exchange information and coordinate approaches ahead of international events; continue to develop the informal space for exchange on topics important to members, including those which are contentious; and to support the thematic working groups. [Switzerland, United Kingdom]

2. G7 Overview

PURPOSE OF SECTION:

Francesco Rampa, G7 Sherpa Office and Strategic Advisor to the Special Envoy for Food Security at the Ministry of Foreign Affairs and International Cooperation of Italy, presented the main thematic areas and objectives of the G7 Italian Presidency year.

ISSUES DISCUSSED:

- Italy holds the 2024 G7 Presidency. Key events with relevance to the Platform include the 3rd Meeting of the G7 Food Systems Working Group (14 May in Rome), the G7 Leaders’ Summit (13-15 June in Apulia), and the Ministerial meeting on Agriculture (26-28 September in Sicily).
- In its Presidency, Italy will emphasize the food-climate nexus and food-finance theme, amongst the cross-cutting issues of gender and research/data for evidence-based decision making. The G7 Food Security working group aims to break out of silos, particularly by collaborating with other G7 working groups. Further, engagement with Africa is a key priority in all G7 activities this year.
- The main deliverables of the Presidency in terms of food and agriculture include:
  - Food security: the G7 Apulia Food Security Initiative, which is to be approved at the highest political level, by the G7 Heads of State.
  - Food and climate: there is support for the Technical Cooperation Collaborative, which is a finance package to support the integration of systems pathways with climate plans in low-income countries. African collaboration and ownership are central to this work.
  - Food and finance: There will be a core investment platform comprised of the G7 development banks, which aims to defragment initiatives and upscale and co-invest. There is also interest in debt-for-food and debt-for-climate swaps, particularly for Africa. As well, a global food insurance initiative, in collaboration with FAO and the World Bank, aims to lower insurance costs for farmers around the world.
- GDPRD Board members are encouraged to collaborate with Italy, should they have any additional ideas or inputs on any of these aspects, particularly for innovative financing. [Francesco Rampa]
- Data for food systems is critical, especially for the GDPRD, which had a founding role in creating the 50x2030 initiative. The G7 emphasis on agricultural data is appreciated. [United States]
• As per usual, the RBAs will coordinate closely with Italy to support the G7 Presidency. [IFAD]

Discussion and Q&A:
• In terms of planning our own events during a busy year, how can the GDPRD be most effective in coordinating with the G7? [United States]
  – The calendar for the year is not yet fully confirmed. However, the GDPRD's work may be more relevant to the Ministerial meetings in the fall, as this is where the more articulated discussions, such as on financing food systems, will take place. This will have clear linkages with the work the Platform is doing on blended finance [Francesco Rampa]
• Compared to other priorities of the Presidency, how relevant is agriculture? [Gates Foundation]
  – While geopolitical tensions and crises are relevant, Africa is the central political context of the G7 this year. Food security is therefore highly significant, along with climate, energy, and infrastructure as the main focuses. [Francesco Rampa]
• Are there any additional insights on the financing mechanisms aspects? [IFAD]
  – The financing mechanism of the G7 public development banks will be a sub-process feeding into the G7 Food Security Working Group. The insurance initiative is in a fairly concrete stage with co-financing by the World Bank Fund and is awaiting a feasibility study by FAO. The debt swaps initiative is at an earlier stage of development, where case studies are being examined before finalization. [Francesco Rampa]

3. 2024 Work Plan Proposal

PURPOSE OF SECTION:
The Secretariat provided a summary of the proposed 2024 Work Plan [Annex I and II], including the 2024 Annual General Assembly (AGA) and deliverables of the sustainable finance and donor coordination workstreams [Annex III].

ISSUES DISCUSSED:
• The 2024 Work Plan has been developed in line with the Platform Strategic Plan 2021–2025, with the objectives of strategic influencing, knowledge sharing and networking demonstrated through outcome areas (1) strengthening the strategic influencing capability of the Platform; (2) better recognizing and connecting Platform Members’ needs; (3) promoting a comprehensive results-based approach; (4) securing and improving the Secretariat’s delivery capacity; (5) expanding the membership base; and (6) better engaging and informing members.
• The outcome areas are embedded in the Platform's ongoing work on the SDG2 agenda, the research, knowledge products and events of the workstreams on donor coordination and sustainable finance, the thematic working groups, the 2024 Annual General Assembly and Senior Managers Meeting, and the Platform's communications Work Plan. [Maurizio Navarra]
• Main items for discussion in the 2024 Work Plan include:
  Follow-up on Donor Coordination workstream
  – As per guidance at the 2023 Senior Managers Meeting, the Secretariat developed Terms of Reference for holding informal coordination convenings ahead of global events/forums or in response to emerging issues, on an ad hoc basis. Details of the proposed convenings, which were discussed during the December 2023 Board Meeting, were presented for Board approval, with the G7 Summit as the first pilot
test, to take place in March.
– As discussed previously (i.e., 2023 Senior Managers Meeting and December 2023 Board Meeting), a scoping review on complementarity of funding modalities will be undertaken, bringing together the workstreams on donor coordination and sustainable finance. The research will involve mapping and describing main funding modalities through stakeholder engagement to identify strengths, weaknesses, and synergies. A draft report with recommendations for donors to optimize modalities of development finance will be available in Q3. [Jim Woodhill]

2024 Annual General Assembly (AGA)
– “Financing Food Systems Transformation and Rural Revitalization – Opportunities and Challenges” is the proposed theme of the 2024 AGA, which brings together the workstreams on donor coordination and sustainable financing. To inform discussions, a series of roundtables could lead up to the AGA, on topics including: 101 of development financing; directions of climate finance and implications for food systems and rural development; and emerging opportunities and challenges in blended finance.
– To reduce travel, potential AGA dates are alongside major food systems/agriculture-related events, including:
  - May 15-16 (alongside the 3rd Meeting of the G7 Food Systems Working Group)
  - June 11-12 or 18-20 (alongside the G7 Summit)
  - September 24-25 or September 30-October 1 (alongside G7 Agriculture Ministers meeting)
  - November 28-29 or December 9-10 (alongside FAO Council).
– The AGA could also be held outside of Rome, should a Board member be available to host the event in their country.
– The Secretariat welcomes any Board member to join the AGA prep committee, along with the Secretariat and Co-Chairs. Board members are encouraged to actively participate in shaping the AGA agenda by mobilizing speakers and exercising their convening powers. [Jim Woodhill, Maurizio Navarra, Switzerland]

Sustainable Finance Workstream
– Upon the discussions of the 2023 Senior Managers Meeting and December Board Meeting, a concept note was developed for the establishment of a multi-donor working group on innovative/blended finance, to share data and knowledge for better collaboration around blended finance. The concept note has been circulated to a group of stakeholders who partook in the sustainable financing workstream and has received a positive response.
– An initial meeting of all interested members is being organized, to discuss the working group’s strategic orientation, develop and endorse the terms of reference, appoint two Co-Chairs, and identify initial activities that will feed into the group’s first annual Work Plan. [Maurizio Navarra]
– The working group should be time-bound, which can be extended as deemed necessary by the Board. [Switzerland]

Discussion and Q&A:
• Outcome areas 1, 2 and 6 of the Work Plan focus on the ‘what’ to achieve, whereas the others are on the ‘how’, therefore, the structure of the Work Plan could be reconsidered. [Netherlands]
• The substance of the AGA theme is extremely relevant, but the proposed title could be
refined to “Channeling finance where it’s needed most: lessons and opportunities” or something similar, to sharpen the external profile of the event and Platform. [United Kingdom]

- Indeed, it will also be important to sharpen the theme through a consultative process with Board members over the coming months. [Jim Woodhill]

- Do Board members have any initial feedback on the potential AGA dates? [Switzerland]
  - As May and June are already busy, IFAD prefers one of the dates in Q3/Q4. [IFAD]
  - The 2024 State of Food Security and Nutrition in the World (SOFI) will focus on financing; the AGA could be held alongside the SOFI launch. [Gates Foundation]
  - The next IFAD Rural Development Report will also focus on financing; there’s opportunity to leverage the background analysis of this report into the discussions of and leading into the AGA, once it is published. [Jim Woodhill]

- The preparatory effort of both the Secretariat and the Board Members ahead of the convenings in preparation for important international events should be reduced significantly to keep the convenings as informal as possible. The objective of the discussions should focus solely on the global level, rather than sub national or regional, and not on crises, as there are other fora doing this. [European Commission, Germany]
  - The Platform will not get involved in coordination at the country level; rather, donors should understand how global mechanisms play out at the country level, particularly the implications of various modalities of financing, and understand country level perspectives on how mechanisms either create or undermine the opportunities for coordination.
  - Indeed, ‘crisis’ may not be the correct word, rather emerging issues that may require response from donors over the long-term. [Jim Woodhill]

- As many Board members are members of G7/G20 and involved in other convenings leading up to their events, it would be of more added value to have the Africa Fertilizer and Soil Health Summit as the pilot test, rather than the G7. [European Commission]

- Selection of the global events and/or topics to convene must be strategic and opportunistic; the added value of the Platform is to enable informal, evidence-based conversations among leaders and experts outside of the political arena. [Netherlands, United Kingdom, United States]

ACTION POINTS:
- The Board reviewed the 2024 Work Plan and approved the overall approach and deliverables. The secretariat will make relevant changes to the grouping of outcome areas and will review the ToRs for the meetings to be organized ahead of global events. A new version of the workplan will be shared with the Board in due course.
- The pilot coordination convening in preparation for the G7 will take place in March, date TBD.
- Secretariat to poll members on their preferred dates for the AGA.
- Board members to volunteer for the AGA prep committee.
- The Secretariat to organize a meeting of the AGA prep committee.
- The Thematic Working Group on Sustainable Finance will have a dedicated agenda item at the next Board Meeting.

4. 2024 Budget

PURPOSE OF SECTION:
The Secretariat presented the 2023 contributions and budget expenditures and the 2024 budget, for approval.
[Annex IV]

ISSUES DISCUSSED:

- All but one Board members’ contributions for 2023 have been received, with the remaining payment actively in progress.
- Notable forecasted expenditures for 2024 include the AGA, consultancies for the country-level coordination and financing workstreams, and communications costs. [Maurizio Navarra]
- The donating institution for Germany should be BMZ, rather than GIZ, and the amount should be updated. [Germany]

ACTION POINTS:

- The Budget for 2024 was approved.

5. Communications Achievements

PURPOSE OF SECTION:
The Secretariat provided an overview of Platform communications in 2023 and directions for 2024. [Annex V and VI]

ISSUES DISCUSSED:

- The Platform’s notable communications in 2023 included flagship products and reports, events, interviews and podcasts, the website, and social media channels.
- There was significantly increased engagement in 2023 on the Platform website (increased page views and duration spend on pages), LinkedIn and Twitter (increased followers and engagement), and e-Update newsletters (increased open rates and click rates).
- The Food Systems Recommendations Database has expanded into a microsite, comprising 55 reports, and a new dashboard with featured, trending and latest reports.
- The Platform will develop a new Food Systems Architecture Database, based off the structure and experiences of previously developed databases. This database would serve as an interactive mapping tool to show the plethora of food systems-related organizations, initiatives, research groups, platforms and their functions. [Michelle Tang]

Discussion and Q&A:

- What is the geographic distribution of visitors on the LinkedIn page? [European Commission]
  – Mostly from Europe, followed by North America and Africa. [Michelle Tang]

6. AOB and Closing

ISSUES DISCUSSED:

- The next Board meeting will be scheduled in due course.
- Board Members are encouraged to reach out to the Co-Chairs bilaterally to raise topics of interest and share feedback and suggestions on the approaches and overall vision of the Chairmanship.
GDPRD 2024
Work Plan

6 February 2024
Outcome areas

1. Strategic influencing capability of the Platform is strengthened
2. Member needs are better recognized and connected
3. A comprehensive results-based approach is promoted
4. The delivery capacity of the Secretariat is secured and improved
5. The membership base is expanded
6. Members are better engaged and informed
Focus on key outcome areas

- Senior Managers Meeting
- Donor Coordination
- AGA 2024
- Global Engagement Convenings
- Innovative Finance
- Data (Hesat2030)

Strategic influencing capability of the Platform
Focus on key outcome areas

- Member needs are better recognized and connected
- Research
- Knowledge products
- Thematic Working Groups
- Results-based approach
- TWGs Work Plan
- Platform Work Plan
- Communications Work Plan
Focus on key outcome areas

- Membership fees
- Staff and consultants secured
- Special funding for Working Groups
- Delivery capacity of the Secretariat
- Engage with external entities
- Strengthen value proposition of the GDPRD
- Target new members
- Membership base
Focus on key outcome areas

- Members better engaged and informed
- Knowledge sharing
- Social media
- Website
- Comms strategy and action plan
- Newsletter
Global Donor Platform for Rural Development

2024 Work Plan

Vision
Donors effectively catalyse change

Mission
Brokering donor collaboration for impact

Functions of the Donor Platform

- Strategic influencing
- Knowledge sharing
- Networking and convening

Outcome areas

1. Strategic influencing capability of the Donor Platform is strengthened, shaping donor thinking, policies and programming
2. Member needs are better recognized and connected, making the Platform more responsive and adaptive
3. A comprehensive results-based approach is promoted throughout the Platform’s work
4. The delivery capacity of the Secretariat is secured and improved
5. The membership base is expanded for increased resource mobilization
6. Members are better engaged and informed through strengthened communications, outreach and knowledge
### 2024 Work Plan

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<tr>
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<th>OUTCOME AREA</th>
<th>OUTPUTS</th>
<th>ACTIVITIES</th>
<th>INDICATORS</th>
<th>TARGETS</th>
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<tbody>
<tr>
<td>1</td>
<td>Strategic influencing capability of the Donor Platform is strengthened, shaping donor thinking, policies and programming.</td>
<td>1.1 Contribution to the SDG 2 agenda</td>
<td>Workstream on donor coordination (at the country and global levels)</td>
<td>Initiatives (reports, events) identified and approved by the Board. Establishment of donor working group on sustainable finance Outreach and communications plans designed</td>
<td>Products presented and launched:</td>
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<td>Workstream on sustainable and innovative finance</td>
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<td>- Review of the complementarity of donor funding modalities</td>
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<td>Platform contribution to Hesat 2030 (as a follow-up to Ceres2030)</td>
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<td>- At least 4 donor events, seminars and roundtables</td>
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<td>- Meetings of the SDG2 Roadmap Working Group</td>
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<td>- Meetings of the sustainable finance working group</td>
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<td>Organization of 2024 Annual General Assembly (AGA) dedicated to the theme of financing food systems transformation and rural development</td>
<td>AGA</td>
<td>1 hybrid AGA</td>
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<td></td>
<td>1.2 Coordination and alignment in key global forms and processes</td>
<td>Organization of informal convenings in preparation for international meetings (e.g. G7, G20 etc.) deemed relevant by the Board and with potential for GDPRD contribution</td>
<td>International meetings and linkage to GDPRD workstreams identified Convenings organized</td>
<td></td>
<td>At least two convenings organized (one ahead of the G7 Summit, another ahead of the G20 Summit)</td>
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<td>Organization and convening of annual meeting of senior responsible managers for food systems/agriculture/rural development from across the membership</td>
<td>Senior Managers meeting organized and held</td>
<td></td>
<td>1 meeting</td>
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<td>2</td>
<td>Member needs are better recognized and connected, making the Platform more responsive and adaptive</td>
<td>2.1. Work planning process</td>
<td>Initiation of a work planning process at the start of the Plan period, to be revisited on an annual basis</td>
<td>Work plan developed and presented through member consultations</td>
<td>1 work plan</td>
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<td>2.2 Share and publicize members’ events, activities, perspectives, and expertise</td>
<td>Newsletters, 2023 Annual report, social media and communications tools</td>
<td>Communication products developed</td>
<td>At least 4 newsletters (E-updates) sent (number to be increased based on communications plan) Social media posts on LinkedIn and Twitter 2023 Annual Report</td>
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<td>2.3 Commission short pieces of timely research on emerging topics of member interest</td>
<td>Knowledge products are produced on an ad hoc basis Identify and propose topics for research</td>
<td>Knowledge products</td>
<td>(ad hoc)</td>
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<td>2.4 Host Thematic Working Groups</td>
<td>Thematic Working Groups (Land Governance, SDG2 Roadmap, Rural Youth Employment, and the new working group on Sustainable Finance)</td>
<td>Meetings of the Thematic Working Groups</td>
<td>At least three meetings per Working Group (one of which to be a hybrid meeting)</td>
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<td>3</td>
<td>Members are better engaged and informed through strengthened communications, outreach and knowledge</td>
<td>3.1. Successful implementation of the communication strategy</td>
<td>Organize periodic exchanges between TWGs and Board and across TWGs</td>
<td>TWGs presentations at Board meetings Meeting between TWG chairs</td>
<td>Board meeting with TWG presentations At least one meeting between TWG chairs</td>
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<td>3.1. Successful implementation of the communication strategy</td>
<td>Calibrate the communication strategy; develop the annual communication work plan</td>
<td>Communication priorities identified</td>
<td>1 updated strategy as needed 1 communications action plan 2024 1 member survey on communications</td>
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<td>Strengthen networking and relationships amongst donors and partners</td>
<td>Board, member and partner interviews and podcasts Web articles and quarterly newsletters</td>
<td>12 interviews and podcasts with board, members and partners 4 web articles and op-eds 4 newsletters</td>
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<td>Increase visibility of the Platform's and its members' activities, workstreams and events</td>
<td>Frequently updated and user-friendly website with improved search engine optimization Mini campaigns around flagship events and publications Consistent application of visual identity</td>
<td>1 website with WordPress upgrades 10% increase in website visitors 2 communication campaigns Updated corporate visual identity kit Communication action plan implemented</td>
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<td>Expand modalities for outreach and influencing on social media</td>
<td>Active social media channels with audience engagement Identify experts as Platform advocates</td>
<td>10% increase in social media activity and followers 1 Platform social media advocate</td>
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| 4  | The membership base is expanded for increased advocacy and resource mobilization | 4.1 Increase the number of donors engaged | Increase outreach to existing members and target selected ones for resource mobilization  
Horizon scan of main stakeholders and partners in the donor community  
Strengthen advocacy tools to communicate GDPRD's value proposition | New members identified and mobilized  
Advocacy tools available to membership | At least one new member mobilized  
1 updated advocacy toolkit |
| 5  | A comprehensive results-based approach is promoted throughout the Platform's work | 5.1. Develop Platform results-based workplans | Identify membership needs, annual priorities and results to be achieved. Design activities accordingly  
Thematic Working Groups develop plans which align with and contribute to the overall Platform workplan | Work plan  
Working Group dedicated work plans | 1 work plan  
4 work plans of Thematic Working Groups |
| 6  | The delivery capacity of the Secretariat is secured and improved | 6.1 Ensure sustainable financing to fully staff the Secretariat | Maintain funding for Coordinator, Communications Coordinator, Assistant | Positions secured | 3 staff members  
Secretariat is fully staffed |
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<tr>
<td>5</td>
<td>5.2 Hire additional resources for supporting the Secretariat</td>
<td>Recruit special consultants, advisors, interns on a needs basis</td>
<td>Senior policy advisor hired</td>
<td>1 Senior Consultant</td>
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<td>Junior consultants hired to support the Secretariat</td>
<td>2 Junior Consultants hired</td>
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GDPRD 2024
Global Level Coordination

6 February 2024
Objectives

1. More **aligned engagement**
2. Informal exchanges and cross-fertilization
3. Better **coordination at the country and subnational levels**.
Organizational arrangements

• Initially open to Board member agencies only, potential expansion to all GDPRD members (and others) in the future
  − 2-hour virtual convenings
  − At least 2.5 months in advance of the related event
  − Not in conjunction with Board meetings
  − Chaired by one or both Co-chairs
  − Board members bilaterally consulted ahead of convening to collect areas of focus
Proposed initial calendar 2024

• G7 Summit: 13-15 June 2024 in Puglia, Italy
  • Under the Italian Presidency
  • Coincides with the G7 50th anniversary
• G20 Summit: 18-19 November 2024 in Rio de Janeiro, Brazil
  • Under the Brazilian Presidency
• UNFCCC COP 29: 11-24 November 2024, location tbd
• Africa Fertilizer and Soil Health (AFSH) Summit: details tbd
Global Donor Platform for Rural Development

Budget Status Report
As of 18 January 2024

Includes:
1. 2023 contributions (as of 18 January 2024)
2. 2023 Budget Utilization
3. 2024 Budget Forecast
## 1. 2023 contributions

As of 18 January 2024

<table>
<thead>
<tr>
<th>Donor</th>
<th>Institution</th>
<th>Gross contribution received</th>
<th>Net contribution received (mgmt. fee 8%)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Department of Foreign Affairs and Trade</td>
<td>€ -</td>
<td>€ -</td>
<td>Pending</td>
</tr>
<tr>
<td>Bill and Melinda Gates Foundation</td>
<td>-</td>
<td>€ -</td>
<td>€ -</td>
<td>Disbursement ongoing (Letter of Agreement covers 2023-2024)</td>
</tr>
<tr>
<td>European Union</td>
<td>European Commission</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>Fully disbursed (Letter of agreement covers 2021-2024)</td>
</tr>
<tr>
<td>Finland</td>
<td>Ministry of Foreign Affairs</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>1st payment disbursed (Letter of Agreement covers 2023-2025)</td>
</tr>
<tr>
<td>France</td>
<td>Ministry of Europe and Foreign Affairs</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>Fully disbursed (Annual Letter of Agreement)</td>
</tr>
<tr>
<td>Germany</td>
<td>Federal Ministry for Economic Cooperation and Development (BMZ)</td>
<td>€ 55 313</td>
<td>€ 49 387</td>
<td>Fully disbursed – managed by GIZ (mandated by BMZ) on an annual basis. Mgmt. fee is 12%.</td>
</tr>
<tr>
<td>IFAD</td>
<td>Global Engagement, Partnership and Resource Mobilization Division</td>
<td>€ 50 000</td>
<td>€ 50 000</td>
<td>Fully disbursed – Annual budget allocation (no management fees)</td>
</tr>
<tr>
<td>Italy</td>
<td>Ministero degli Affari Esteri e della Cooperazione Internazionale</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>Fully disbursed (Annual Letter of Agreement)</td>
</tr>
<tr>
<td>Ireland</td>
<td>Department of Foreign Affairs and Trade</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>Fully disbursed (Annual Letter of Agreement)</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Ministry of Foreign Trade and Development Cooperation</td>
<td>€ 100 000</td>
<td>€ 92 000</td>
<td>Fully disbursed, fees for 2022 and 2023 (Letter of Agreement covers 2022-2023)</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Swiss Agency for Development and Cooperation</td>
<td>€ 50 000</td>
<td>€ 46 000</td>
<td>Fully disbursed (Letter of Agreement covers 2023-2025)</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Foreign, Commonwealth and Development Office</td>
<td>€ 56 703</td>
<td>€ 52 166</td>
<td>Fully disbursed (Annual Letter of Agreement)</td>
</tr>
<tr>
<td>United States</td>
<td>United States Agency for International Development</td>
<td>€ 214 123</td>
<td>€ 196 993</td>
<td>Disbursement ongoing (Letter of Agreement covers 2020-2024). Includes two years of membership fees (2022-2023 – US$ 110K), two years of SDG2 Roadmap WG support (US$ 100K), and USD 25K for GDWGL support.</td>
</tr>
</tbody>
</table>

**Total contributions received**

€ 776 139 € 715 835
## 2. 2023 Budget Utilization
*Aggregated expenses by category as of 31 December 2023*

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular staff costs (includes interns)</td>
<td>€ 354,679</td>
</tr>
<tr>
<td>Consultancies</td>
<td>€ 207,938</td>
</tr>
<tr>
<td>AGA-related expenses</td>
<td>€ 33,684</td>
</tr>
<tr>
<td>Other event-related expenses</td>
<td>€ 15,651</td>
</tr>
<tr>
<td>Communication</td>
<td>€ 27,966</td>
</tr>
<tr>
<td>IT/Admin</td>
<td>€ 26,054</td>
</tr>
<tr>
<td>Staff travel</td>
<td>€ 3,687</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>€ 669,659</strong></td>
</tr>
</tbody>
</table>
3. 2024 Budget Forecast

This 2024 provisional budget forecast was drafted under the assumption that contributions from all the Board members will be received by 31 December 2024.

The total forecast includes all core expenses by the Platform Secretariat but does not include special funds allocated by Platform members in support of thematic working groups or thematic areas.

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Regular staff</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Coordinator</td>
<td>€ 172 992</td>
</tr>
<tr>
<td>2</td>
<td>Communication officer</td>
<td>€ 121 635</td>
</tr>
<tr>
<td>3</td>
<td>Admin Assistant</td>
<td>€ 54 961</td>
</tr>
<tr>
<td></td>
<td><strong>Total regular staff</strong></td>
<td>€ 349 588</td>
</tr>
<tr>
<td></td>
<td><strong>Consultancies</strong></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Consultants, Secretariat and TWGs support</td>
<td>€ 71 954</td>
</tr>
<tr>
<td>5</td>
<td>Consultant, AGA facilitation</td>
<td>€ 10 000</td>
</tr>
<tr>
<td>6</td>
<td>Consultant, country-level donor coordination workstream</td>
<td>€ 40 000</td>
</tr>
<tr>
<td>7</td>
<td>Consultant, innovative finance workstream</td>
<td>€ 30 000</td>
</tr>
<tr>
<td>8</td>
<td>Consultant, Annual Report</td>
<td>€ 10 000</td>
</tr>
<tr>
<td>9</td>
<td>Consultant, Sr Advisory Services for Secretariat</td>
<td>€ 20 000</td>
</tr>
<tr>
<td></td>
<td><strong>Total consultancies</strong></td>
<td>€ 181 954</td>
</tr>
<tr>
<td></td>
<td><strong>Admin costs</strong></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>AGA 2024</td>
<td>€ 15 000</td>
</tr>
<tr>
<td>11</td>
<td>Communications (Publications, website management, e-newsletters, social media)</td>
<td>€ 25 000</td>
</tr>
<tr>
<td></td>
<td><strong>Total admin costs</strong></td>
<td>€ 40 000</td>
</tr>
<tr>
<td></td>
<td><strong>Events costs</strong></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Events</td>
<td>€ 10 000</td>
</tr>
<tr>
<td></td>
<td><strong>Total events costs</strong></td>
<td>€ 10 000</td>
</tr>
<tr>
<td></td>
<td><strong>Travel</strong></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Staff Travel</td>
<td>€ 10 000</td>
</tr>
<tr>
<td>14</td>
<td>Travel for consultants and guests</td>
<td>€ 5 000</td>
</tr>
<tr>
<td></td>
<td><strong>Total travel</strong></td>
<td>€ 15 000</td>
</tr>
<tr>
<td></td>
<td><strong>Total 2023 forecast</strong></td>
<td>€ 596 542</td>
</tr>
</tbody>
</table>

* The amounts are based on IFAD standard staff costs as of January 2024
A YEAR IN REVIEW

GDPRD Communications in 2023

Board Meeting
6 February 2023
<table>
<thead>
<tr>
<th>Year</th>
<th>Plans</th>
</tr>
</thead>
</table>
| 2021-2022 | New communication strategy  
Modernize communication and knowledge sharing infrastructure  
Modernize approach, content, messaging and brand |
| 2023 | Establish GDPRD as collective thought leader with results-driven agenda  
Outreach around Platform workstreams and thematic working groups  
Increase audience engagement and reach  
Share information and knowledge in new ways  
20th Anniversary |
| 2024 | Target outreach and products to global priorities and themes  
Increase strategic influencing through social media  
Horizon scan of audience needs and recalibrate approach  
Strengthen advocacy and knowledge management tools |
Flagship products
Events

13 February
Assessing the Data ‘Quantum’ Leap in Agriculture and Food Systems: Consultations for New Strategic Directions

Co-organizers: European Commission, IFAD, Global Partnership for Sustainable Development Data

27 June 2023
Donor Coordination for Food Systems Transformation: A Forward Agenda

Co-organizers: European Commission, IFAD

24 July 2023
UN FSS+2 Stocktaking Moment Side Event:
Innovative donor approaches to sustainable finance for food systems transformation

Co-organizer: Shamba Centre for Food & Climate

23 October 2023
CFS 51 Side Event 03:
Innovative approaches to sustainable finance for food systems transformation

Co-organizers: Shamba Centre for Food & Climate, UK FCDO, South Africa - Western Cape Government, WFP

24 October 2023
Senior Managers Meeting

26-27 October 2023
Annual General Assembly 2023
Interviews and podcasts

18 December 2022
Navigating challenges in climate, conflict, and food security

25 April 2023
Podcast | David Laborde

21 March 2023
Data for a better world

11 August 2023
Reflections on a transformative co-chair term

31 July 2023
Podcast | Jo Puri

16 February 2023
Keeping the humanitarian-development-peace nexus at centre stage

31 May 2023
Building resilience to safeguard our most vulnerable

30 March 2023
Decent employment and a voice at the table for our rural youth

18 January 2024
Innovative and proven approaches to amplifying donor funding for agricultural development

9 January 2024
Building momentum for a sustainable future: Parting insights from our Australian Co-Chair

28 February 2023
Podcast | Ron Hartman

9 August 2023
The future of AI in food systems

Interview Series on Donor Coordination: Iris Krebber, Foreign, Commonwealth and Development Office (FCDO), UK
Website

Average visits per month

<table>
<thead>
<tr>
<th>Year</th>
<th>Site visits</th>
<th>Unique site visitors</th>
<th>Average duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>1,890</td>
<td>1,509</td>
<td>2.54 mins</td>
</tr>
<tr>
<td>2022</td>
<td>2,075</td>
<td>1,566</td>
<td>4.30 mins</td>
</tr>
<tr>
<td>2023</td>
<td>2,830</td>
<td>2,221</td>
<td>4.31 mins</td>
</tr>
</tbody>
</table>

From 2022 to 2023

- Total site visits increased from 24,899 to 38,657 (+55% increase)
- Total unique site visitors increased from 18,796 to 33,958 (+81% increase)
- Average visit duration: 4.31 mins
Website

Average page views per month

From 2022 to 2023

Total page views increased from 59,242 to 121,425
+105% increase

Total page views increased from 41,186 to 67,133
+63% increase
LinkedIn

Our LinkedIn followers

Seniority:
- 50% hold senior positions including Directors, VPs, Managers and Partners
- 30% hold junior positions

Industry:
- 38% from international trade and development, non-profit organizations, international affairs and government, emergency aid
- 10% from research and academia
- 5% from civic and social organizations
- 3% from farming

Number of followers
- +45%

Engagement
- +38%

Update impressions
- +13%

As of today 3,136 followers
X/Twitter

Total followers

<table>
<thead>
<tr>
<th>Year</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of tweets and retweets</td>
<td>11,290</td>
<td>11,371</td>
<td>3,973</td>
</tr>
</tbody>
</table>

Instagram

- Launched in June 2023
- Verified badge account obtained from Meta in August 2023
- Area for growth and continued engagement with youth in 2024
- As of today 69 followers
Newsletter

From 2022

<table>
<thead>
<tr>
<th>Open rate</th>
<th>Click rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>+8%</td>
<td>+69%</td>
</tr>
</tbody>
</table>

Spotlight on Fall 2023 edition

<table>
<thead>
<tr>
<th>Open rate</th>
<th>Click rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.0%</td>
<td>46.0%</td>
</tr>
</tbody>
</table>
Food Systems Recommendations Database

New microsite released in October 2023 with a dashboard and plug-in.
Food Systems Recommendations Database

As of today, the database includes:

- 55 reports
- 1,738 recommendations
- 158 clustered recommendations
- 31 themes

Visit duration (min:sec)

<table>
<thead>
<tr>
<th>Month</th>
<th>Average per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2022</td>
<td>116</td>
</tr>
<tr>
<td>October 2023</td>
<td>415</td>
</tr>
</tbody>
</table>

Unique page views increased from 116 in October 2022 to 415 in October 2023
Communications with a purpose

2024 WORKPLAN

SDG2 Road Map

Podcasts

Donor Coordination

Innovative Finance

Land Governance

Data

Events

Blogs

Rural Youth Employment

Interviews

Publications
## Communications with a purpose

### 2024 WORKPLAN

<table>
<thead>
<tr>
<th>Increased visibility of Platform’s and members’ activities, workstreams and events</th>
<th>Expanded modalities for outreach and influencing on social media</th>
<th>Horizon scan completed and results implemented</th>
<th>Strengthened knowledge sharing and information exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Interviews</td>
<td>Communications survey</td>
<td>Knowledge hubs</td>
</tr>
<tr>
<td>Social media</td>
<td>Podcasts</td>
<td>Calibrate communications strategy</td>
<td>Food Systems Recommendations Database</td>
</tr>
<tr>
<td>Publications, newsletters, op-ed articles</td>
<td>AGA, thematic working groups, convenings</td>
<td>Web SEO analysis</td>
<td>New Food Systems Initiatives Database</td>
</tr>
<tr>
<td>Leverage partnerships</td>
<td>Expert partner(s)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank you

www.donorplatform.org

GDPRD Food Systems Recommendations Database
www.donorplatform.org/recommendations-database
COMMUNICATIONS WORK PLAN 2024

in alignment with
The Global Donor Platform for Rural Development
Strategic Plan 2021-2025, Communications Strategy 2022-2025 and 2024 Work Plan
Background

The Platform Communications Strategy 2022-2025 is built on a theory of change (see page 8, excerpted from the strategy) which was developed in line with the principles of the Strategic Plan 2021-2025 and clearly identifies the overarching communications objective:

*Wider recognition of the GDPRD to increase donor coordination, influencing and knowledge around the thinking, policies and programming on agriculture, rural development and food systems.*

The communications theory of change, in alignment with the Platform’s annual work plan, provides the basis for identifying and planning communications opportunities and activities that lead to the outcomes identified as preconditions for achieving the Platform’s long-term strategic goals. The theory of change can be found on page 8.

Communications with a purpose

The Communications Work Plan is updated every year and provides a detailed overview of advocacy and outreach efforts by the Platform Secretariat.

Specific communications objectives and outcomes contribute directly to achieving the overarching objective:

- Place the Platform and its members’ programmes, strategies and policies high on the rural development and food security agenda.
- The Platform is an effective and efficient space to promote relevant donor-led discussions and debates on agriculture, rural development and food security.
- The Platform acts as a community hub which promotes the members’ common vision of rural development as key to achieving Agenda 2030.

In line with the Secretariat’s results-based approach, each planned activity shows a clear outcome referencing these objectives in the communications theory of change. These outcomes can be found in column 4 of the work plan.
## Communications work plan 2024

<table>
<thead>
<tr>
<th>Communications activity</th>
<th>Description</th>
<th>Communications Outcomes</th>
<th>Indicator</th>
</tr>
</thead>
</table>
| **Advocacy and Outreach** | **Platform workstreams** | In 2024, the Platform will advance the activities and work on three workstreams:  
- Donor coordination with a focus on financing modalities at the country level  
- Innovative/blended financing  
- Data, AI and SDG2 | 1.1: Value  
1.3: Positioning  
2.1: Relevance  
2.2: Collaboration  
3.1: Knowledge exchange  
3.2: Hub  
3.4: Advocacy and outreach | Per workstream:  
1 communications plan  
1 event  
1 roundtable  
1 report  
1 social media campaign |
| **20th Anniversary commemoration campaign** | December 2023 marked 20 years of the Platform’s existence. Outreach around this milestone will continue for six months after the anniversary, revolving around key messages from the 2023 AGA and the 20 years of donor coordination report, with linkages to the new Platform activities in 2024. | 3.4: Advocacy and outreach | 1 updated communications plan  
1 updated social media campaign |
| **Annual Report** | The Platform’s year in review publication. In 2024, the format and narrative will continue to be innovative and readable, with the addition of a digital product to accompany the publications launch. | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning | 1 Annual Report distributed to members and published on the website, including a print version for in-person events and meetings.  
1 digital microsite version  
1 social media publications launch plan |
| **Flagship Platform Publications** | Flagship reports produced by the Platform Secretariat and endorsed by the Platform Board. | 1.3: Positioning  
2.1: Relevance  
3.1: Knowledge exchange  
3.2: Hub | At least 1 per year  
1 outreach plan per publication to disseminate key findings and messaging |
| **Corporate communications toolkit and visual identity applications** | The Platform’s modernized visual identity will be strengthened and applied to all aspects of its communications. Outreach materials will be continuously updated and shared on the website. | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning  
2.4: Broadening membership  
3.4: Advocacy and outreach | 1 updated Platform outreach toolkit, including presentation, brochure and key messages  
1 set of updated corporate templates  
1 set of updated visual identity graphics and guidelines |
<table>
<thead>
<tr>
<th>Communications activity</th>
<th>Description</th>
<th>Communications Outcomes</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletter - eUpdate</strong></td>
<td>The e-newsletter updates members on the activities of the Platform.</td>
<td>1.1: Value</td>
<td>4 eUpdate newsletters sent per year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2: Awareness raising</td>
<td>Continued improvement on content and design if necessary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3: Positioning</td>
<td>MailChimp usage maintained</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.1: Knowledge exchange</td>
<td>Email lists updated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.1: Value</td>
<td>4 eUpdate newsletters sent per year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2: Awareness raising</td>
<td>Continued improvement on content and design if necessary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3: Positioning</td>
<td>MailChimp usage maintained</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.1: Knowledge exchange</td>
<td>Email lists updated</td>
</tr>
<tr>
<td><strong>Newsletter - thematic</strong></td>
<td>Short run e-newsletters focused on delivering news and updates on a particular theme pertinent to Platform members.</td>
<td>1.2: Awareness raising</td>
<td>Runs of up to six months, only when necessary</td>
</tr>
<tr>
<td><strong>Review modalities for communications outreach</strong></td>
<td>A survey for members and close partners will be developed, shared and results analyzed, to review effectiveness of communications modalities for outreach and influencing.</td>
<td>1.1: Value</td>
<td>1 survey shared with members and close partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2: Awareness raising</td>
<td>1 short report with findings and recommendations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3: Positioning</td>
<td>1 up-to-date website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.1: Relevance</td>
<td>Advocacy function of the website enhanced</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.2: Collaboration</td>
<td>SEO analysis completed and recommendations implemented</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.1: Knowledge exchange</td>
<td>1 microsite created to host the Food Systems Initiatives Database</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.2: Hub</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.3: Impact</td>
<td></td>
</tr>
<tr>
<td><strong>Website and content</strong></td>
<td>Website</td>
<td>1.1: Value</td>
<td>1 up-to-date website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2: Awareness raising</td>
<td>Advocacy function of the website enhanced</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3: Positioning</td>
<td>SEO analysis completed and recommendations implemented</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.1: Relevance</td>
<td>1 microsite created to host the Food Systems Initiatives Database</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.2: Collaboration</td>
<td></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>The website is the central anchor for Platform communications. Continued improvements to the website will optimize the user experience, increase visibility to the Platform's activities and work, and enhance knowledge exchange amongst the donor community. The advocacy function of the website will be enhanced through strategic placement of key messaging and advocacy tools. The website's search engine optimization (SEO) will continue to be analyzed, and findings used to inform website content. The objective is to uphold the quality and quantity of website traffic from search engines and communication outreach sources, to reach more of our target audiences.</td>
<td>1.1: Value</td>
<td>1 up-to-date website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2: Awareness raising</td>
<td>1 up-to-date website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3: Positioning</td>
<td>1 up-to-date website</td>
</tr>
<tr>
<td><strong>Blogs</strong></td>
<td>These include web articles from members and partners, sharing insights, opinions and knowledge. These can also be produced in partnership with IFAD’s communications division for wider outreach through the IFAD website and social media channels.</td>
<td>1.3: Positioning</td>
<td>4 blogs per year published and shared on social media channels</td>
</tr>
<tr>
<td><strong>Meet our Members and Partners Interview Series</strong></td>
<td>These interviews will be web recorded, edited and transcribed for a range of web and social media content.</td>
<td>1.3: Positioning</td>
<td>4 blogs per year published and shared on social media channels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.1: Knowledge exchange</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.2: Hub</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.3: Impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.4: Advocacy and outreach</td>
<td></td>
</tr>
<tr>
<td>Communications activity</td>
<td>Description</td>
<td>Communications Outcomes</td>
<td>Indicator</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **Podcast Series**      | The collaboration with IFAD's podcast Farms. Food. Future. will continue to leverage their high volume of monthly listeners. The podcast segment remains a product of the Platform and is showcased on both IFAD and GDPRD websites and social media channels. | 3.1: Knowledge exchange  
3.2: Hub  
3.3: Impact  
3.4: Advocacy and outreach                                                                 | 6 podcast episodes per year  
Social media promotion for each podcast release                                                                                     |
| **Event articles**      | After each Platform event, a summary article of key points and messages from the event is written and posted to the website and on social media channels.                                                     | 1.3: Positioning  
2.1: Relevance  
3.1: Knowledge exchange  
3.3: Impact  
3.4: Advocacy and outreach                                                                 | One web article for each event                                                                                                           |
| **Current events and policies** | Populate website with news, policies and strategies from member and partner organizations.                                                                                                                | 3.1: Knowledge exchange  
3.2: Hub                                                                                                                                            | Weekly horizon scan to update website                                                                                          |
| **Knowledge Exchange**  | **Food Systems Recommendations Database and Dashboard Microsite**  
The database is regularly updated with new publications and event reports. Database usage steers more views to the Platform website. In 2024, the new dashboard microsite will be frequently highlighted as a useful tool for those in the food systems and donor community. | 1.1 Value  
1.3: Positioning  
3.1: Knowledge exchange  
3.2: Hub                                                                                                                                         | Database updated at least once per quarter.  
Promotional campaign through social media, newsletters, web article, and outreach to academia and Platform partners |
|                         | **Food Systems Initiatives Database and Dashboard Microsite**  
Create and launch new database of food systems initiatives, presented in a user-friendly microsite with visual and tabled search functionalities, and an easy backend for frequent updates. The objective is to provide a general horizon scan of initiatives in the food systems space for collaboration opportunities and to avoid overlapping efforts. Each entry will provide a brief description and link to their website. Organization will be by category, primary focus and scale. | 1.1 Value  
1.3: Positioning  
3.1: Knowledge exchange  
3.2: Hub                                                                                                                                         | 1 new Food Systems Initiatives database and dashboard  
Promotional campaign through social media, newsletters, web article and outreach to |
| **Events**              | **Annual General Assembly (AGA)**  
The Platform’s Annual General Assembly will be held in hybrid format in 2024, date to be decided. The standard timetable should be once a year and based on a specific focus relevant to current events and debates. This year’s theme will focus on innovative and sustainable finance, a priority area for the Platform and the donor community. | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning  
2.1: Relevance  
2.2: Collaboration  
2.3: Networking and innovation  
3.1: Knowledge exchange  
3.3: Impact                                                                                                                                   | 1 AGA per year  
1 AGA communications outreach plan                                                                                                           |
<table>
<thead>
<tr>
<th>Communications activity</th>
<th>Description</th>
<th>Communications Outcomes</th>
<th>Indicator</th>
</tr>
</thead>
</table>
| **Timely, open events**      | Webinars and workshops based on current Platform workstreams, global news and events, with high-level keynote speakers and panelists                                                                            | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning  
2.1: Relevance  
2.2: Collaboration  
2.3: Networking and innovation  
3.1: Knowledge exchange  
3.3: Impact                                                                  | 2 events per year  
1 communications outreach package per event                                    |
| **Closed donor/member events** | Private conversations and roundtable discussions for honest and open donor conversations, following Chatham House Rules                                                                                  | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning  
2.1: Relevance  
2.2: Collaboration  
2.3: Networking and innovation  
3.1: Knowledge exchange  
3.3: Impact                                                                  | 2 events per year                                                                                           |
| **Thematic Working Group-led events** | Webinars and discussions based on topics of interest to the Thematic Working Groups                                                                 | 2.3: Networking and innovation  
3.1: Knowledge exchange.  
3.2: Hub  
3.3: Impact                                                                 | 2 events for the Rural Youth Employment TWG  
2 events for the Land Governance TWG  
2 events for the SDG2 Roadmap TWG  
1 event for the new Sustainable Finance TWG                                  |
| **Social Media**              | **LinkedIn**  
LinkedIn acts as the primary social media tool of the Platform. Updates on Platform activities and events are posted, as well as thematic posts for relevant international and UN thematic days and global events.  
In 2024, the objective is to increase strategic influencing of the membership through social media. Engagement rates in LinkedIn are projected to increase beyond just numbers. Experts in the membership, workstreams and/or thematic working groups will be identified and approached to help extend the reach of the Platform's social media voice.  
Programmed posts around Platform activities and priorities will be shared with the membership for posting to leverage a broader online network. | 1.1: Value  
1.2: Awareness raising  
1.3: Positioning  
2.1: Relevance  
2.2: Collaboration  
3.1: Knowledge exchange  
3.2: Hub  
3.3: Impact                                                                  | 1 post per week, frequency could vary according to content availability and number of relevant thematic days  
10% increase in number of followers and engagement rate per year  
At least 1 expert or member identified as Platform partner on LinkedIn  
At least 2 sets of pre-programmed posts based on advocacy building or workstream content shared with membership  
Calendar of relevant posting days maintained |
<table>
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<th>Communications Outcomes</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td>Twitter is the tertiary social media tool of the Platform.</td>
<td>1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub</td>
<td>1 tweet per week Calendar of relevant posting days maintained</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>In 2024, additional attention will be placed on growing the new Instagram account to reach target audiences #3 and #4. This channel requires a more visual and dynamic approach. Existing content will be adapted to convey an approachable tone of voice, to further outreach and knowledge sharing beyond its primary audience. Focus groups include youth and women audiences. Youth and/or woman leader(s) in the food systems or rural development space identified to promote linkage of youth or gender perspectives to Platform activities and working groups.</td>
<td>1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub</td>
<td>1 post or video reel published per communications product released 1 post or video reel published per relevant UN day or international event At least 1 youth or woman leader identified for engagement on Instagram account.</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>The YouTube channel is the space for all Platform video content including interviews and event recordings. In 2024, reorganization of the Platform's YouTube additional outreach around the Platform's channel increase traffic greater visibility.</td>
<td>1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange</td>
<td>All public Platform events and interviews are posted on YouTube Home page content and structure redesigned Playlists created for improved searchability and ease of navigation</td>
</tr>
</tbody>
</table>
## Theory of change for Platform communications (excerpt from the 2022-2024 Communications Strategy)

<table>
<thead>
<tr>
<th>Achieve vision and mission</th>
<th>Overarching Communications Objective</th>
<th>Specific Communications Objectives</th>
<th>Communications outcomes</th>
<th>Achieve strategic objectives</th>
<th>Target audiences</th>
</tr>
</thead>
</table>
|                            | Wider recognition of the GDPRD to increase donor coordination, influencing and knowledge around the thinking, policies and programming on agriculture, rural development and food systems. | **Objective 1.** Place the Platform and its members’ programmes, strategies and policies high on the rural development and food security agenda. | 1.1: **Value** - The value and relevance of the Platform are demonstrated.  
1.2: **Awareness raising** - Greater awareness and understanding of the Platform's focus on the food systems agenda and its links to SDG 2 is generated.  
1.3: **Positioning** - The Platform is positioned as a forward-looking voice on donor action and coordination through high-level discussions, exchange of knowledge, and by engagement with senior-level champions to speak about the Platform. | Strategic influencing | 1: Existing members and partners |
|                            |                                     | **Objective 2.** The Platform is an effective and efficient space to promote relevant donor-led discussions and debates on agriculture, rural development and food security. | 2.1: **Relevance** - Members and partners are both informed on and included in ongoing international food systems and rural development-related dialogues.  
2.2: **Collaboration** - Offline and online communications presence is established, with opportunities generated for new dialogues, information exchange as well as connections with a broader professional and age group audience.  
2.3: **Networking and innovation** - Annual General Assemblies and Platform events, workshops and meetings are well attended and achieve the intended outcomes and impact.  
2.4: **Broadening membership** - Membership and partnerships are expanded through effective outreach tools and more targeted contact lists. | Knowledge sharing | 2: Wider donor and rural development community not yet engaged with Global Donor Platform |
|                            |                                     | **Objective 3.** The Platform acts as a community hub which promotes the members' common vision of rural development as key to achieving Agenda 2030. | 3.1: **Knowledge exchange** - Greater awareness is created amongst Platform members, thematic working groups and partners on each other’s knowledge, work and experiences.  
3.2: **Hub** - The Platform is established as an entry point to being updated on donor-led rural development and food systems processes, projects and dialogues.  
3.3: **Impact** - Platform activities are linked to current global debates (including the SDGs) and are championed by members and partners. Collaborative communications with host organization IFAD and Rome-based agencies is achieved.  
3.4: **Advocacy and outreach** - Deeper understanding is generated around the Platform's role, history and influence. | Networking and convening | 3: External community interested in food systems and rural development, audience identified as supporters and influencers, with a special focus on women and youth |
|                            |                                     |                                   | 4: General audience not yet interested in our focus areas | |
Communications Work Plan 2024

Global Donor Platform for Rural Development Secretariat
Hosted by the International Fund for Agricultural Development

www.donorplatform.org