



Global Landscapes Forum | *Paris*

5-6 December 2015
Paris, France



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Executive summary

The 2015 Global Landscapes Forum (GLF) was the largest event convened on the sidelines of the UNFCCC COP21 in Paris. Over two days (5-6 December), the Forum brought together more than 3,200 participants from agriculture, forestry, water management, finance and other land use decision makers.

Forum organizers were overwhelmed by the interest of UNFCCC COP21 negotiators and observers to attend the event. More than 2,000 individuals registered within the first two hours of the Forum, many coming directly. To cater for this unprecedented number of participants, space and services were enhanced on the second day.

2014 saw pledges for zero deforestation by leading companies and a trend towards sustainable investments in the world of finance. In 2015, world leaders agreed on the Sustainable Development Goals (SDGs), following the conclusion of the Millennium Development Goals, as well as the first universal climate agreement. While negotiators hashed out the Paris Climate Agreement, the 2015 GLF focused on turning commitments into action.

The Forum drew on the extensive expertise that its 148 actively participating organizations brought to the table. 40+ sessions and knowledge-sharing activities presented the results of recent research, technical approaches and best practice examples focused on:

- Restoration
- Tenure and Rights
- Finance and Trade
- Achieving the SDGs and Climate Goals.

Key outcomes



At the Forum, participants committed to:

- restoring **128 million ha** of degraded and deforested landscapes
- protecting watersheds across the Andes, led by **125 city** and regional governments
- creating the first and only payments for **ecosystem services initiative** in the Pacific Islands
- establishing the International Partnership for **Blue Carbon** led by the Governments of Australia, Costa Rica and Indonesia.



In preparation for the event, 27 scientists from across disciplines and regions collaborated over seven months, selecting the most relevant sessions from 57 applications.

To harness the combined expertise of the increasing global landscape community, the event was accompanied by a year-long outreach and capacity building program, bringing together the collaborative platform landscapes.org, various social media channels, online activities, a breakout event focused on finance and the Youth in Landscapes Initiative.

Discussions at the event were informed by background briefs reflecting the science committee's assessment of the most pressing issues related to sustainable landscapes. In total, background briefs were accessed more than 3,000 times and 95% of Forum participants surveyed read them prior to the event.

At the Forum, participants identified three key messages to directly address the policy makers set to implement the new global goals:

- Global goals are good, but real progress is made at the **regional and local level** – and there is a wealth of experience to learn from.
- We need **innovation, technology and data** – but also the wisdom to use them effectively.
- More needs to be done to ensure that global frameworks **support rural communities and smallholders**, the cornerstone of sustainable landscapes.

Each message was broken down into a range of practical considerations, summarized in the Forum's [outcome statement](#), shared with more than 33,000 land use experts and decision makers the week following UNFCCC COP21.

95%

of participants rated the event as successful or very successful after the second day*

45%

said the Forum's second day was very successful – a significant increase compared to 32% in 2014 and 26% in 2013



* As organizers were overwhelmed by the number of people newly registering on the first day of the Forum, not all participants could visit their session of choice. Still, 74% rated day one as successful or very successful.



Participants at the Global Landscapes Forum Opening Plenary, 5 December 2015

Photo: Pilar Valbuena/CIFOR

Highlights

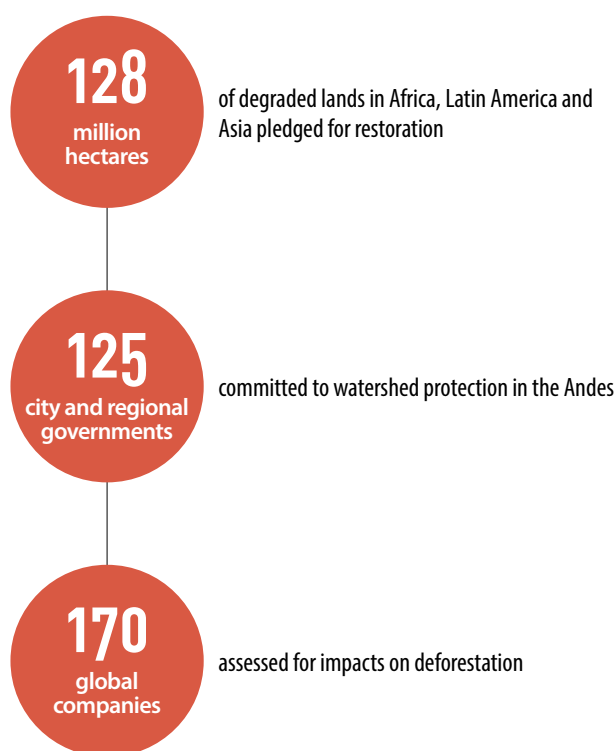
A decision-forcing Forum

After successfully introducing the **Launchpad format** at the 2014 Forum in Lima, the opportunity to announce new initiatives, research products and commitments was opened up to all institutions working on land use issues in 2015. The **priority given to innovation and making substantial commitments** was also reflected in the event agenda, which featured launches throughout both days.

At plenary sessions, world leaders from government and business committed to increasing their support for sustainable landscapes. In the opening plenary, Danone CEO Emmanuel Faber set the stage when he announced **Danone's commitment to taking responsibility for the full carbon cycle of their products** – from farm to shelf – as well as reaching peak carbon within the next 10 years, thus contributing to the global goals set out in the Paris Agreement. The following plenaries saw equally ambitious commitments.

In total, the Forum featured 13 launches of brand new initiatives and research products. The 131 journalists attending the Forum were quick to pick these up – resulting in **957 media hits** directly following the event (compared to 182 in 2014 and 95 in 2013).

Forum organizers also capitalized on the presence of **18 ministers and vice ministers, one president and three former presidents** by organizing a **high-level ministerial luncheon** on the second day. The lunch was structured in a semi-formal style without a set agenda to provide room for open exchange between the 15 ministers of environment, agriculture and planning and heads of international organizations.



“Launchpads were good to show what’s new. The GLF is an essential part of the COP process because it has a focus on where action can be taken now for real effect, namely on landscapes. This will be very important going forward, in Morocco and later. Every effort should be made to keep the GLF going.”

Feedback from participant survey





Costa Rica's Agriculture Minister Luis Felipe Arauz Cavallini
pledging to increase restoration efforts in his country

Photo: Pilar Valbuena/CIFOR

A reality check for SDGs, climate goals and corporate pledges

148 organizations and government bodies

convened at the Forum to showcase approaches to sustainable landscape management – thus grounding global political and corporate goals in reality. During the selection process, the science committee assessed all applications based on their relevance to Sustainable Development Goals and the climate policy process.

For the first time, **seven thematic pavilions hosted 21 knowledge-sharing activities** on the second day of the Forum – providing participants with the opportunity to gather firsthand insights from experts.

A number of sessions were specifically **designed to track the progress** of announced corporate pledges and the commitments that came out of the 2014 Global Landscapes Forum. Two **pavilions were dedicated to REDD+ and the SDGs**, offering an open platform to assess how these policy processes are being realized at the landscape level.

“The REDD+ program on Saturday with people from DRC and Columbia was great. It was really good to hear how the different countries were approaching REDD and what they were doing.”

“The session ‘Action on Deforestation Pledges’ was the most useful for me... it showed the difficulty of getting sustained action on palm oil... given the dynamic of government, large companies and smallholders.”

“The SDGs pavilion had practical examples from programs and good options for engaging after GLF.”

Feedback from participant surveys



Exhibition supported by GLF Partner WRI, representing countries' carbon emissions in the form of balloons

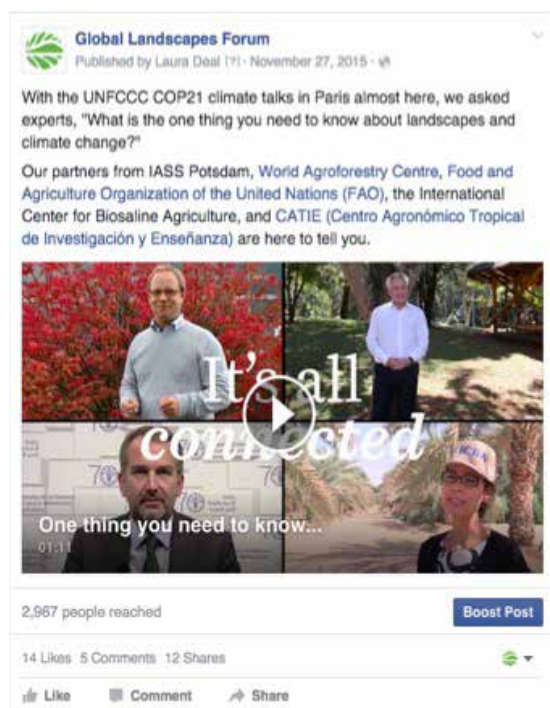


A space for learning and sharing, all year, for everyone

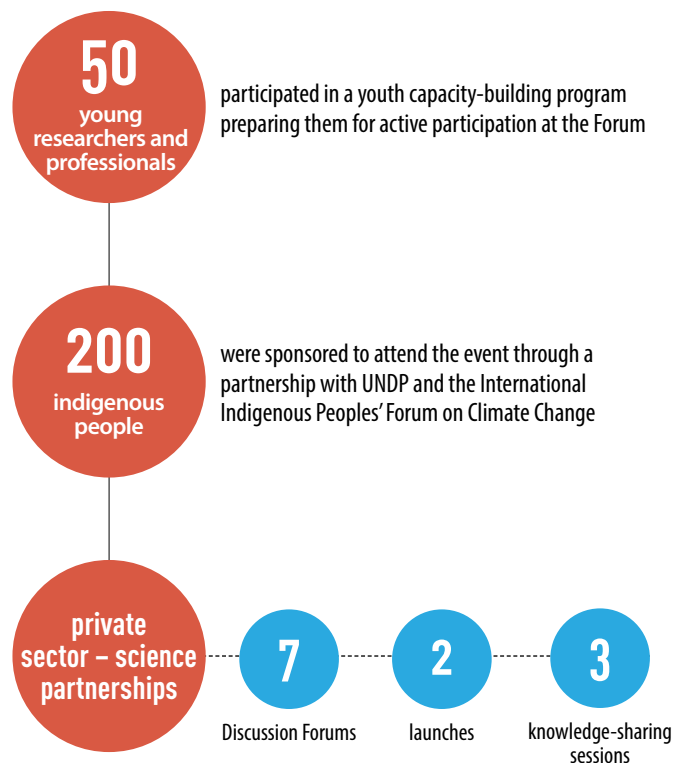
As early as May 2015, organizers launched an **intensive outreach campaign based on a collaborative strategy** backed by all GLF partner organizations and flanked by the **Youth in Landscapes Initiative**. As a result, the number of visitors increased by 42%, page views increased by 36% and subscriptions to the newsletter grew by 80%.

Outreach tools jointly produced by all coordinating and implementing partners proved to be the most popular content on social media in the lead-up to the Forum. An invitation video in which spokespeople from Implementing Partners made the connections between their fields of expertise reached 2,967 people on Facebook.

Not only did GLF reach more people worldwide through a social media strategy making use of **sophisticated engagement monitoring tools**, organizers were able to go **beyond building communities and towards inspiring conversation**: 79% of all #ThinkLandscape tweets sent contained links to research and news, comments on Facebook posts increased by 140% and shares of posts by 120%.



Organizers made every effort to ensure representation of people with diverse backgrounds at the event itself:



Youth innovators discussing their pitch during the Youth in Landscape Initiative's capacity building workshop

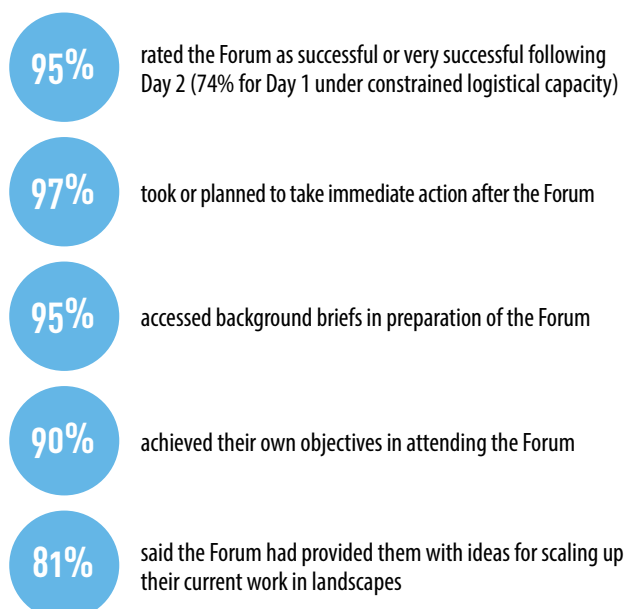
By the numbers

	2015	2014	2013
Landscapes.org			
Number of individuals who visited the site	171,618	120,905	42,269
Number of pages visited	557,724	410,306	178,803
Total sessions	277,977	185,243	
Videos			
Views of the Global Landscapes Forum live webcast	4,290	2,074	1,684
Number of times Forum videos were viewed on YouTube	22,872	9,449	6,599
Views of Global Landscapes Forum videos on Facebook	4,408		
Twitter			
People potentially reached on Twitter	15.7 million	6.7 million	1.9 million
Number of tweets sent	17,924	9,116	5,463
Twitter users tweeting about the Forum	5,000	2,342	828
Facebook			
Total likes	4,630	2,922	
Average times a Facebook post was shared	5.3	2.4	
Average times a Facebook post was liked	19.22	8.8	
Average comments per post	1.22	0.58	
Presentations			
PowerPoint presentations shown in sessions	108	37	83
Presentations viewed on SlideShare	15,244	12,649	17,500
Presentations downloaded from SlideShare	241	112	163
Media			
Number of registered journalists reporting from the Forum	131	59	50
Number of times the Forum was mentioned in media	957	182	95
Number of new research products and technologies officially launched at Forum	12	5	

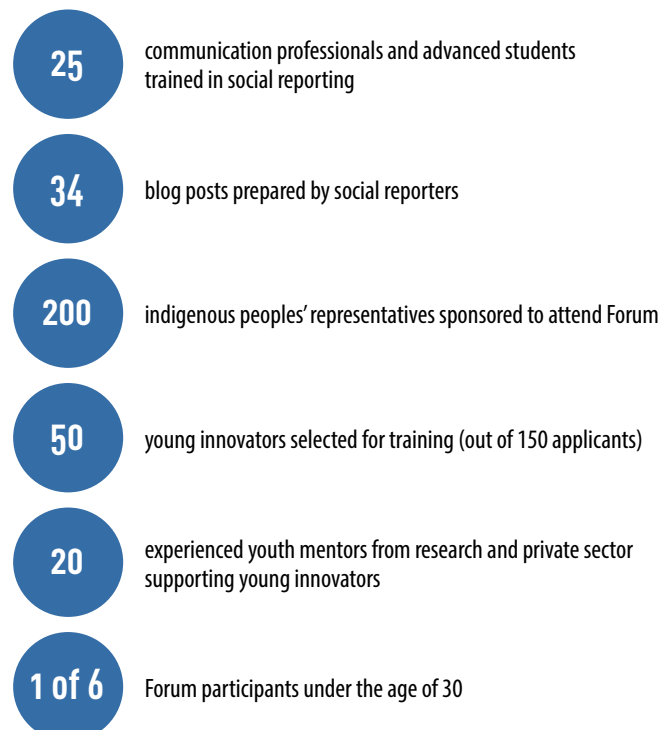
Engagement



Participant feedback



Capacity building



Context

The last two years have seen the adoption of major global frameworks that will shape development and climate policy for decades to come – namely the Sustainable Development Goals (SDGs) and the Paris Climate Agreement.

These policy processes were accompanied by an increased recognition that in order to tackle the most pressing challenges our planet is facing, solutions have to stem from increased cooperation – across countries, sectors and stakeholder groups.

In 2014, a number of leading companies pledged to achieve **zero deforestation** associated with their supply chains before 2030. The world of finance saw a historic shift as more investors are turning towards sustainable landscape investments – both out of enlightened self-interest and to meet customer demands for more **ethical investments**. The [Global Sustainable Investments Review](#) reports a significant growth of the market: from USD 13.3 trillion in 2012 to USD 21.4 trillion in 2014.

The link between sustainable land use, equal access to land, healthy ecosystems and human development is explicit in the **SDGs**, with ending hunger (Goal 2), climate action (Goal 13) and protecting ecosystems (Goal 15). But [other goals](#) such as ending poverty (Goal 1) and ensuring sustainable consumption and production patterns (Goal 12) can clearly benefit from an approach in which diverse stakeholders jointly set priorities in a given landscape.

“Value what has happened at the subnational level.”



Amy Duchelle
Scientist, CIFOR

The **Paris Climate Agreement** signifies a turning point in the way we deal with climate change. For the first time, negotiators agreed on a deal that brings together all countries – developing and developed alike. The agreement is not only unique in scope, but also in content: it relates social and environmental issues, stresses the importance of local contexts and recognizes links between human rights, gender equality as well as both food security and food production.

Without a doubt, in 2016 the focus must be on implementation. How can landscapes and people in landscapes be supported to realize climate and development goals? What are the policy priorities and which actions have to be taken by the private sector?

It also has to be recognized that action has already happened on the ground. In Brazil, the Amazon Fund – dubbed the world’s biggest conservation experiment – has helped to bring down the country’s deforestation rate by 83%. Across Latin America and Africa, countries and companies are coming together to restore more than 100 million hectares of degraded land. And in the world’s financial hubs, bankers are developing innovative tools to help finance more sustainable land use.

Against this backdrop, the 2015 Global Landscapes Forum provided a platform to synthesize experiences, learn about ways to track new goals and recommend policy options going forward.

“2015 has been a fantastic year in terms of policies, frameworks and agreements. The day after the COP: I would like to say that’s the day when 2016 starts. And 2016 and beyond has got to be about implementation.”



Paula Caballero
Senior Director for Environment and Natural Resources, World Bank

Global Landscapes Forum Partnership

Based on the success of the 2014 Global Landscapes Partnership, the Forum was again convened by a broad partnership uniting organizations across sectors and regions. In total, **148 organizations actively contributed to the Forum** as hosts of sessions, launches, pavilions and exhibitions.

CIFOR took the lead in bringing partners together, drafting a first concept note and facilitating discussions from the concept stage through to the Forum's implementation and the collaborative sharing of outcomes. The **Coordinating Partners** – UNEP, the World Bank, WRI and CIAT together with WLE, UNDP and with the International Indigenous Peoples' Forum on Climate Change (IIPFCC) – offered the most substantial financial and content-related support to the Forum.¹

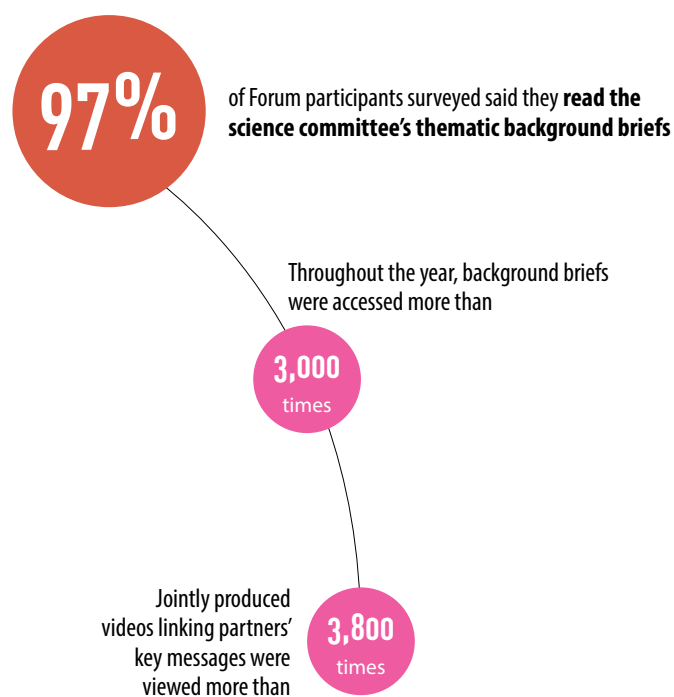
Thirteen other organizations joined as **Implementing Partners** to ensure an interdisciplinary outlook and contribute to the science and communication committees through their respective areas of expertise. These organizations are: AIRCA, CATIE, EcoAgriculture Partners, FAO, IASS, IFPRI, IICA, IUCN, PROFOR, The Nature Conservancy, TerrAfrica and the World Agroforestry Center (ICRAF).²

In 2015 the partnership **strengthened its ties to the private sector** and the world of finance: Credit Suisse offered significant financial and intellectual support as funding partner and more than 30 companies –

including Danone, MARS Inc. and Cargill – co-led discussions. Business networks such as the World Business Council for Sustainable Development and the Brazilian Coalition on Climate, Forests and Agriculture helped spread messages beyond the Forum's boundaries.

Through close, year-round cooperation with the International Indigenous Peoples' Forum on Climate Change, organizers **ensured participation of indigenous peoples' representatives** at all levels: 200 individuals were sponsored to attend the Forum, 9 expert speakers represented indigenous peoples in sessions and a dedicated pavilion hosted knowledge-sharing activities around indigenous peoples' issues on the second day of the Forum.

Beyond the organization of the two-day Forum itself, the Global Landscapes Forum Partnership can look back to a **range of outreach and engagement products** developed by its science and communication committee:



¹ UNEP – United Nations Environment Programme; WRI – World Resources Institute; CIAT – International Center for Tropical Agriculture; WLE – Water, Land and Ecosystems; UNDP – United Nations Development Programme.

² AIRCA – Association of International Research and Development Centers for Agriculture; CATIE – The Tropical Agricultural Research and Higher Education Center; FAO – Food and Agriculture Organization of the United Nations; IASS – Institute for Advanced Sustainability Studies; IFPRI – International Food Policy Research Institute; IICA – Inter-American Institute for Cooperation on Agriculture; IUCN – the International Union for Conservation of Nature; PROFOR – Program on Forests

Partners on the Forum's benefits



World Bank Vice President Laura Tuck opened the Forum on behalf of the Coordinating Partners

“One big step that this forum took some years ago was to move beyond sector and start thinking in terms of place.”



Achim Steiner
Executive Director, UNEP
(Coordinating Partner)

“At every step of the way, it was clear that CIFOR colleagues held a strong commitment to ensuring that representatives of the Indigenous Peoples’ Forum on Climate Change were included not just as stakeholders, but also as true partners in the GLF.”



Charles McNeill
UNDP and supporting IIPFCC
(Coordinating Partner)

“This year’s GLF was able to show many cases where landscapes approaches are contributing to achieving these goals. Hopefully in the next few years, decision makers will increasingly take up these messages and the GLF will keep reporting on progress towards a more resilient world.”



Bastiaan Louman
CATIE (Implementing Partner)



Partners

Coordinating partners



Host country partners



Funding partners



Implementing partners





Forum structure and themes

For three years, the Global Landscapes Forum has been geared towards offering the **maximum level of participation** to those individuals pioneering the landscape approach in thought and practice around the world.

The inaugural event held alongside UNFCCC COP19 in Warsaw succeeded in bringing together the forestry and agriculture sector, the 2014 annual Forum in Lima built the first connections with the corporate and finance sector and the **2015 Forum in Paris enabled even stronger partnerships** by featuring an unprecedented number of sessions and knowledge sharing activities hosted by private sector – science – civil society partnerships.

The science and communication committees took the lead in balancing this diverse set of interests through a **months-long cooperation process based on fairness and transparency**. The result of these efforts was a program representative of the multifaceted nature of landscapes consisting of:

- 27 discussion forums
- 4 thematic high-level sessions
- 2 lunchtime learning events
- 3 high-level plenaries
- 1 youth session (including capacity building workshop in the week prior to the Forum)
- 1 scientific theater performance
- 1 speed networking session
- 7 Pecha Kucha-style presentations
- 12 launches of new initiatives and research findings
- 12 landscapes laboratory stations
- 7 thematic pavilions featuring a total of 21 knowledge sharing sessions
- 2 ministerial meetings
- 5 major side events and cocktails

Achieving carbon neutrality

Organizers continued the successful partnership with South Pole Group to offset the event's carbon footprint.

All air travel by the committee and speakers specifically invited to the event, food consumption and energy usage at the venue are currently being calculated.

The equivalent of CO₂ emissions will then be offset through investments into the restoration of degraded forest reserves in Ghana – a project that has achieved significant livelihood and biodiversity gains since its inception.

The project is verified by a third party and adheres to Verified Carbon Standard (VCS) and (Forest Stewardship Council) FSC standards.





The dramatic performance “Soil, Society and Soul” by the Freiburg Scientific Theatre was among the new creative formats the Forum introduced in 2015

Forum themes

When selecting the Forum’s themes in May 2015, the 27 members of the Science Committee did so in **anticipation of the two historic policy agreements expected for the year**, but also in **recognition of the momentous achievements that have already been made on the ground**. These achievements reach from private sector-supported restoration and supply chain pledges to the variety of forms REDD+ took in practice.

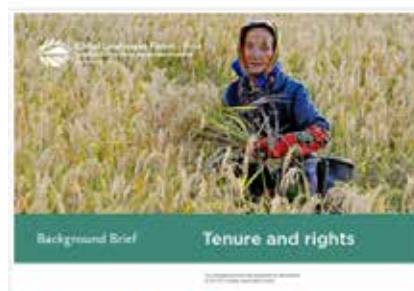
Against this backdrop, organizers selected themes that could **build on and synthesize the myriad practical examples** while also offering advice to policy makers, investors, researchers and development experts who are striving to realize ambitious new climate and development goals, as well as recent corporate commitments to stop deforestation.

Theme descriptions, guiding questions and suggestions for session topics were highlighted to organizations during the application process:



Background Brief – Measuring progress toward climate and development goals

2015



Background Brief – Tenure and rights

2015

1 Restoration

How are countries aiming to achieve ambitious restoration targets in practice? Have large-scale restoration initiatives been successful in tapping into big finance? How do interventions to restore landscapes affect smallholder farmers and foresters living off the land?

2 Rights and tenure

Which tenure regimes work best for protecting both the environment and securing local livelihoods? How are communities benefiting from global initiatives like REDD+? How do gender relations impact access to land and vice versa?

3 Finance and trade

How can access to finance be improved for rural communities? Which innovations in financial tools are needed to better link global funds and local farms? How can we track the environmental and social impact of zero deforestation commitments? Can fiscal policies stimulate growth and increase food production while also reducing deforestation?

4 Tracking progress towards climate and development goals

What are the tools and instruments needed to measure progress at the landscape level? What role does technology play? Can we learn from multi-stakeholder measurement, reporting and verification MRV for REDD+? How can we strengthen national capacities to achieve INDCs and SDGs through sustainable landscapes?

Science committee

Coordinating and implementing partners nominated **27 scientists to serve as the Forum's science committee**. Within the committee, each scientist worked on a specific theme based on her field of expertise as well as on crosscutting questions.

CIFOR Deputy Director General for Research Robert Nasi led the Science Committee. To ensure alignment with crosscutting themes, Louis Verchot provided advice on climate science and policy and Terry Sunderland assessed proposals based on their relevance for integrated landscape approaches.

The science committee's main tasks included:

- Drafting of **guidelines and application documents** for prospective session hosts
- **Review** of all incoming session proposals
- **Ranking of session applications** based on predefined criteria:
 - Overall relevance to the Forum
 - Speaker diversity
 - Relevance to UNFCCC and/or SDG processes
 - Scientific relevance
- Suggestion of **session mergers**
- Advice on opportunities to **improve content**
- **Streamlining** sessions across themes
- Suggestion of session **speakers**
- Compiling thematic **background briefs**.

Scientists collaborating under the four themes reached decisions jointly and based on consensus. Selecting the right mix of sessions for a balanced agenda was a daunting task. To provide a platform for all qualified organizations, scientists worked hard at identifying potential mergers. These **merged sessions** not only helped keep a maximum number of relevant organizations involved, they also facilitated new partnerships along the way.



Session types

Plenary sessions and thematic high-levels provided participants with the opportunity to hear inspiring thoughts and commitments to action directly from global policy makers and leading thinkers representing a diversity of sectors and regions.

Launchpads were the ideal platform for introducing new research and initiatives. The launches were particularly popular with the media and resulted in hundreds of media hits.

Thematic Pavilions created spaces for exchange and networking cutting across Forum themes such as gender, indigenous peoples and REDD+. Each pavilion featured a series of **knowledge sharing events** ranging from a Q&A session with an Inuit experiencing climate change to an exercise in REDD+ storytelling.

The **Youth in Landscapes Initiative** brought together 50 young innovators for a week of training which culminated in a **Dragon's Den** session on the second day of the Forum, where the young professionals pitched their ideas to a panel of experts and policy leaders.

More than 10 **side events** were held over the GLF's two days. The larger ones included a cocktail hour celebrating ten years of TerrAfrica, the CGIAR Donor Cocktail and CCAFS's side event on the role of agriculture landscapes in INDCs.

Discussion forums set the scene for interactive science-policy-practice dialogues. More than 100 organizations made Discussion Forums their stage at COP21.

Landscapes Laboratory stations showcased how open data, geospatial technologies, and the Internet are revolutionizing our ability to monitor and manage the natural world. They provided a hands-on opportunity for participants to explore new programs and gadgets.

Speed networking brought together a group of approximately 70 carefully selected participants representing a mix of sectors. Moderators from CGIAR and CIFOR used discussion questions and statements to trigger exchange. The method was based on science networking formats trialed at Cambridge University.

Ministerial meetings capitalized on the presence of high-level decision makers at the Forum. A side meeting between Latin American Environment Ministers and their counterparts from Agriculture hosted by IICA and CIFOR continued discussions that were started in Lima. At a semi-formal luncheon, Ministers then had the chance to meet with colleagues from across the region as well as heads of international organizations.

“The Discussion Forums were fantastic this year. Very high quality panels and discussions.”

Participant, media

“The Opening and Closing Plenaries and the High Level Plenary were the MOST useful because the presentations highlighted the crucial actions to be implemented – individually, institutionally, locally and internationally.”

Participant, private sector





Celebrating landscapes in (Pecha Kucha) style

Pecha Kucha is a simple presentation format where 20 images are shown for 20 seconds each, which advance automatically as you talk. Each presentation has an exact duration of 6:40 minutes.

Forum organizers introduced the Pecha Kucha-style night **“Stories from the Landscape”** in 2015 to give a stage to individuals with inspiring stories to tell that might otherwise have gotten lost amid technical discussions and high-level debates.

On the eve of Day 1, the Pecha Kucha-style night featured seven inspiring and personal talks followed by a lively Q&A session.

What the audience thought:

“The Pecha Kucha style night was fun and interesting. It would be great to implement this style of presenting for scientists in our organization.”

Participant, research

“The Pecha Kucha style night was great! Good mixture of topics and well presented. As ‘landscapes’ is not my daily business topic – I work in atmospheric sciences – it was nice to get a small overview in short time about this topic which is somehow related to my research activity.”

Participant, research

How presenters felt:

“The experience helped me to strengthen my presentation skills and to talk briefly about our core activities. Thank you!”

Presenter, private sector

“[The format] simplifies and clarifies the message for a brother audience without overseeing the complexity... it gives more space to link scientific abstract results to the real stories of the people and real lives. In 6 minutes and 40 seconds it shows in a powerful way the human face of our work.”

Presenter, research



Participants and speakers

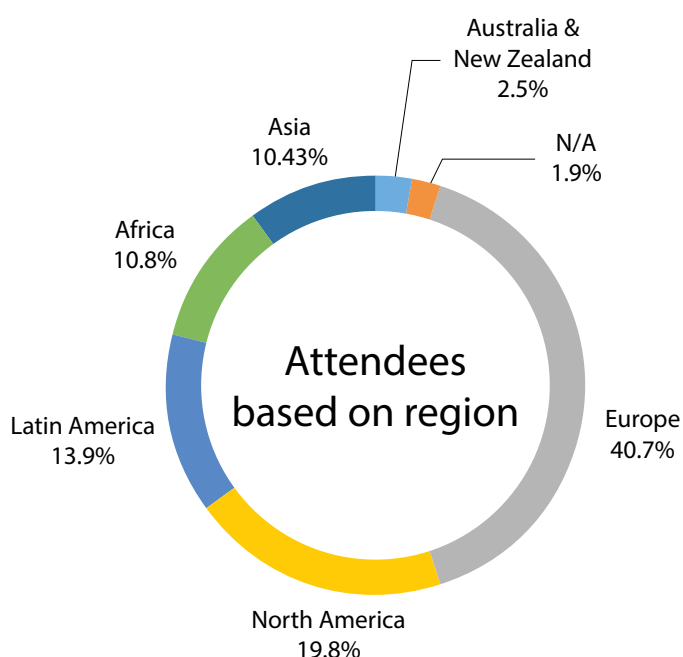
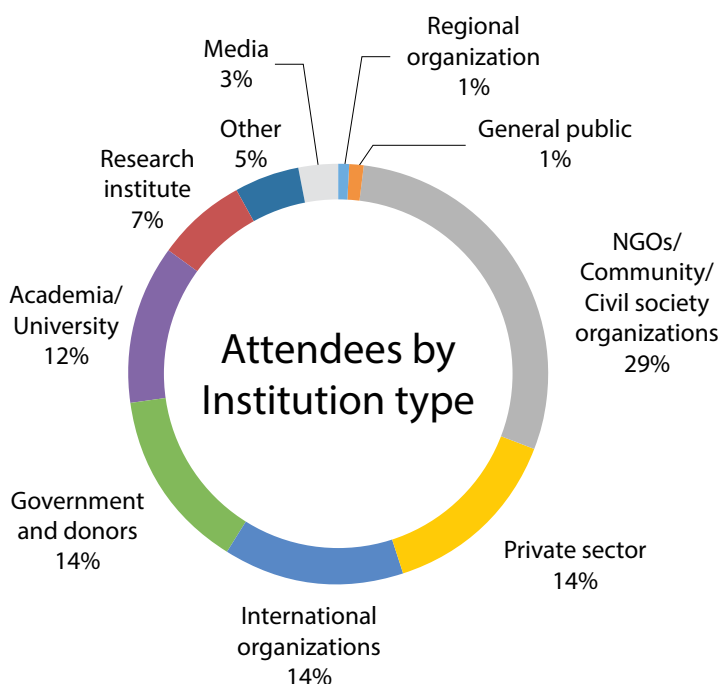
Participant breakdown and inclusion

The 2015 Global Landscapes Forum was not only the event on the sidelines of COP that attracted the biggest audience, it was likely also the one with the **most diverse set of participants**.

While other Paris events were tailored to specific audiences – such as business, the development sector or youth – organizers of the Global Landscapes Forum created a **space open to every person** interested in the fate of the world's landscapes.

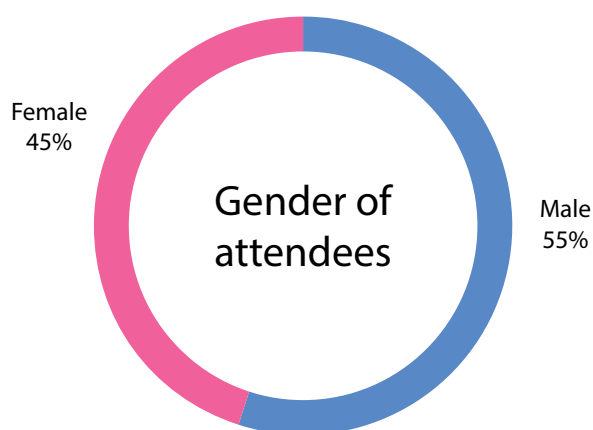
To reduce food waste and cover at least a small part of the costs, organizers charged USD 100 to general participants. Citizens of developing countries and students were eligible for a 50% discount. Organizers also set aside **vouchers that opened participation free of charge** for partners that contributed to organizing the Forum, to session and exhibition hosts that financially supported the Forum as well as those individuals who could not have otherwise attended.

Over two days, the Forum saw **3,200 participants** representing a broad spectrum of institutions. Organizers have detailed registration data for 2,545 of those – the rest came in last-minute and were not registered electronically. While most participants represented NGOs, community-based organizations and civil society groups (29%), **private sector representatives formed the second largest group (14%)** – a steep increase from the 6% that attended GLF in Lima and without a doubt the product of organizers' efforts to include corporate sector and finance experts as active partners.



With COP21 hosted in Paris, it came as no surprise that the majority of participants hailed from Europe. In the lead-up to the event, organizers also used the opportunity to **build strong relations with European universities, thinktanks, companies, banks and youth groups**. All other regions were represented fairly equally.

Gender representation is always a challenge with events speaking to **sectors that are still heavily male-dominated**, such as forestry, agriculture (at least at the level of big organizations) and finance. Nonetheless, through working with various women's organizations and gender research networks, the Forum achieved a relatively good balance of 45% women and 55% men participating in the event.



Speaker lineup

In line with efforts to ensure diversity among participants, Forum organizers and their partners also worked hard to secure speakers that represented a **variety of sectors and backgrounds**.

Speaker diversity was one of the main assessment criteria in Discussion Forum selection. Over the course of three months, the **science committee worked with session hosts to identify speakers** that matched session topics as well as the Forum's interdisciplinary outlook.

In total, 316 speakers contributed to the Forum, including:

- Tim Grosser, Minister for Climate Change Issues and Minister of Trade, New Zealand
- John Agyekum Kufuor, former President of Ghana
- Izabella Teixeira, Minister of Environment, Brazil
- John Bryant, President and CEO, Kellogg Company
- Baroness Ariane de Rothschild, Chair of the Executive Committee, Edmond de Rothschild Group
- Robin Chazdon, Executive Director, Association for Tropical Biology and Conservation
- Thelma Krug, Vice-Chair, Intergovernmental Panel on Climate Change
- Stephen O'Brien, Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, UN Office for the Coordination of Humanitarian Affairs

During the process of identifying and inviting speakers, Forum partners applied three key criteria:

1. Providing a stage to **leaders who have championed real progress** at the landscape level
2. Hosting lively sessions by working with **skillful and experienced moderators**
3. Stimulating **policy-science-practice dialogue** that illustrates how landscape thinking can turn into landscape practice

Leading up to and following the Forum, general participants and media covering the event expressed **excitement about the high-profile and diversity of speakers**. The speaker lineup was also a major factor in driving registration.

“The plenary sessions were all very good, I found the speakers very knowledgeable and engaging.”

Participant, research

“The session ‘Putting pledges into practice in Latin America’ had an interesting mix of speakers: talks had depth, not just PR success stories.”

Participant, research



Most importantly, however, speakers and participants alike experienced the Forum as an event that was able to **transcend the boundaries between presenters and audience**, facilitating real exchange.

“This has been one of the more remarkable fora in which often the audience was even better qualified than the panelists. That doesn’t happen very often.”



Achim Steiner
Executive Director, UNEP

“The discussion forums I participated in were most useful because they dealt with issues that were of interest. The speakers were good and the audience fairly well informed and prepared to interact.”

Participant, international organization

Discussion highlights

Throughout the Forum, speakers highlighted two related points: Yes, **2015 brought historic momentum for taking action against climate change and for sustainable development...** but the year has also shown that the stakes have never been this high, with global temperatures reaching a new record, severe droughts in California and Africa and climate-induced weather events triggering mass migration.

“The objective of your meeting is to come up with concrete proposals to combat climate change, and I expect a great deal from these concrete proposals.”



Laurent Fabius
French Foreign Minister and
UNFCCC COP21 President

“You cannot protect the forests from Paris, Oslo, New York, London. Only those of us who are protecting it already can continue to do so...we must take action to protect the indigenous peoples who protect the forests.”



Abdon Nababan
Secretary General for the Indigenous Peoples
Alliance of the Archipelago (AMAN)

“I would like everyone under 30 who is in this room to stand... These here are not just the people who will be alive and working in 2050 and 2055. These people are also here right now... And what we’re just asking from you is to talk to us.”



Salina Abraham
Head of International Processes,
International Forestry Students’ Association

While the international climate and development agendas are important to set the right framework and incentives that support policies and initiatives on the ground, speakers urged the audience to consider the **real progress that has already been made at the local level.**

“Since Copenhagen there’s a huge proliferation of initiatives to actually do these things at a landscape level... It’s not hundreds of millions of dollars spent on these landscape initiatives. It’s billions of dollars.”



Jeff Sayer
Professor of Conservation and
Development, James Cook University

Should it [funding for landscape restoration] come from rich donor countries? Yes. But will it? No.”



Ngozi Okonjo-Iweala
Economist and former Finance Minister of Nigeria

Here we are at a world forum, but we all come from a specific place... When you go to school you don't study your neighborhood history – the history of the land on which you live. But that knowledge is fundamental.”



Jerry Brown
Governor of California

Landscapes are the space where a diverse set of stakeholders come together – from multinational corporations down to local administrations and communities. Their decisions, and, more importantly, the way in which they **manage competing interests** shapes sustainability and resilience of a given landscape.

From restoring large areas of degraded lands in Africa to choosing who benefits from REDD+ in the Amazon, landscape approaches to battling climate change and poverty rely on **strong partnerships**. Several speakers at the Forum took the opportunity to highlight what they were doing – and with whom.

In the spirit of the discussions of this COP21... Instead of looking at the part of the [carbon] cycle that we control, we're now going to be responsible for the carbon emissions of the full cycle of our processes: from the farms, the hundreds and thousands of farmers that we work with, to our billion consumers in the world.”



Emmanuel Faber
CEO of Danone

I feel that the aspect of what nature can provide for us has really been neglected in the whole restoration agenda... We should be using nature to help us bring nature back.”



Robin Chazdon
Executive Director, Association for Tropical Biology and Conservation

Landscapes are essential for achieving all – each and every one – of the 17 Sustainable Development Goals.

It's all about integration across these goals. It's all about working across institutional and geographical boundaries. It's all about the values that we attribute to landscapes.”



Peter Holmgren
Director General, CIFOR



Outreach

In 2015, the Global Landscapes Forum outreach **campaign broke all records**: The number of individuals visiting landscapes.org more than tripled since the site was first launched in 2013, the Forum's clout on Twitter increased eightfold and the number of media stories coming out of the event grew by a factor of nine.

The biggest achievement, however, was the successful transition from an event-focused communication strategy to year-long momentum. This shift was driven by a strong **network-based approach** relying on the combined strengths of hundreds of institutions and communication professionals, among them:

- The **Youth in Landscapes Initiative**, led by the International Forestry Students' Association (IFSA), the Young Professionals for Agricultural Development (YPARD) and the Global AcroEcology Alliance (GAEA). The Initiative used its individual networks to connect the Forum to hundreds of thousands young people around the globe. Through running its own section on the website at landscapes.org/glf-2015/youth-in-landscapes-initiative/ the initiative also provided a space for students and early career professionals to share their own stories and ideas.
- The Forum's **communication committee** served as main platform to unite individual partner organizations' outreach efforts. Its 27 members convened via online conferences on a weekly basis after the Forum's campaign was launched

in May 2015. For the first time, all Implementing and Coordinating Partners teamed up to produce invitation videos that linked individual organizations' messages in a shared narrative. These videos reached thousands of people in the lead-up to the Forum.

- Over the course of the last three years, the **Global Landscapes Forum Social Media Team** (GLF-SMT) – hosted as a Google group – has grown into a powerful tool for outreach, not just for the Forum itself but for all members aiming to coordinate efforts on Twitter and Facebook in support of integrated landscape thinking. The GLF Social Media Team now comprises 326 social media professionals from various organizations. Messages are shared on an almost daily basis throughout the year.
- A key success factor behind the Forum's outreach achievements is the fact that organizers work consistently on **building the communication capacity of boundary partners**. Messages are not only shared across groups and networks, but are also amplified as all users learn to use social media channels in a more sophisticated way. The social reporters' training – dubbed a "bootcamp" – used a detailed application process to select the very best social media talents with a passion for the environment and global development. Finally, 25 social reporters were hand-selected from 120 applicants to join the bootcamp in Paris and report live from the GLF (*see more on p. 25*).



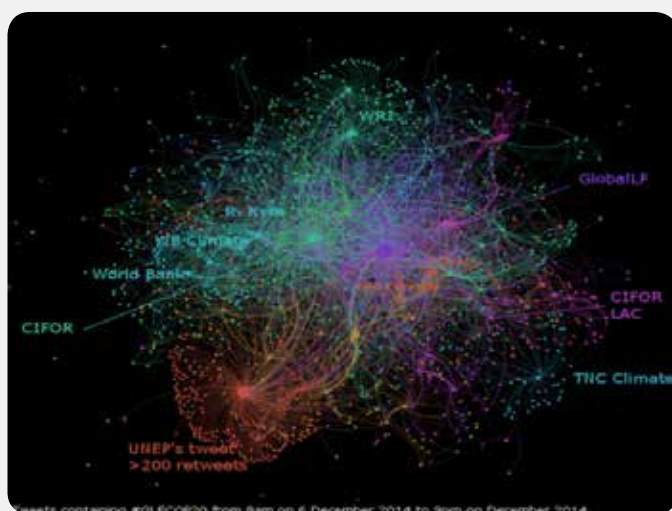
Tracking the GLF outreach universe with NodeXL

For the second year, GLF organizers made use of the sophisticated monitoring tool NodeXL and the data illustration software Gephi. The tools helped measure the Forum's footprint on social media and answer the most important questions related to social media campaigns:

- Who was part of our social media conversation?
- How far did we reach beyond our usual networks?
- How did members of our community interact with each other?

NodeXL data illustrates how the #GLFCOP21 hashtag not only reached more people/organizations than the 2014 event hashtag, but that these entities had more conversations about GLF with accounts from their networks.

2014 campaign:



2015 campaign:



NodeXL

Website

A closer look at landscapes.org statistics point to three key results from the 2015 campaign:

- The trend of **increased web traffic throughout the year** – triggered through the website redesign at the end of 2014 – was not only continued but accelerated in 2015. While page views around the annual event grew by roughly 30% in comparison to the previous year, monthly views in non-campaign months (January – August) saw increases of up to 100%. Stretching Forum activities and outreach throughout the year has clearly helped build an online community around landscapes.
- Along with general visitors to the page, the **number of those actively involved has also grown**. Never before have so many partners contributed to the page – and never to such an effect: the top five news stories in 2015 included four expert blogs by partners.
- Lastly, organizers and participants succeeded in leading a **smooth transition from the 2015 Forum to post-event discussions**: Keynote speeches and other highlights were uploaded within 24 hours and the outcome statement was available directly after COP21 concluded. More than 30 social reporters' blogs linked discussions at the Forum to priority issues for 2016. The most popular content in the first quarter of 2016 was the Forum Outcome Statement, Salina Abraham's inspiring keynote speech, presentations and a number of social reporters' blogs shared hundreds of times through Facebook, LinkedIn and Twitter.

The investments made into a mobile-responsive website also proved worthwhile: more than 30% of users access the site using smartphones or tablets – a steep increase from only 20% in 2015.

The site also managed to sustain its global reach, with increases in absolute visitor numbers from almost all countries.



Iain Henderson's analogy between REDD+ finance and the space race has been among readers' favorite posts in 2015 and was shared 492 times on social media.



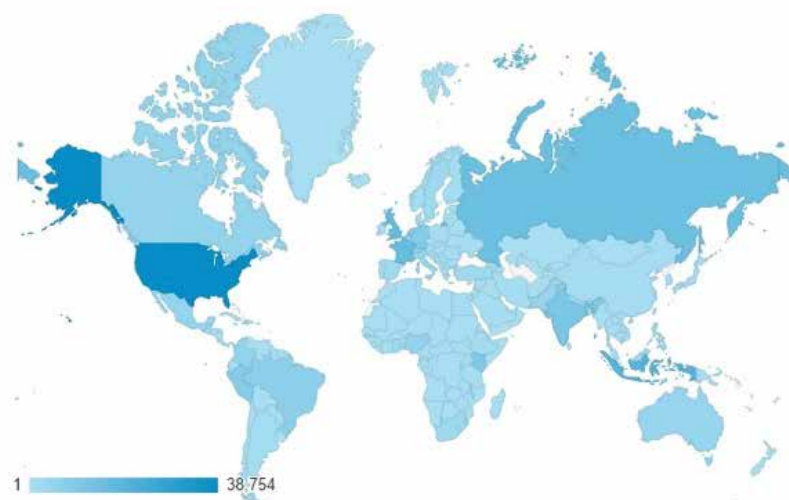
The website is a really good resource. I think it's authoritative."

Participant, civil society



The website's landing page balances event updates and news by all partners.

Country	Visits
United States	38,754
Indonesia	19,643
France	16,107
United Kingdom	15,820
Russia	14,601
India	11,210
Kenya	10,490
Germany	8,883
Netherlands	8,722
Peru	8,669



Live webcast and Periscope

Over the two days of the event, the website featured a live webcast for those who could not attend discussions in Paris. The **live webcast received 4,290 pageviews** – this represents an increase of 107% compared to the 2014 event and a tremendous achievement in light of the fact that fewer users attend webcasts over the weekend.

Due to technical restrictions, only one of the parallel sessions at a given time could be webcast. These sessions were selected based on two criteria: representation of all Coordinating Partners and coverage of a range of topics and stakeholder groups.

Once again, the Forum was at the forefront of **pioneering emerging social media tools** by offering consultation and coordination of **Periscope** streams for all session hosts. Periscope is a new social media platform allowing individuals to directly stream from their tablets and mobile devices. A number of session hosts made use of the technology to livestream their session with minimum technical or financial input.

Photo competition and exhibition

Based on the positive experience made in 2014, organizers opted for a photo competition running in the lead-up to the event to **communicate the concept of landscapes to the general public**.

To **inspire submissions that reflect the Forum's view of landscapes** as interactions between human interests and the natural environment in a given space, the competition ran under the motto of "making the connections". This could refer to the link between biodiversity and livelihoods or the relation between global climate and local ecosystems, but also to the way humans deal with changes in landscapes or negotiate competing demands.

The Forum teamed up with the **city of Paris' 19th arrondissement**, whose official for sustainability questions generously supported the event. For three weeks around COP21 and the GLF, local officials set aside space bordering a public park for an **exhibition of the 20 best pictures**.

The competition drew attention worldwide, including from professional photographers: 156 pre-vetted photos were displayed online where the public could cast their vote for the **audience choice winner**. The page received tens of thousands of views and was a major driver of traffic to the site.

In a **separate process, a jury** comprised of two communication professionals from Forum partners, two professional photographers and the Deputy Mayor of the 19th arrondissement, **selected three top picks**.



Look who's looking – top photos and exhibition

The jury's two favorite photos...



The "Guardian of Palcacocha" by Niels Ackermann shows a Peruvian technician checking pipes for leaks as mountain communities prepare for glacial melting.



Indonesian photographer Ketut Arnaya depicts a Balinese woman harvesting rice – one of the many female smallholder farmers responsible for managing both households and fields.

...and the top 20 on display at the venue...



...as well as on the streets of Paris.



Video award

In the lead-up to the 2014 Forum in Lima, slots for screening documentaries and short clips were in high demand, so organizers decided to introduce a streamlined, transparent process through which videos would be selected for screening. And so the GLF Video Award was born. In the weeks prior to the Forum, representatives of partner organizations jointly reviewed and selected videos submitted by their peers based on quality and alignment with the 2015 Forum Themes. The fourteen selected winning videos were shown before the three high-level plenary sessions as well as in a dedicated cinema corner.

Cinema corner at the venue:



Facebook

Overall, 2015 has been a tough year for non-profits on Facebook. The social network's **increasingly commercially oriented algorithm** further throttled the organic reach of posts on brand pages, including those of non-profit organizations. For communicators and marketers, this means that unless they are willing to pay for sponsored posts their content will appear on the timelines of fewer of their followers. With 2015, the days of free promotion officially ended on Facebook.

Against this backdrop, **Facebook presented a challenging yet still important platform** for GLF's social media outreach. Despite the fact that fewer posts were delivered to followers by default, the 2015 campaign managed to achieve good growth in absolute numbers.

And the Oscar goes tothe three top-ranking videos:



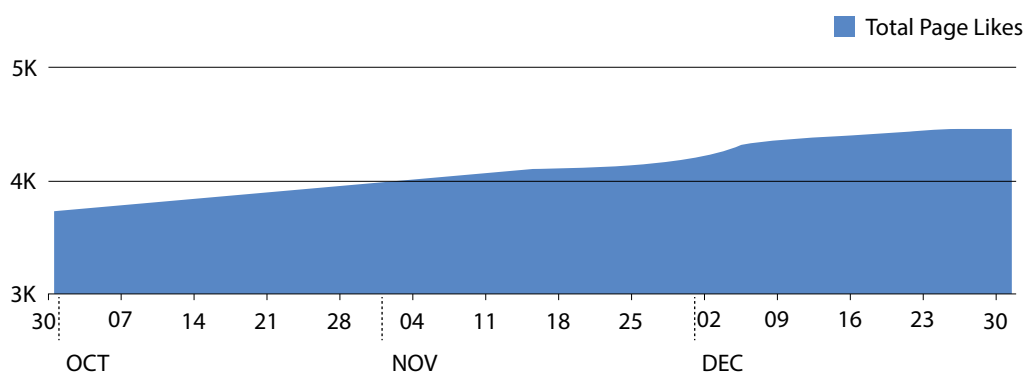
Integrated Landscape Management and SDGs –
by EcoAgriculture Partners / Landscapes for People,
Food and Nature



Mayan Forest in the Yucatan Peninsula – by The
Nature Conservancy

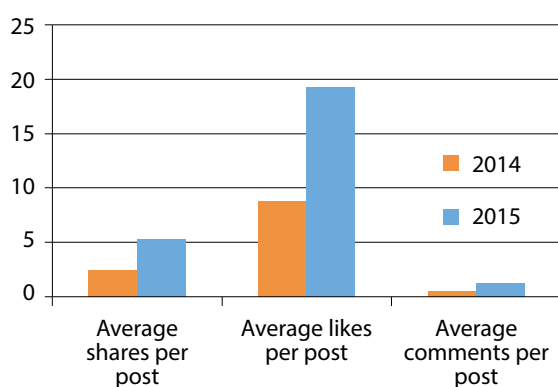
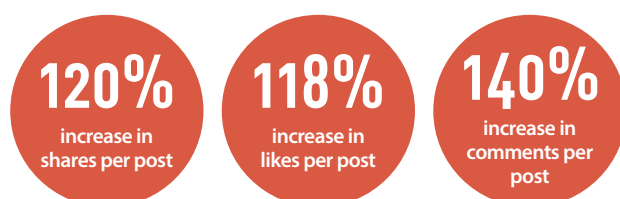


**Equipping Uganda for restoration: Radio apps for
reforesting landscapes** – by IUCN



The 2015 Facebook campaign ended with 4,515 total page likes – marking a 18.44% increase.

Most importantly, GLF communicators managed to **increase the active participation of followers through targeted, more engaging stories**: Even though posts were visible to fewer people than in 2014, once they reached people’s timelines GLF fans were more likely to “like” landscape stories, share them with their friends or comment on them:



Twitter

Due to its high reach but also the opportunities it offers for analyzing trends and conversations, Twitter remained the **backbone of GLF’s social media strategy**. And 2015 proved to be a great year for landscapes on Twitter. Not only did the campaign reach unprecedented levels of buzz – engagement also went deeper. People not only read and liked tweets, but drew in new audiences and read up on background information.

The number of individuals using the #GLFCOP21 event hashtag grew by 88% compared to 2014 and 158% compared to 2013. These individuals came in with their own **networks reaching way beyond the core audience of @GlobalLF**, thus leading to a surge in delivery of tweets – up by 127% when compared to 2014 and a phenomenal 359% when compared to 2013.

Looking **beyond quantity to quality**, the way in which people used Twitter also changed significantly in 2015: **41% of tweets now contain content** such as videos, pictures or links to blogs and research. The GLF social media campaign was able to build on this trend and use Twitter to lead users to content. Overall, **engagement averaged 4.8 actions taken per tweet** (e.g. retweets or link clicks).

To build on the huge momentum gained on Twitter, organizers introduced the **selfie wall**, aimed at connecting on-site and on-line audiences.



Grace Nibbel @gracenibbel - 7 Dec 2015
When East meets West, Promoting the fairface at the Global Landscapes Forum #GLFCOP21 @gracenibbel #ThinkLandscape



Rafaela Maria @rafaelamaria - 8 Dec 2015
#ThinkLandscape is restoration of people at #GLFCOP21 @gracenibbel @gracenibbel #ThinkLandscape



Claire Selden @ClaireSelden - 6 Dec 2015
#GLFCOP21 may be over but I'm just getting started #longreads #nowreading @GlobalLF @hivosorg @TEEB4ME @icimod @ifpri



Achim Steiner @ASteiner - 6 Dec 2015
Wonderful way to end #GLFCOP21. Panelists from across society inspire with their ambitions for a sustainable future



Gill Petrokofsky @greenwoodtree - 6 Dec 2015
Poor show: Women's views missing at #COP21. Much better balance at #GLFCOP21- congratulations scidev.net/global/gender/... #gendermatters #cfor

Women's views missing at COP 21
The UN preaches gender balance, but is failing to do this itself at one of its most important meetings.
scidev.net



Videos

Session recordings, summary clips and interviews posted from the Forum saw **an incredible rise in popularity**: From 6,599 views on YouTube in 2013 to 9,449 in 2014 and 22,872 in 2015. In addition – and for the first time – videos were also posted directly to Facebook, where they reached 4,408 users.

This success can be attributed to three factors:

1. By bringing CIFOR's video expert along to work with the venue's audio & video team on the ground, organizers ensured a **higher quality of webcast and videos**;
2. In connection with the first factor, organizers were also able to **upload videos of live-streamed plenaries and individual speeches faster than ever before**, allowing partner organizations to share content immediately after the Forum;
3. With the **Pecha Kucha-Style Night, organizers introduced a format building on concise, engaging presentations** that worked particularly well on Facebook.

Presentations

In the lead-up to the event, **organizers encouraged session hosts to use participatory knowledge-sharing techniques** rather than a series of PowerPoint presentations for their sessions. An online webinar led by two knowledge-sharing specialists from partner organizations (see more under "Capacity Building") introduced creative techniques and practical tips for designing interactive sessions.

As a result, session hosts leaned towards **presentations with limited text aimed at inspiring discussions**. While more interesting for the audience at sessions, these types of presentations do not lend themselves to online sharing.

Nonetheless, the presentations that were given at GLF and uploaded to SlideShare following the event were **viewed a total of 15,244 times** – an increase compared to 2014 (12,649 views) but a decrease compared to 2013 (17,500 views).

Media and launches

Building on the strong partnership formed in 2014, organizers continued to **work closely with strategic communications firm Burness** in the months leading up to the Forum. Burness prepared regular updates sent out to their pool of journalists reporting on development and environment issues.

The **Launchpad format** – pioneered in 2014 – was **successfully taken to the next level** by introducing an open, transparent and competitive process for selecting launches.

Out of 32 submissions, Burness selected the **12 launches** most likely to draw the interest of journalists reporting from COP21.

This selection – advertised through the Forum's targeted media advisories – proved to be a **powerful tool in getting international media to attend the event**: 131 journalists attended the Forum, leading to 957 media hits. This represents a steep increase from 59 journalists and 182 hits in 2014.

Given the **high news value** of the 2015 launches, it did not come as a surprise that they resulted in the most popular articles coming out of the Forum.

Top 5 newsmakers

Headlines of the most popular stories emerging from the Global Landscapes Forum

- At climate talks, African nations pledge to restore forests
- How do agricultural and food production, distribution and consumption offer solutions to some of the world's most pressing environmental concerns?
- Indonesia introduces carbon emissions monitoring system
- Australia establishes International Partnership for Blue Carbon
- India pledges to restore 13 million hectares of degraded forests



The Global Landscapes Forum was covered through 957 articles published across the globe

Capacity building

From the Forum's inception in Warsaw onwards, **capacity building has been a strong feature of the Global Landscapes Forum**. It is the only event of its kind to systematically integrate a space for youth – not just through a separate session and workshops but by integrating young voices throughout the program.

In 2015, the **youth component was further enhanced** by including a long-term mentoring program. The **Social Media Bootcamp also evolved significantly**, now featuring a series of talks by scientific experts to make the link between online tools and event content. And for the first time, the 2015 Global Landscapes Forum offered **facilitation trainings to session hosts**, encouraging more creative use of knowledge sharing techniques.

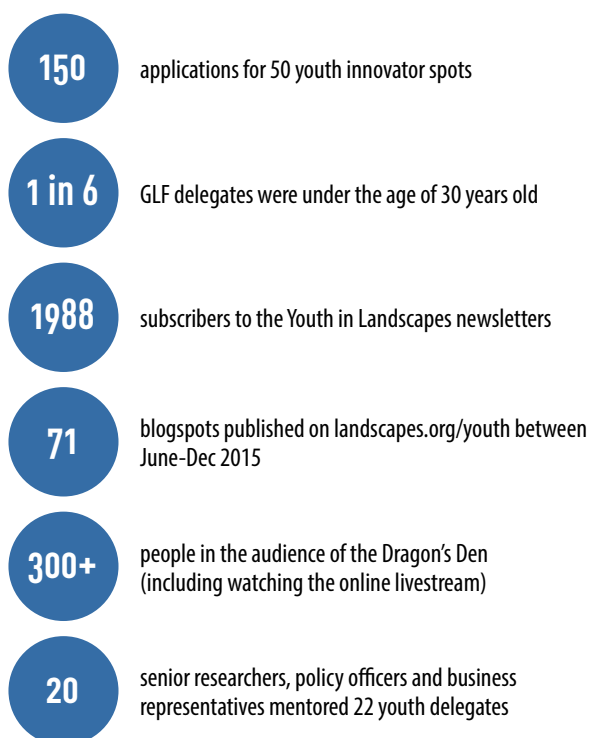
Youth in Landscapes Initiative

Now in its third year, the youth activities at the Global Landscapes Forum have gone from strength to strength, being widely recognized as one of the preeminent programs to engage youth at international conferences.

Against the backdrop of the world's largest climate and development agreements, the 2015 program was reimagined and as the 'Youth in Landscapes' Initiative. The Initiative is the largest partnership³ of youth in land sectors, representing over 18,000 young people working or studying in agriculture, forestry and agroecology.

³ Young Professionals for Agricultural Development (YPARD), the International Forestry Students Association (IFSA) and the Global Agroecology Alliance (GAEA).

2015 Youth in Landscapes Initiative – By the numbers



In 2015, 50 collaborative, compassionate and courageous young leaders – selected from a diverse range of sectors, geographies and backgrounds – were given the task of generating real-world solutions to five land-use challenges that were identified and designed by organizations working on the ground.

Participants used digital tools, leadership development and collaborative problem solving skills to solve these challenges, meeting online and also face-to-face for an intensive workshop immediately prior to the Forum.

The program focused not only on generating challenge solutions but also on skills necessary for effectively participating at the Forum (what is a landscape, pitching yourself and your ideas, networking) and for effectively working in landscapes (active listening, consensus building, facilitation, critical thinking, and community building).

Follow the youth innovators as they prepare their ideas for the Dragon's Den: <https://vimeo.com/150828576>

Some of the ideas pitched at the Dragon's Den at the Forum are currently in development with organizational partners:

- **Finance and trade:** An exchange program between smallholder farmers that empowers them to form cooperatives and share resources, such as storage facilities and centralized distribution centers. Mentored by Livelihoods Fund.
- **Education:** an online self-assessment tool called LandSelf allows you to enter your current knowledge and skills and it will generate a customized curriculum to fill the gaps in your landscape knowledge. Mentored by Wageningen University.
- **Landscape restoration:** Land is an open-access toolkit that allows communities and organizations engaged in restoration projects in Ethiopia's highlands to monitor their land restoration processes, disaggregated by gender. Mentored by the CGIAR Research Program on Water, Land and Ecosystems.
- **Measuring success:** an information center that provides real-time data about the impact of different digital educational tools that are being used worldwide and their progress in helping to achieve the SDGs. Mentored by UNEP-DHI.
- **Rights and tenure:** an interactive mapping platform to present data on both locally defined indicators and national progress towards safeguards adherence. Mentored by the Center for International Forestry Research (CIFOR).

Building upon the success of a pilot mentoring initiative launched in 2014, the 2015 Youth in Landscapes Initiative partnered 22 youth delegates from 17 countries with 22 senior delegates from business, government, NGOs and research institutions and encouraged them to attend conference sessions together. Six of these pairs will continue exchanging knowledge, building networks and sharing their journeys of professional development over the next 6–12 months as part of a collaboratively designed Youth in Landscapes Initiative mentoring program.

Youth were again well represented during the Global Landscapes Forum as session moderators, rapporteurs and plenary speakers. Salina Abraham, the youth representative in the closing plenary, was one of the most celebrated speakers at the GLF – with all closing plenary speakers referencing her speech. Achim Steiner, UNEP Executive Director and UN Under-Secretary-General, then invited Salina to take a seat alongside ministers and leaders in the final plenary.

The Youth in Landscapes page – landscapes.org/youth was viewed 75,000 times in the three months before the Forum, representing 20% of the traffic to landscapes.org during this time. Over 80 participants and mentors wrote reflections about the program, a summary of which can be found [here](#).

With one in six Forum delegates under the age of 30, the Youth in Landscapes Initiative fills a large void by providing the necessary support to have this demographic's voice effectively included, and has served as a model for youth engagement at other international events, such as the World Forestry Congress, the third Global Conference on Agricultural Research for Development (GCARD3) and cCHANGE.





Youth in Landscapes Participants during their final workshop day

I'm asking you to consider youth like you consider regional diversity. Consider youth like we consider race and ethnicity. Consider youth like you consider gender. And I'm asking you to value youth in the same way we are now valuing interdisciplinarity. We cannot make the critical progress that we truly need without an inclusive and intergenerational effort."



Salina Abraham

youth representative at the GLF closing plenary and head of international processes commission at the International Forestry Students Association (IFSA)

The Youth in Landscapes Initiative was the most fun thing I did at the GLF! Building group work and team skills at this early stage in participants' careers will be invaluable for everything they do in future work. I would ideally love to send all my challenge participants to do field work in Brazil on REDD+ and Safeguard Information Systems and/or create a platform to do this."



Amy Duchelle

Scientist at the Center for International Forestry Research and mentor for the Rights and Tenure team

Social Reporting Boot Camp

The Social Reporting Boot Camp concept is not new, and was used at the inaugural Global Landscapes Forum in Warsaw. In Lima, a training held in Spanish was offered to communicators from the region.

In 2015, the **Social Reporting Boot Camp returned with a new twist**. This year, the training was tailored directly to dealing with the content of the Forum – 25 Social Reporters were hand-selected from over 120 applicants based on their work and academic experience either in communications, landscapes issues or (as was the case for many of our social reporters) both.

Social Reporters were trained in the **strategic use of Twitter for outreach, the use of different social media and social networking platforms** for outreach, and blog writing for different audiences.

They also had the opportunity to **discuss the nuts and bolts of the landscape approach with five experts**. The aim of including the scientific advisors from CIFOR, ICRAF, IFSA, Nature Services Peru and IISD was to increase the quality of blog posts written by the Social Reporters.

To date, the Social Reporting team has submitted and published a total of 34 blogs to landscapes.org – and the numbers confirm the **extraordinarily high standards of the training**: In the first quarter of 2016, two out of the three top-ranking blog posts were written by Social Reporters.

“The action was non-stop and we were able to contribute to the live online presence of the event. The topics were all fascinating and the forum gave a window into the cutting edge of climate change, development, and many other relevant issues.”

Social Reporter Adrien Salazar

Master of Environmental Management student at the Yale School of Forestry and Environmental Studies



Prep time: CIFOR scientist Terry Sunderland walks Social Reporters through the landscape approach



At the event: Social Reporters take a quick break from blogging to pose in front of the selfie wall

“It [the Social Reporting Boot Camp] gave the chance to meet people from around the world with similar interests and skills. This was a fantastic learning opportunity, but also, it provided the groundwork for future partnerships and collaborations.”

Social Reporter Anna Hickman

Communications consultant with Climate and Development Knowledge Network, LEDS Global Partnership and the Climate News Network



Facilitation training for session hosts

Following previous GLF events, participants have expressed a strong wish for more interactive sessions. While in 2013 and 2014 **organizers had tried to assist session hosts in conceptualizing sessions** by compiling a toolbox of techniques and offering ad-hoc feedback, GLF partners decided to offer more in 2015.

Through the GLF's broad partnership, knowledge sharing experts Michael Victor (WLE) and Nadia Manning-Thomas (CGIAR) – both with decades of facilitation experience under their belts – could be won for a two-hour webinar. This **online learning opportunity** was attended by more than half of the Discussion Forum hosts and many more accessed the online resource package.

The course and resource package included a wide array of specific techniques, but also more general advice on conceptualizing and preparing participatory sessions.

In the weeks prior to the Forum, organizers held **two additional conference calls to answer specific logistical questions** of session and landscape laboratory hosts.

“The knowledge sharing webinar gave me a lot of new ideas – not only for my Discussion Forum... I definitely want to try the ‘wicked problems’ approach to discuss our lessons learned from REDD+.”

Discussion Forum and Pavilion host

“Hosting a booth was the perfect forum for us to tell people about our work and our MSc in Climate Justice. The amount of information given in the Technical Exhibitor Manual is overwhelming, but the support from and the team was great. Our Knowledge Exchange event will lead to a discussion paper being published, and was the best way for us to meet others in the Pavilion. The whole day was very uplifting and positive.”

Pavilion host



Organizers encouraged exchange between speakers and audience in all of the sessions

Independent survey and lessons learned

The annual Global Landscapes Forum is a learning event in itself – it evolves from year to year, taking to heart audience feedback and comments by partners.

To **gather lessons learned and inform next steps** in planning the future of the Forum, organizers hired West Street Communications – a firm specialized in producing and evaluating outreach content at the intersection of development and environment.

Ensuring **objectivity and anonymity of interviewed stakeholders**, West Street Communications took the lead in designing an online survey sent out to all participants immediately after the event and conducted more detailed interviews with key stakeholders from policy, civil society, finance, the corporate sector and research.

More than 14% (464 out of 3,200) completed the online survey over the month following the event. These were some key messages coming out of the survey:

- Day 2 of the Forum constituted the most successful event day in GLF history: **95% rated it as successful or very successful (45%)**
 - This was mainly due to the presence of a large knowledge sharing area around thematic pavilions and the landscapes laboratory – two features highly valued by participants and hosts alike.
- **90% achieved their stated objectives** of staying up to date with research and case studies as well as networking during GLF.
- **Discussion Forums were ranked as the most useful sessions**, followed by the Youth Session (Dragon's Den) and the Launchpads.

- **97% said they had a very good or good understanding of landscapes approaches after attending the event** – up from 89% before the event.
- **74% plan to share information** from the Forum with partners and colleagues.
- **63% intend to contact someone they met at the Forum.**

Following the broad online survey, West Street Communications and scientists identified a number of individuals from across sectors and regions for **follow-up interviews**. A total of 19 agreed to phone interviews held over January and February 2016.

Resulting from these interviews, West Street Communications prepared a detailed evaluation report. Following are the main **recommendations along with suggested actions by the organizers**.

Highlights of GLF 2015

1. Respondents were almost universally positive about GLF 2015. It is seen as an important venue, **bringing together key stakeholders** in forestry, agriculture and sustainable landscapes.



Being on top of COP, GLF is like having an environmental Davos.”

2. The **diversity and mix of events** and sessions was generally appreciated. Interviewees highlighted the booths, youth session, Pecha Kucha, Launchpads, Discussion Forums, plenaries and the side event. The **Pavilions** were consistently mentioned and highly appreciated.



“The Pavilions were interesting. They were good for networking around a topic – a combination of a bit of structure and a place to go.”

3. **Networking and meeting contacts** are perhaps the most highly valued aspects of GLF. Participants use GLF to make new contacts, to consolidate relationships, and to meet people face-to-face with whom they have previously connected remotely.

“GLF was very conducive to networking and making new contacts.”

Suggestions for improvements and organizers' proposed actions

1. The **logistics** of the meeting itself could be improved. The venue needs to be big enough to accommodate all participants and rooms should be bigger. The booths and pavilions on Day 2 were greatly appreciated and should be open throughout.

“It was a bit crowded and messy... I don't understand why the booths were only open on Day 2.”

Venue constraints were due to the high costs faced in Paris. Opening the exhibition section for both days would have resulted in significantly higher fees for Pavilion hosts and the Forum partners – a cost, session hosts feared, that might be prohibitive to smaller organizations. However, the situation at COP21 was unique and future host cities will likely offer more affordable venues.

2. Several interviewees commented that it was difficult to find the people they would like to meet, and that GLF would be even more valuable for networking if the organizers could **facilitate**

interactions and connections. Interviewees suggested mechanisms for participants to register before or during GLF in order to connect with others; forums to bring together financiers and project developers; and simple ways to identify people during GLF.

First steps were made with the speed networking and knowledge sharing sessions – organizers will definitely build on these experiences.

3. Some **key sectors** were perceived as being underrepresented. In particular, the financial and private sectors; representatives of smallholders and local level voices; and practitioners with on-the-ground experience.

“I want to hear more about things happening on the ground – front line, on-the-ground experience – not the politicians and academics.”

“There wasn't much private sector focus. Supply chains are so important for forests and landscapes so there could be more focus on private sector.”

In fact, both private sector and project developer attendance have been the highest in the Forum's history. Roughly a third of sessions were co-led by private sector partners. Organizers will further build on these connections.

4. Interviewees had a wide range of **suggestions for new session formats.** In particular, respondents asked for formats and sessions that are more interactive, practical and engaging. These included workshops and brainstorming on specific questions or problems, more practical case studies and examples; and various formats to encourage more discussion and exchange.

Introducing more knowledge sharing and participatory approaches is definitely supported by GLF partners – but, in the end, also relies on the cooperation of session hosts. Facilitation trainings hosted ahead of the 2015 event definitely helped in increasing session hosts' capacity and will be continued for future events.

5. There was a clear call for GLF to cover two main **themes in the future**: financing for landscapes approaches and practical implementation of the landscapes approach.

GLF: The Investment Case – to be held in June 2016 in London – directly responds to this request by linking financiers and project developers.

“...concrete examples of how to bridge gaps across sectors and across scales... and how to implement the holistic approach in practice. How do you do it?”



For many, the thematic pavilions were among the highlights of their Forum experience



Outcome statement

In contrast to 2014, where the Forum aimed at informing ongoing negotiations, 2015 was all about turning the new global climate agreement into action on the ground.

Targeting **those working at the landscape level** – from Latin American conservationists to Asian investors and smallholder cooperatives from Africa – recommendations from the Forum's sessions were linked directly to the policy frameworks agreed upon in New York and Paris.

In the week following the event, CIFOR Scientist Sophia Gnych worked with rapporteurs covering all Discussion Forums to compile an outcome statement reflecting the Forum's main conclusions.

The result – a **concise 10-page document** – was sent to a list of 30,000 policy makers, financiers, private sector representatives, civil society stakeholders, development practitioners and researchers. It has been downloaded thousands of times since.

Drawing on conclusions from all Discussion Forums, plenaries and thematic high-level sessions, the outcome statement outlines **six key messages**:

1. We must **break down sectoral silos** in order to meet the **SDGs**.
2. We must **embrace our diversity** and make the most of it by ensuring that everyone's voice is heard.
3. We need to **adopt a broader set of values** – beyond the economic – in order to both drive change and adapt to it.
4. Leaders set the framework in which we operate – and **subnational and local governments are key**.
5. We must **support rural communities and smallholders**, the cornerstone of sustainable landscapes.
6. We need **innovation, technology, data** – and the wisdom to use them effectively.

Participants, session hosts and the online audience welcomed the fast turnaround and the action-oriented outlook of the statement.

“We greatly appreciate all the opportunities for the IIPFCC [International Indigenous Peoples' Forum on Climate Change] contributions, the follow-up work and the reports being shared.”



Grace Balawag
IIPFCC representative



Next steps

Over the past three years, the Global Landscapes Forum has turned from an event bringing together the forestry and agriculture communities to a year-long platform for exchange between all sectors that have an impact on land-use decision making.

Looking towards the future of the Forum, organizers aim to further build on the successful elements of the platform while also expanding into new areas:

1. By **expanding the online segment**, GLF partners hope to create participation space for those unable to attend the event. Going into online events streamed across the globe also offers the opportunity to directly report on-the-ground successes. In the post-event survey, 78% said they support the increased focus on web-based activities. Specifically, surveyed participants called for innovative formats such as e-debates and online networking.
2. Based on the overwhelming feedback received for GLF's first thematic event –

GLF: The Investment Case held in June – partners are now working on a **structure that couples one annual event with thematic and regional meetings** designed as expert symposiums. Both formats will be focused on implementing and measuring the success of climate and development goals at the landscape level.

3. Partners will continue efforts to **expand the landscape discussion to all sectors and communities that impact land use decision-making** – such as extractive industries, the energy sector and cities.

As a first direct follow-up to the discussions in Paris, the second edition of **Global Landscapes Forum: The Investment Case** is scheduled to take place at the Royal Society in London. The one-day expert symposium will again bring together leading thinkers and practitioners from private and public finance, the corporate sector, government and research.





Global
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Forum
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Paris

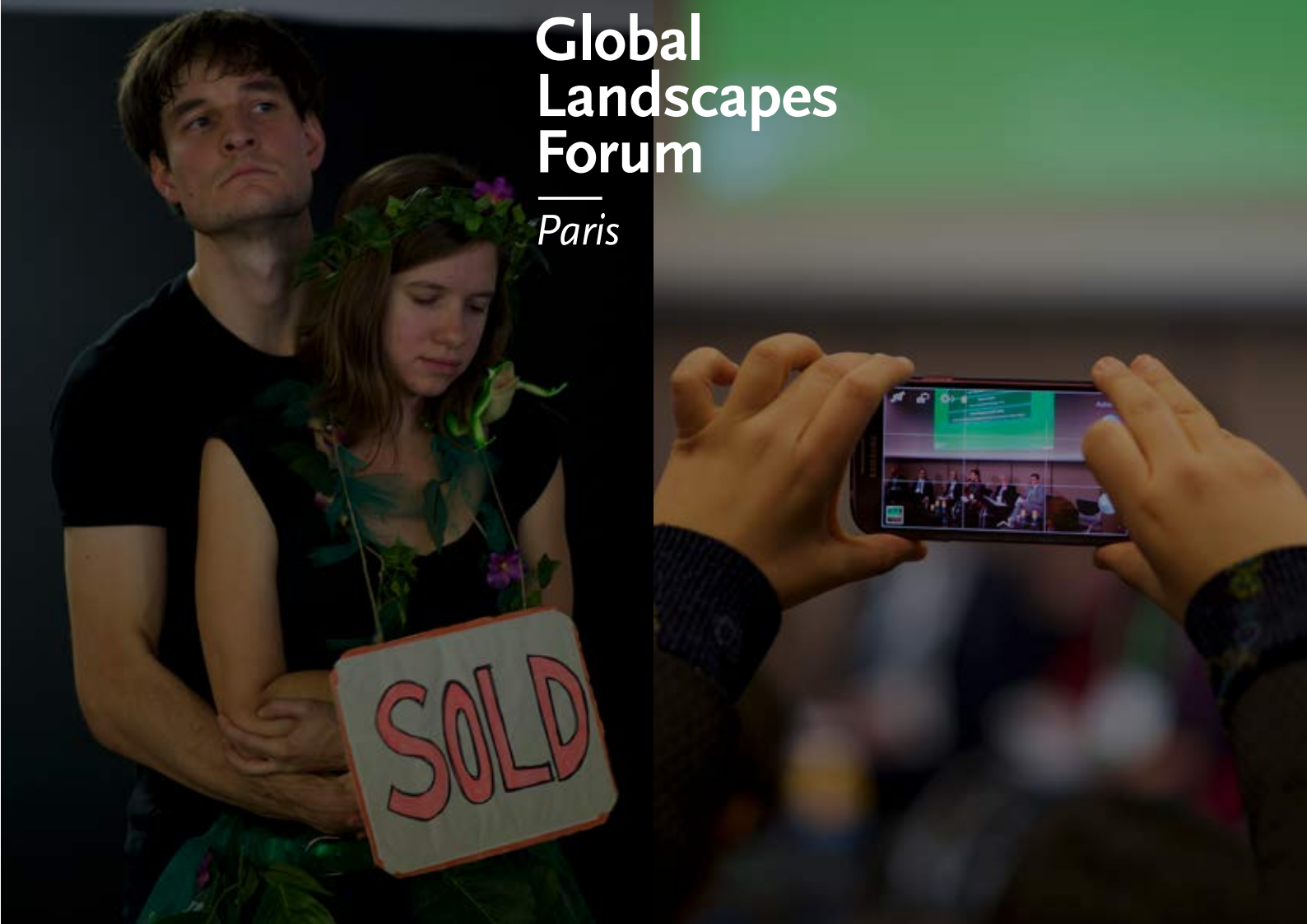


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