



06 February 2024

Minutes Board Meeting

Participants

Board Members

- **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 Büchler**, *GLZ*
- **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

ISSUE	ITEM	DETAILS
1.	Welcome and Introduction	Co-Chairs
2.	G7 Overview	Francesco Rampa
3.	2024 Work Plan proposal <ul style="list-style-type: none">- 2024 Work Plan- Donor Coordination Workstream- 2024 AGA- Sustainable Finance Workstream	Secretariat
4.	2024 Budget	Secretariat
5.	Communications achievements	Secretariat
6.	AOB and closing	Co-Chairs

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.



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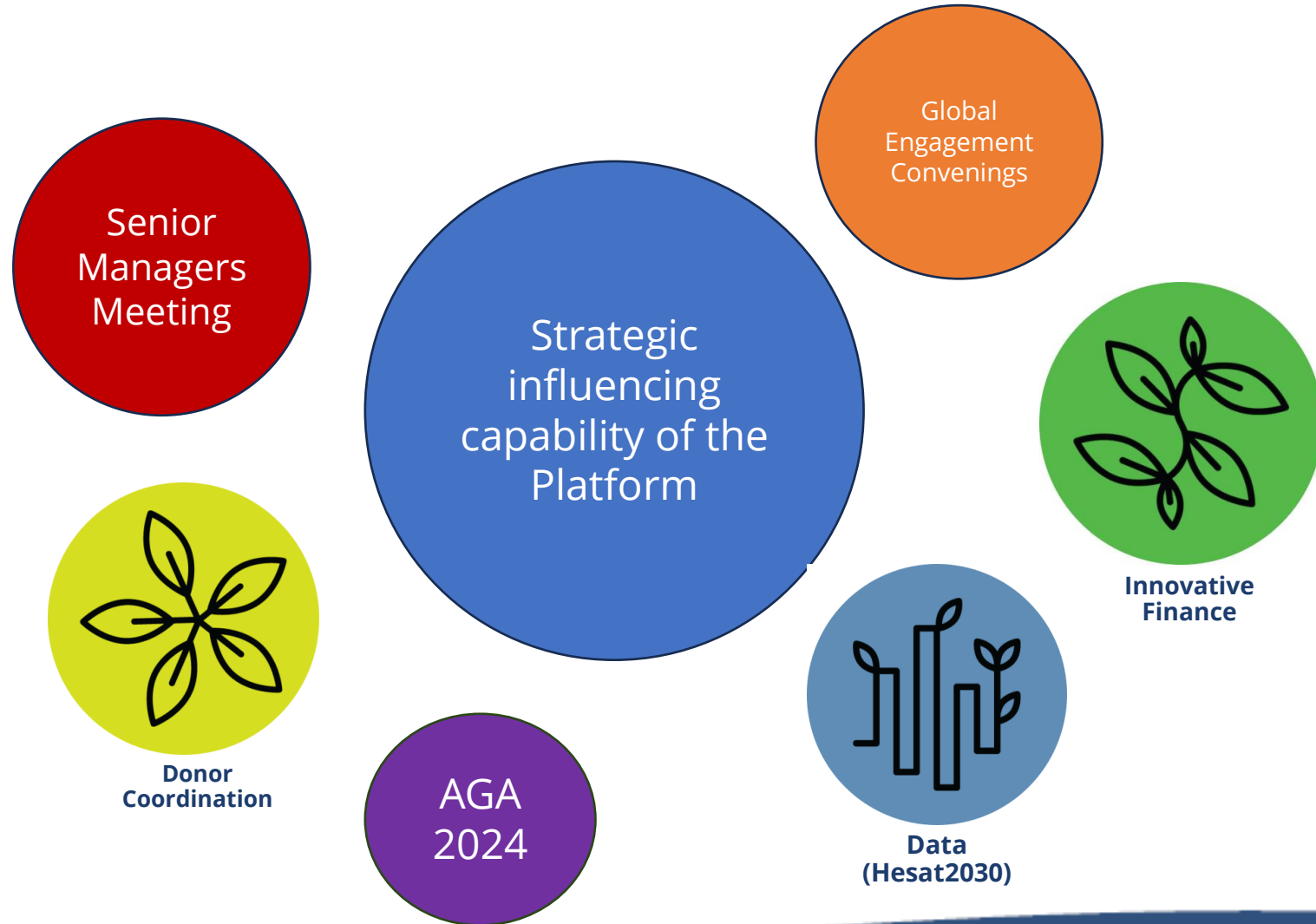
GDPRD 2024 Work Plan

6 February 2024

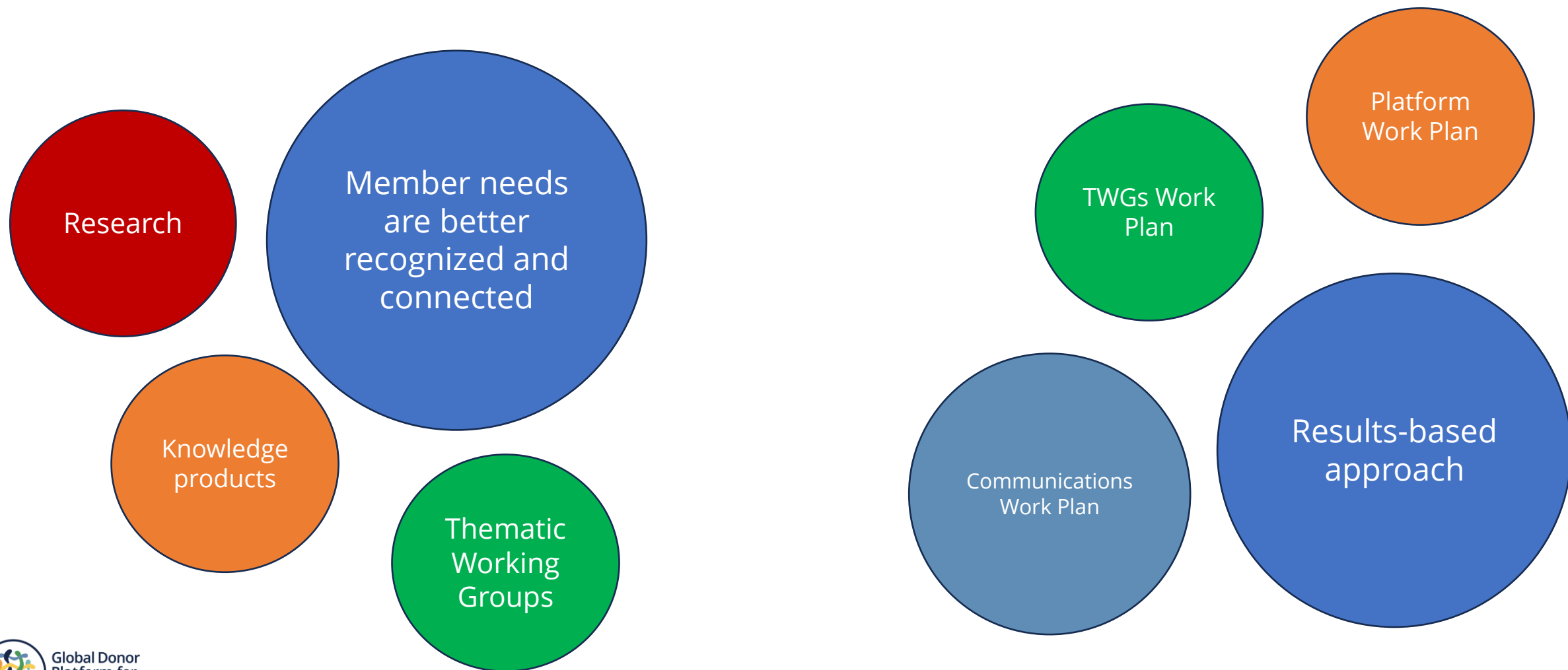
Outcome areas

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**

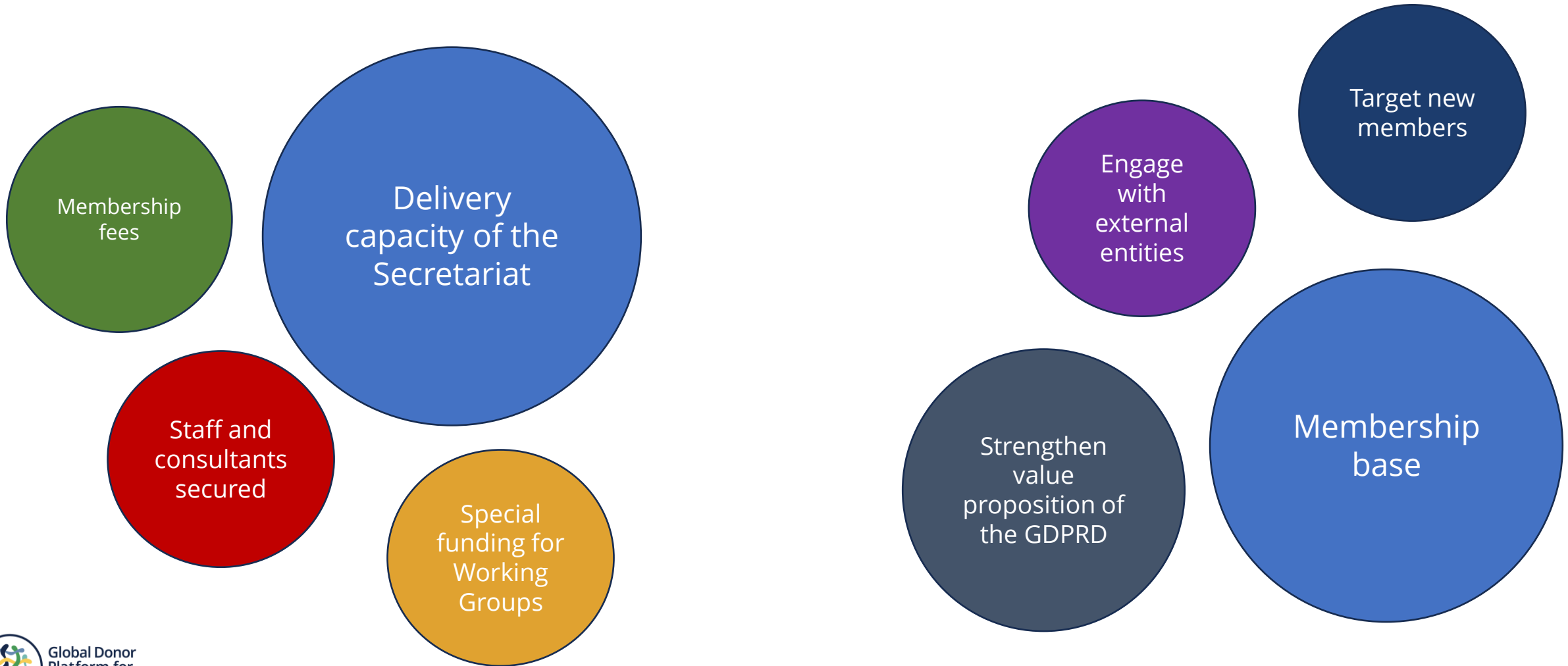
Focus on key outcome areas



Focus on key outcome areas



Focus on key outcome areas



Focus on key outcome areas





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Rural Development

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

ID	OUTCOME AREA	OUTPUTS	ACTIVITIES	INDICATORS	TARGETS
1	Strategic influencing capability of the Donor Platform is strengthened, shaping donor thinking, policies and programming.	1.1 Contribution to the SDG 2 agenda	Workstream on donor coordination (at the country and global levels)	Initiatives (reports, events) identified and approved by the Board.	Products presented and launched: <ul style="list-style-type: none"> - Review of the complementarity of donor funding modalities - At least 4 donor events, seminars and roundtables - Meetings of the SDG2 Roadmap Working Group - Meetings of the sustainable finance working group
			Workstream on sustainable and innovative finance	Establishment of donor working group on sustainable finance	
			Platform contribution to Hesat 2030 (as a follow-up to Ceres2030)	Outreach and communications plans designed	
			Organization of 2024 Annual General Assembly (AGA) dedicated to the theme of financing food systems transformation and rural development	AGA	1 hybrid AGA
		1.2 Coordination and alignment in key global forms and processes	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	International meetings and linkage to GDPRD workstreams identified Convenings organized	At least two convenings organized (one ahead of the G7 Summit, another ahead of the G20 Summit)
			Organization and convening of annual meeting of senior responsible managers for food systems/agriculture/rural development from across the membership	Senior Managers meeting organized and held	1 meeting

ID	OUTCOME AREA	OUTPUTS	ACTIVITIES	INDICATORS	TARGETS
2	Member needs are better recognized and connected, making the Platform more responsive and adaptive	2.1. Work planning process	Initiation of a work planning process at the start of the Plan period, to be revisited on an annual basis	Work plan developed and presented through member consultations	1 work plan
		2.2 Share and publicize members' events, activities, perspectives, and expertise	Newsletters, 2023 Annual report, social media and communications tools	Communication products developed Annual Report produced and shared	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
		2.3 Commission short pieces of timely research on emerging topics of member interest	Knowledge products are produced on an ad hoc basis Identify and propose topics for research	Knowledge products	(ad hoc)
		2.4 Host Thematic Working Groups	Thematic Working Groups (Land Governance, SDG2 Roadmap, Rural Youth Employment, and the new working group on Sustainable Finance)	Meetings of the Thematic Working Groups	At least three meetings per Working Group (one of which to be a hybrid meeting)

ID	OUTCOME AREA	OUTPUTS	ACTIVITIES	INDICATORS	TARGETS
			Organize periodic exchanges between TWGs and Board and across TWGs	TWGs presentations at Board meetings Meeting between TWG chairs	Board meeting with TWG presentations At least one meeting between TWG chairs
3	Members are better engaged and informed through strengthened communications, outreach and knowledge	3.1. Successful implementation of the communication strategy	Calibrate the communication strategy; develop the annual communication work plan	Communication priorities identified	1 updated strategy as needed 1 communications action plan 2024 1 member survey on communications
			Strengthen networking and relationships amongst donors and partners	Board, member and partner interviews and podcasts Web articles and quarterly newsletters	12 interviews and podcasts with board, members and partners 4 web articles and op-eds 4 newsletters
			Increase visibility of the Platform's and its members' activities, workstreams and events	Frequently updated and user-friendly website with improved search engine optimization Mini campaigns around flagship events and publications Consistent application of visual identity	1 website with WordPress upgrades 10% increase in website visitors 2 communication campaigns Updated corporate visual identity kit Communication action plan implemented
			Expand modalities for outreach and influencing on social media	Active social media channels with audience engagement Identify experts as Platform advocates	10% increase in social media activity and followers 1 Platform social media advocate

ID	OUTCOME AREA	OUTPUTS	ACTIVITIES	INDICATORS	TARGETS
		3.2. Foster knowledge and information exchange in the donor community	Research, curate and share knowledge generated around the food systems agenda	Up-to-date Food Systems Recommendations Database and Dashboard Flagship publications and reports	Food Systems Recommendations Database and Dashboard with 8 new entries and monthly updates of dashboard features 1 new Initiatives Database and Dashboard Monthly updates of website's resources and events pages and Thematic Working Group knowledge hubs 2 flagship publications and/or reports
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

ID	OUTCOME AREA	OUTPUTS	ACTIVITIES	INDICATORS	TARGETS
		5.2 Hire additional resources for supporting the Secretariat	Recruit special consultants, advisors, interns on a needs basis	Senior policy advisor hired Junior consultants hired to support the Secretariat	1 Senior Consultant 2 Junior Consultants hired



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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



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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

Donor	Institution	Gross contribution received	Net contribution received (mgmt. fee 8%)	Notes
Australia	Department of Foreign Affairs and Trade	€ -	€ -	Pending
Bill and Melinda Gates Foundation	-	€ -	€ -	Disbursement ongoing (Letter of Agreement covers 2023-2024)
European Union	European Commission	€ 50 000	€ 46 000	Fully disbursed (Letter of agreement covers 2021-2024)
Finland	Ministry of Foreign Affairs	€ 50 000	€ 46 000	1st payment disbursed (Letter of Agreement covers 2023-2025)
France	Ministry of Europe and Foreign Affairs	€ 50 000	€ 46 000	Fully disbursed (Annual Letter of Agreement)
Germany	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 55 313	€ 49 387	Fully disbursed – managed by GIZ (mandated by BMZ) on an annual basis. Mgmt. fee is 12%.
IFAD	Global Engagement, Partnership and Resource Mobilization Division	€ 50 000	€ 50 000	Fully disbursed – Annual budget allocation (no management fees)
Italy	Ministero degli Affari Esteri e della Cooperazione Internazionale	€ 50 000	€ 46 000	Fully disbursed (Annual Letter of Agreement)
Ireland	Department of Foreign Affairs and Trade	€ 50 000	€ 46 000	Fully disbursed (Annual Letter of Agreement)
Netherlands	Ministry of Foreign Trade and Development Cooperation	€ 100 000	€ 92 000	Fully disbursed, fees for 2022 and 2023 (Letter of Agreement covers 2022-2023)
Switzerland	Swiss Agency for Development and Cooperation	€ 50 000	€ 46 000	Fully disbursed (Letter of Agreement covers 2023-2025)
United Kingdom	Foreign, Commonwealth and Development Office	€ 56 703	€ 52 166	Fully disbursed (Annual Letter of Agreement)
United States	United States Agency for International Development	€ 214 123	€ 196 993	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.
Total contributions received		€ 776 139	€ 715 835	

2. 2023 Budget Utilization

Aggregated expenses by category as of 31 December 2023

Category	Amount
Regular staff costs (includes interns)	€ 354 679
Consultancies	€ 207 938
AGA-related expenses	€ 33 684
Other event-related expenses	€ 15 651
Communication	€ 27 966
IT/Admin	€ 26 054
Staff travel	€ 3 687
Grand Total	€ 669 659

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.

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

* The amounts are based on IFAD standard staff costs as of January 2024



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A YEAR IN REVIEW

GDPRD Communications in 2023

Board Meeting
6 February 2023

Catalysing communications



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

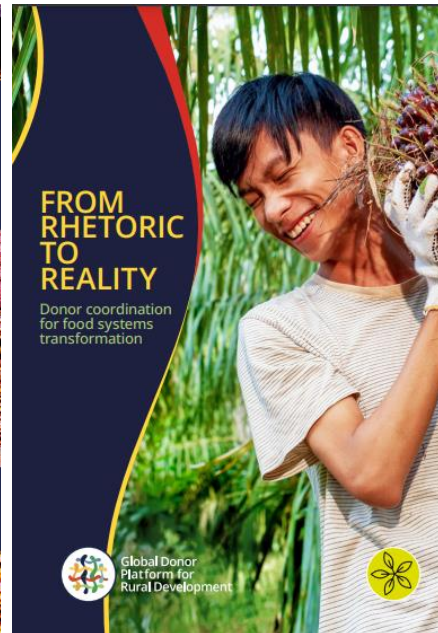
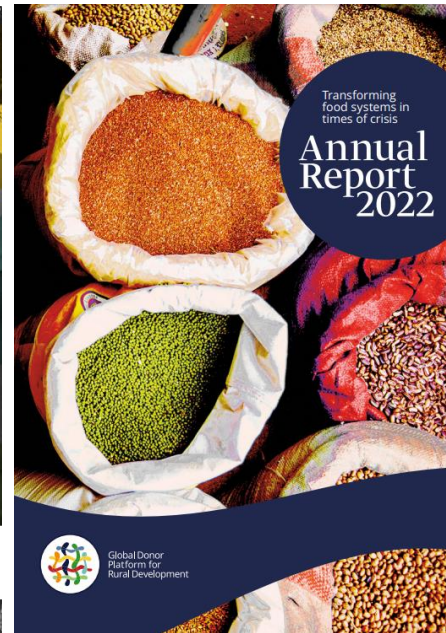
Target outreach and products to global priorities and themes

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 2023

Navigating challenges in climate, conflict, and food security



25 April 2023

Podcast | David Laborde



31 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



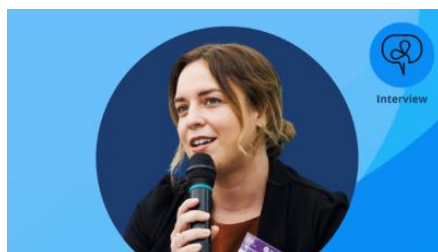
31 May 2023

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

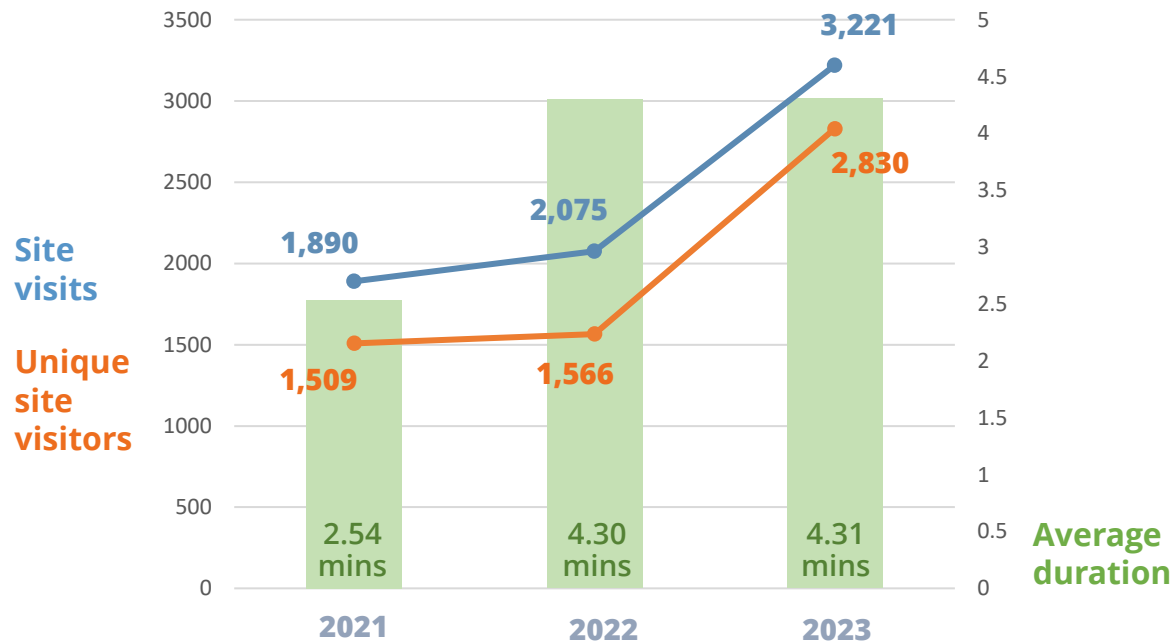


31 January 2023

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

Website

Average visits per month



From 2022 to 2023

Total site visits
increased from
24,899 to 38,657

+55% increase

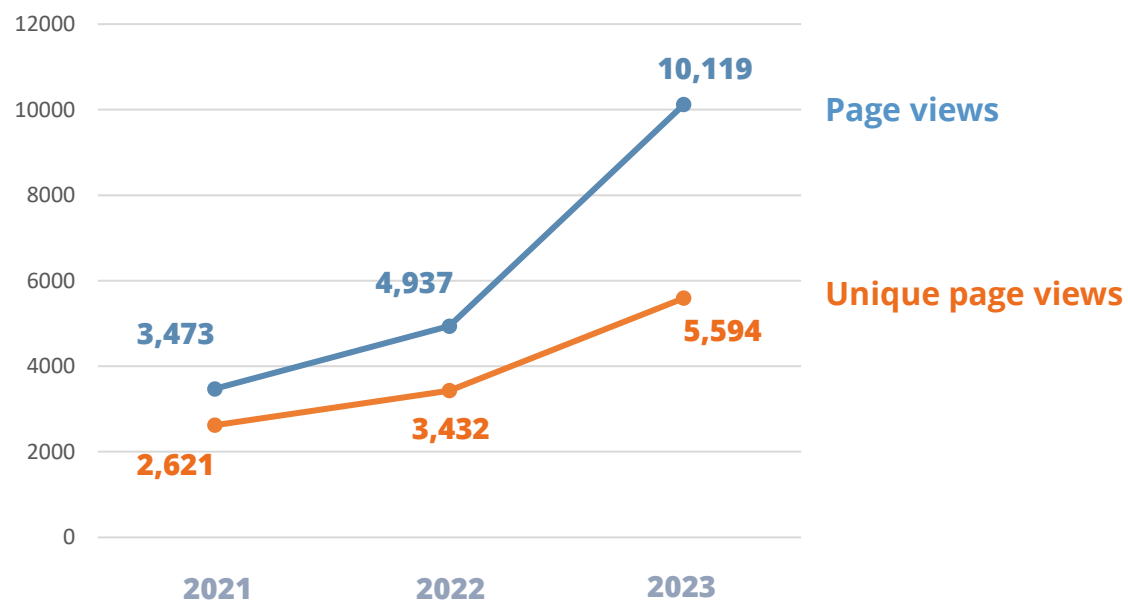
Total unique site visitors
increased from
18,796 to 33,958

+81% increase

Average visit duration
4.31 mins

Website

Average page views per month



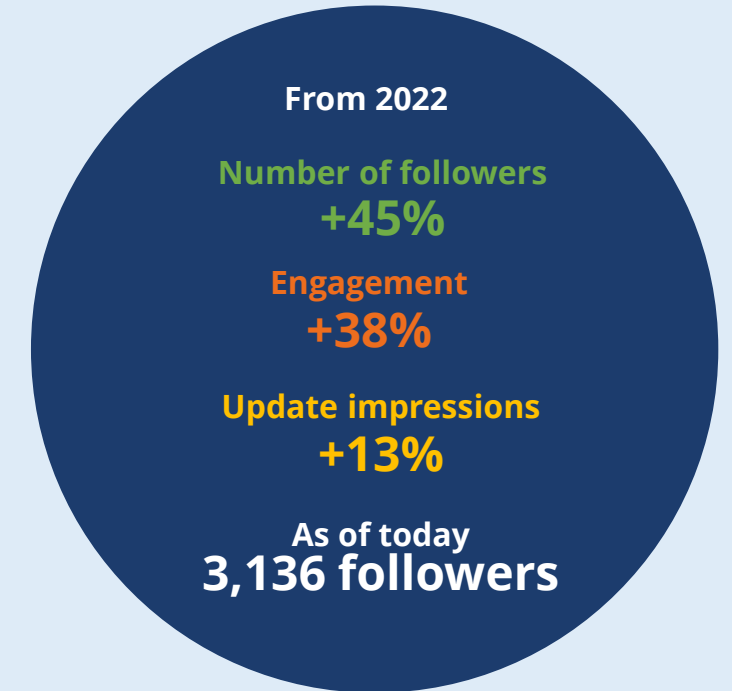
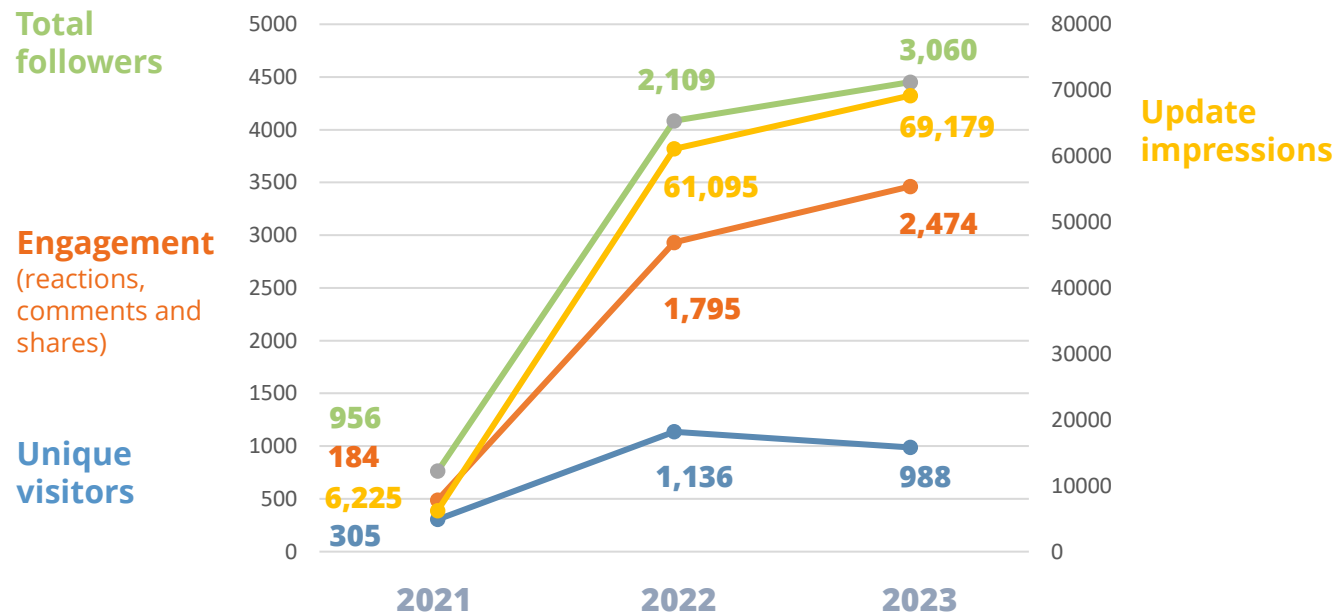
From 2022 to 2023

Total page views
increased from
59,242 to 121,425

+105% increase

Total page views
increased from
41,186 to 67,133

+63% increase



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

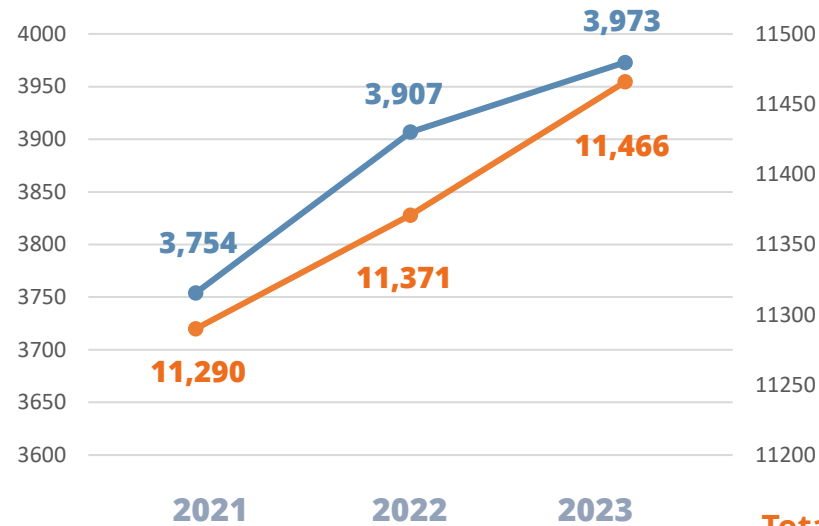
10% from research and academia

5% from civic and social organizations

3% from farming

X/Twitter

Total followers




Total number
of tweets and
retweets

Instagram



Launched in June 2023

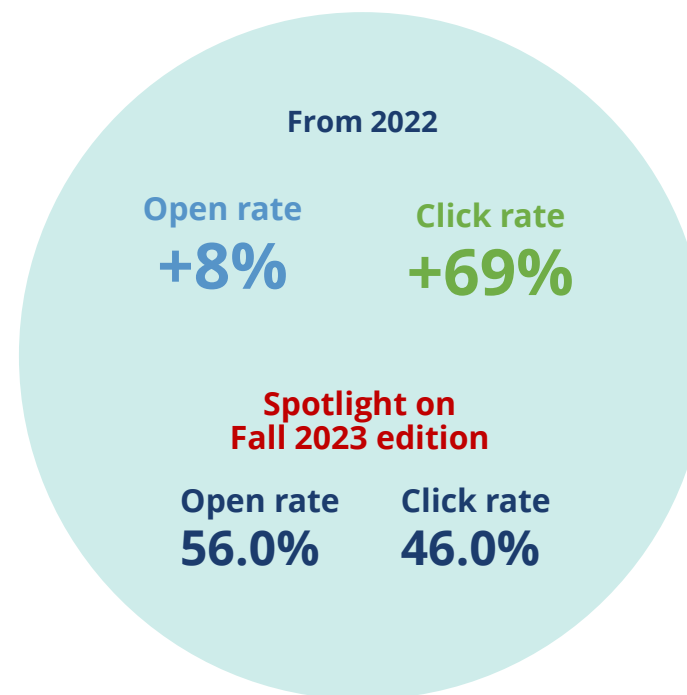
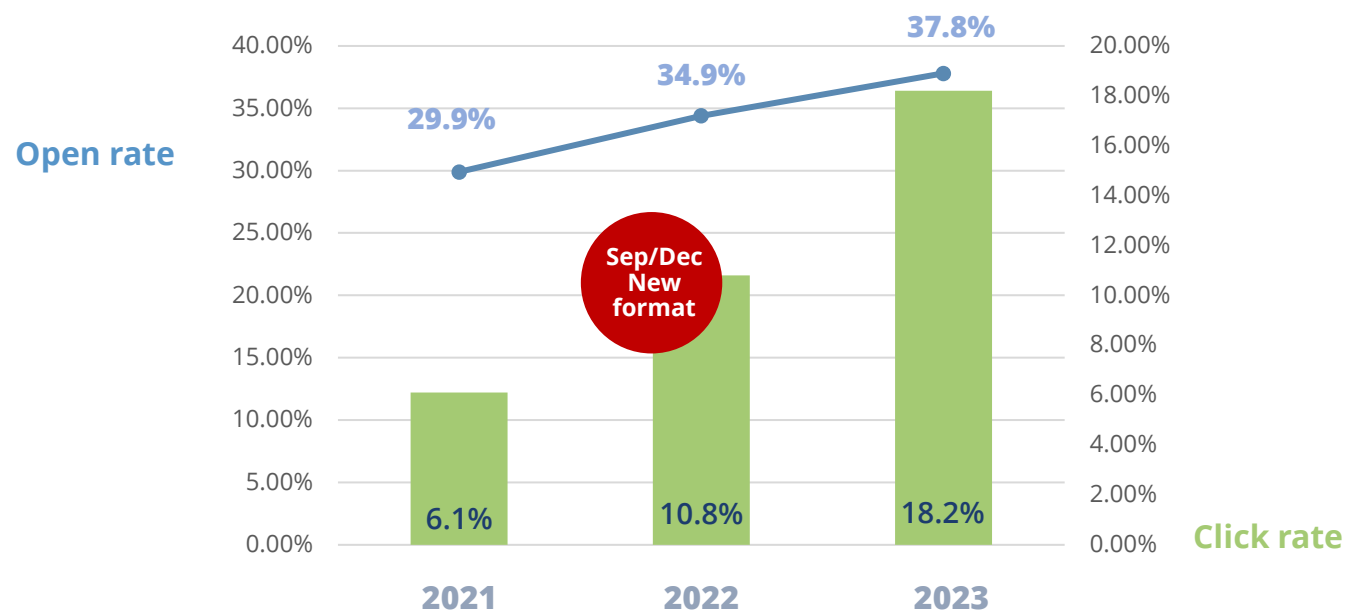
donorplatform 

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




Food Systems Recommendations Database

New microsite released in October 2023 with a dashboard and plug-in.

Food Systems Recommendations Database


This database was developed by the GDPRD to collate and summarize recommendations from key international reports related to food systems and rural development.

Recommendations with similar messages are grouped to form a clustered recommendation. All singular and clustered recommendations are allocated to thematic areas (eg. gender, climate, resilience).




Featured Report

The State of Food Security and Nutrition in the World 2023: Urbanization, agrifood systems transformation, and healthy diets across the rural-urban continuum



Latest Report

From Rhetoric to Reality: Donor Coordination for Food Systems Transformation



Trending

Agroecological and other innovative approaches for sustainable agriculture and food systems that enhance food security and nutrition

Reports

Report Recommendations

Clustered Recommendations

Search by thematic area

Search by keywords

— Choose thematic —

SEARCH

X Clear Search

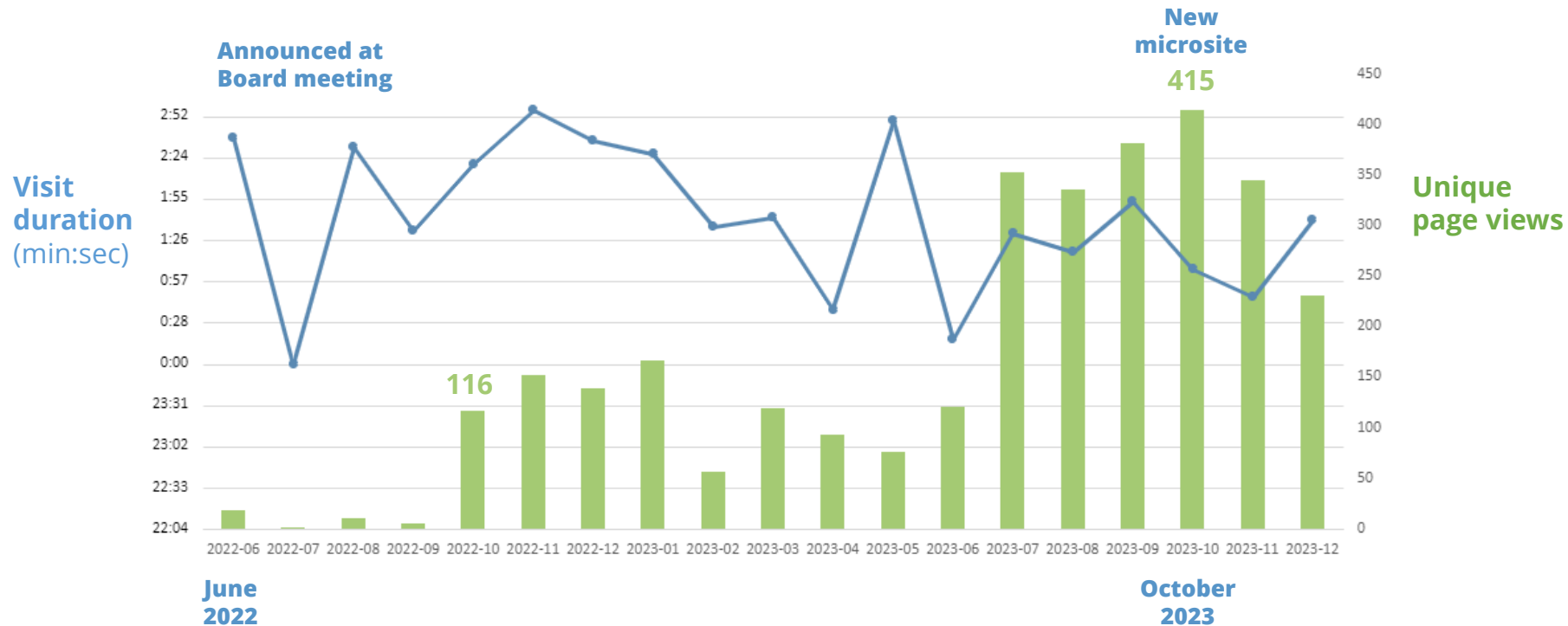
158 results

DOWNLOAD CSV

Invest in education, training and universal health care services.	Thematic Area: Public Services	
15 linked Recommendations View		
Basic investments in the quality of diets; quality of health; education; and water, sanitation and hygiene can improve childcare and feeding practices, maternal nutrition, dietary choices of consumers and food preparation	Report	FAO, 2019.
	Thematic Areas	Nutrition
Increase social protection and improve access to housing, health services and education for rural migrants and their families in urban centers.	Report	Fan et al., 2013.
	Thematic Areas	Empowerment and Inclusion Public Services Social Protection and Human Rights
Improve both public and private service system, including vocational training and foster efficient agricultural service organizations and enterprises, thus building a comprehensive service network covering all stages before, during and after production, including sustainable value chains.	Report	G20, 2016.
	Thematic Areas	Governance and enabling business environment Public Services Training and Skills Development

Food Systems Recommendations Database

Average per month



As of today, the database includes:

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

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**



Events



Blogs



**Land
Governance**



**Rural Youth
Employment**



Data



Interviews



Publications

Communications with a purpose

2024 WORKPLAN



Increased visibility of Platform's and members' activities, workstreams and events

Website

Social media

Publications, newsletters, op-ed articles

Leverage partnerships

Expanded modalities for outreach and influencing on social media

Interviews

Podcasts

AGA, thematic working groups, convenings

Expert partner(s)

Mini campaigns

Horizon scan completed and results implemented

Communications survey

Calibrate communications strategy

Web SEO analysis

Strengthened knowledge sharing and information exchange

Knowledge hubs

Food Systems Recommendations Database

New Food Systems Initiatives Database



Global Donor
Platform for
Rural Development

Thank you

www.donorplatform.org

GDPRD Food Systems Recommendations Database

www.donorplatform.org/recommendations-database



Global Donor Platform
for Rural Development

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

Communications activity	Description	Communications Outcomes	Indicator
Advocacy and Outreach	Platform workstreams <p>In 2024, the Platform will advance the activities and work on three workstreams:</p> <ul style="list-style-type: none"> - Donor coordination with a focus on financing modalities at the country level - Innovative/blended financing - Data, AI and SDG2 <p>The Platform will also spearhead a new initiative on Global Level Coordination Convenings.</p> <p>Communications plans will be updated for the workstreams. Objectives will be two-fold: 1. Promote engagement of targeted audiences; 2. Shape and package key messaging and findings for sharing at global levels such as the G7, G20 and relevant international events, to strategically influence the thinking, policies and programming around agriculture, rural development and food systems.</p>	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 <p>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.</p>	3.4: Advocacy and outreach	1 updated communications plan 1 updated social media campaign
	Annual Report <p>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.</p>	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 <p>Flagship reports produced by the Platform Secretariat and endorsed by the Platform Board.</p>	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 <p>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.</p>	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

Communications activity		Description	Communications Outcomes	Indicator
	Newsletter - eUpdate	The e-newsletter updates members on the activities of the Platform.	1.1: Value 1.2: Awareness raising 1.3: Positioning 3.1: Knowledge exchange	4 eUpdate newsletters sent per year Continued improvement on content and design if necessary MailChimp usage maintained Email lists updated
	Newsletter - thematic	Short run e-newsletters focused on delivering news and updates on a particular theme pertinent to Platform members.	1.2: Awareness raising 2.1: Relevance 3.1: Knowledge exchange	Runs of up to six months, only when necessary
	Review modalities for communications outreach	A survey for members and close partners will be developed, shared and results analyzed, to review effectiveness of communications modalities for outreach and influencing.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange	1 survey shared with members and close partners 1 short report with findings and recommendations
Website and content	Website	<p>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.</p> <p>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.</p>	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 up-to-date website Advocacy function of the website enhanced SEO analysis completed and recommendations implemented 1 microsite created to host the Food Systems Initiatives Database
	Blogs	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.	1.3: Positioning 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	4 blogs per year published and shared on social media channels
	Meet our Members and Partners Interview Series	These interviews will be web recorded, edited and transcribed for a range of web and social media content.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange. 3.3: Impact 3.4: Advocacy and outreach	8 interviews per year published and shared on social media channels

	Communications activity	Description	Communications Outcomes	Indicator
	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

Communications activity	Description	Communications Outcomes	Indicator
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 2.4: Broadening membership 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

Communications activity	Description	Communications Outcomes	Indicator
Twitter	Twitter is the tertiary social media tool of the Platform.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	1 tweet per week Calendar of relevant posting days maintained
Instagram	<p>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.</p> <p>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.</p>	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	<p>1 post or video reel published per communications product released</p> <p>1 post or video reel published per relevant UN day or international event</p> <p>At least 1 youth or woman leader identified for engagement on Instagram account.</p>
YouTube	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.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange	<p>All public Platform events and interviews are posted on YouTube</p> <p>Home page content and structure redesigned</p> <p>Playlists created for improved searchability and ease of navigation</p>

Theory of change for Platform communications (excerpt from the 2022-2024 Communications Strategy)

Achieve vision and mission	Overarching Communications Objective	Specific Communications Objectives	Communications outcomes	Achieve strategic objectives	Target audiences
<p>VISION:</p> <p>Donors effectively catalyse change</p> <p>MISSION:</p> <p>Brokering donor collaboration for impact</p>	<p>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.</p>	<p>Objective 1. Place the Platform and its members' programmes, strategies and policies high on the rural development and food security agenda.</p> <p>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.</p> <p>Objective 3. The Platform acts as a community hub which promotes the members' common vision of rural development as key to achieving Agenda 2030.</p>	<p>1.1: Value - The value and relevance of the Platform are demonstrated.</p> <p>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.</p> <p>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.</p> <p>2.1: Relevance - Members and partners are both informed on and included in ongoing international food systems and rural development-related dialogues.</p> <p>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.</p> <p>2.3: Networking and innovation - Annual General Assemblies and Platform events, workshops and meetings are well attended and achieve the intended outcomes and impact.</p> <p>2.4: Broadening membership - Membership and partnerships are expanded through effective outreach tools and more targeted contact lists.</p> <p>3.1: Knowledge exchange - Greater awareness is created amongst Platform members, thematic working groups and partners on each other's knowledge, work and experiences.</p> <p>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.</p> <p>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.</p> <p>3.4: Advocacy and outreach - Deeper understanding is generated around the Platform's role, history and influence.</p>	<p>Strategic influencing</p> <p>Knowledge sharing</p> <p>Networking and convening</p>	<p>1: Existing members and partners</p> <p>2: Wider donor and rural development community not yet engaged with Global Donor Platform</p> <p>3: External community interested in food systems and rural development, audience identified as supporters and influencers, with a special focus on women and youth</p> <p>4: General audience not yet interested in our focus areas</p>



Global Donor Platform
for Rural Development

Communications Work Plan 2024

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

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