



Global
Landscapes
Forum

Lima

DONOR REPORT

6-7 December 2014
Lima, Peru

landscapes.org



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Executive Summary

The 2014 Global Landscapes Forum, convened on the sidelines of the UNFCCC COP20 in Lima, 6-7 December 2014, brought together more than 1,700 participants from across sectors and professional backgrounds to discuss the role of landscapes in climate and development policy.

The 2014 event built on the successful inaugural Forum that took place on the sidelines of the UNFCCC COP19 in Warsaw and focused on introducing the landscape approach to a broad audience of world leaders, climate negotiators, researchers and representatives of civil society, the private sector and media. Taking this momentum forward, the 2014 Forum focused on the four key considerations central to putting the landscape approach into practice:

1. **Implementation of integrated landscapes approaches**
2. **Forests, agriculture and land use in a new climate agreement**
3. **Landscapes and the green economy**
4. **Landscapes and the post-2015 development agenda**

The Forum sought to create a broad platform for discussions around the multiple pressures and competing demands landscapes are facing today, harnessing the combined scientific, political and financial expertise of land-use decision makers and stakeholders present in Lima to establish goals for sustainable development and meaningful climate action.

Based on discussions at the Forum, an outcome statement comprising 9 key messages was prepared in time for the second week of COP20 and shared with negotiators.

>1,700 participants from across sectors and professional backgrounds

>95 organizations from around the globe actively participated in the Forum

5 new publications or initiatives launched

41 sessions hosted

7 thematic pavilions

The following areas emerged as cross-cutting issues and central prerequisites to the achievement of climate and development goals:

A focus on land rights for indigenous and forest-dependent communities, coherent legal and policy frameworks and a thorough analysis of laws and processes across scales – including customary and cultural laws – is crucial for making the critical link between landscapes and the people that depend on them.

Scaling up landscapes finance depends on leveraging the resources already available at public and private sector entities and easing access for those communities that currently lack them. Strategic changes in policy, more accountability and transparency borne by companies and leveraging new global funding instruments will help channel more sustainable land-use investments.

Feeding a growing world population requires changes in the way agricultural landscapes are managed to avoid forest loss and degradation of natural resources. New global initiatives



Participants networking during one of the breaks. Tickets for the Forum were sold out two weeks prior to the event.

Photo by Marco Simola/CIFOR

like the call for climate-smart agriculture play a central role in this shift, as do local success stories, a strengthened position for smallholders, better understanding of multiple links between ecosystems and food security, and sustainable practices like eco-agriculture and the protection of biodiversity.

New technologies and innovations to understand and track land-use change dynamics are constantly developed. It is critical to use these tools, share the new knowledge gained and make information accessible to stakeholders. At the same time, the existing knowledge about landscapes in theory and practice needs to be revisited – and reassessed based on land-use practitioners' experiences – in order to close the gap that still exists between researchers and land-use decision makers.

95% of survey respondents rated the event as successful*

* Ranging from “very successful” (31.6%) to “successful” (49.1%) and “somewhat successful” (13.7%)

Highlights

Creating an unprecedented global partnership for sustainable landscapes

For the first time, the Forum was led by a **broad consortium** bringing together the world's leading environment, forestry, agriculture and development organizations. CIFOR, FAO and UNEP took the lead as **Coordinating Partners**, jointly making all strategic decisions. To ensure representation of a wide variety of land-use related aspects and leverage specialist expertise and networks, eight organizations joined as **Implementing Partners**: CATIE, CIAT, CGIAR Research Program on Water, Land and Ecosystems, IICA, PROFOR, UN-REDD Programme, World Agroforestry Centre and World Resources Institute. Starting in April and leading up to the Forum, Coordinating and Implementing Partners had an active voice in all bodies that supported Forum decision making: the **Steering, Communication and Science and Policy Committees**. The World Farmers' Organization, the International Forestry Students' Association and Young Professionals in Agriculture and Rural Development provided advice on outreach and stakeholder engagement.

Providing a solid evidence-base for international policy processes

Selection of the Forum's Discussion Forums, Civil Society Sessions and High-level Dialogues was led by the Global Landscapes Forum **Science and Policy Committee**, bringing together **17 scientists** from around the world, nominated by Implementing and Coordinating Partners. Scientists teamed

A prestigious lineup of speakers reflected the cross-sectoral approach of the Forum. Ten Ministers were joined by the **former President of Mexico** and world leaders in development, finance and investments such as **UNDP Administrator** Helen Clark, **Unilever CEO** Paul Polman, **WWF President** Yolanda Kakabadse and **World Bank Vice President** Rachel Kyte.



Felipe Calderon



Helen Clark



Paul Polman



Yolanda Kakabadse



Rachel Kyte

262

Speakers from diverse backgrounds brought together in the event

up to guide Forum content, prepare thematic briefs for policy makers and select sessions based on rigorous criteria. On the sidelines of the Forum, **space was provided for bilateral meetings and discussion roundtables** between senior government officials and development experts.

A high-level luncheon on 6 December brought together REDD+ policy makers from Asia and Latin America, heads of development organizations and private sector representatives under the motto of **“South-South Cooperation for REDD+”**.

>170 UNFCCC negotiators attended the 2014 Global Landscapes Forum.

1,134 REDD+ negotiators and policy makers received the outcome statement, which summarized key messages from sessions relevant to the UNFCCC process.

Several sessions focused on **linking ongoing climate talks to the evolving Sustainable Development Goals**. A consultation process around forest landscapes and SDGs, led by IIED throughout 2014, provided the basis for discussions.

The Global Landscapes Forum was selected as an official “Lima Climate Action Highlight” by COP20 organizers. Four Forum speakers featured prominently in a summary video shown to heads of state and ministers during the **COP20 High-level session** on 11 December.

Grounding the global landscape discussion in Latin America

Starting in December 2013, Forum organizers launched an **intensive outreach campaign** in the region, flanked by several meetings with key networks and partner organizations. As UNFCCC COP21 was the **first COP held in the Amazon and Andean regions**, Forum organizers put a special focus on the specific climate and land-use related challenges communities are facing.



Fully bilingual event site to allow Spanish-speakers to access all event content.

50 % of new social media followers from Latin America.

15 Forum sessions discussed regional issues such as the links between forests and climate change in the Amazon region, land rights, the status of Indigenous Peoples and the contribution of smallholders to food security.

12 Latin American Ministers and Vice Ministers of agriculture, environment and other land-use sectors as well as former Mexican President Felipe Calderon were brought together in a high-level roundtable discussion on 7 December to identify synergies between the sectors in support of a new climate agenda.

20x20 initiative – a commitment by Ministers and business leaders to restore 20 million hectares of degraded land in Latin America – was launched at the Forum, resulting in a tangible roadmap towards sustainable landscapes.

Enhancing stakeholder capacity and creating a space for learning

Since the inaugural event in Warsaw, capacity-building initiatives have been a cornerstone of the Forum. Building on past experiences and participants' feedback, the 2014 Forum expanded the opportunities for engagement and opened up new spaces for learning and exchange.

31 communication and development professionals from Latin America came together for the Spanish social media bootcamp, applying their newly acquired skills to enhance the Forum's outreach in the region.

450 students and young professionals joined the 2014 Youth session, masterclasses and webinar, led by 25 mentors from business, civil society, government and research organizations.

Civil society sessions opened up opportunities for sponsorships targeted at organizations that could not otherwise participate at such a large event. **Five out of nine organizations were selected for full sponsorship**, hosting sessions for free.

The Forum introduced three innovations for networking and sharing knowledge: Launchpads, a landscapes laboratory and a Knowledge Share Fair.

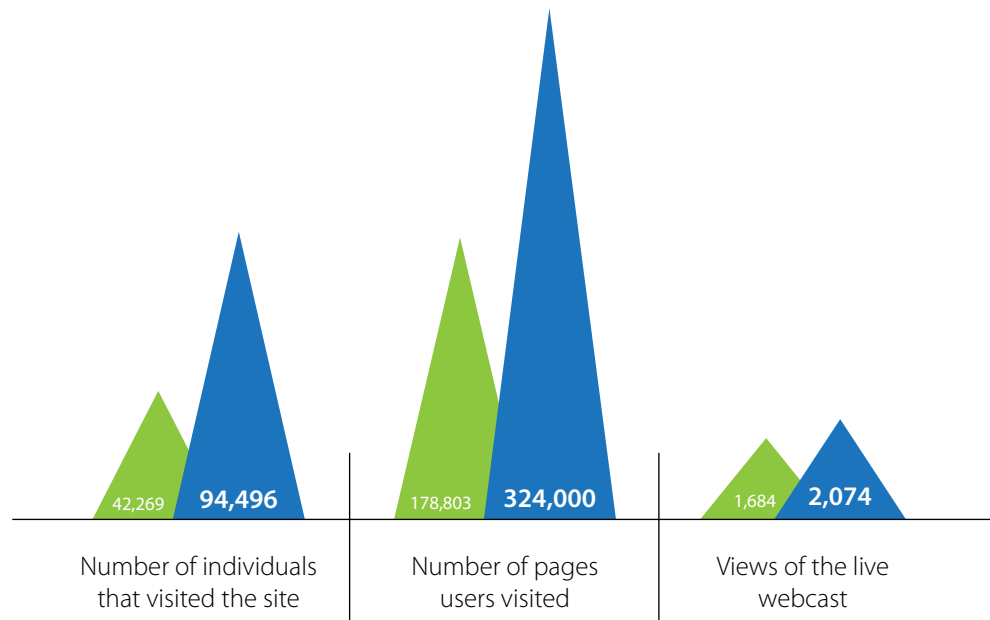
An engagement-focused communications campaign, looking beyond the numbers

Organizers made use of the newest tools and insights related to social media outreach, taking 2013's highly successful campaign to the next level. Weekly communicators' calls, a strategy focused on engagement rather than broadcasting and leveraging the networks of all Coordinating and Implementing Partners led to a level of participation never seen before.



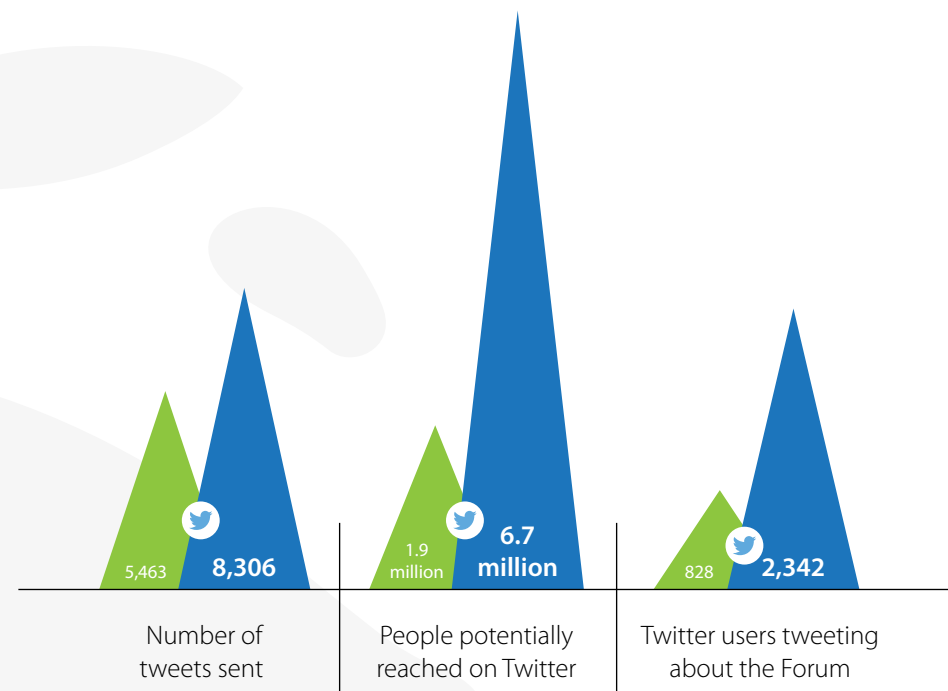
Global Landscapes Forum website

▲ 2013 ▲ 2014



Social media activities

▲ 2013 ▲ 2014



Background and Context

After the first Global Landscapes Forum successfully introduced the landscape approach to a wider audience in Warsaw, the 2014 event put an emphasis on the implementation of landscape approaches, identifying concrete links to ongoing policy processes.

The Forum took place alongside discussions around the world's future development as climate agendas are reaching their critical stages. Following extensive debates and worldwide consultations, the UN General Assembly's open working group has put forward a list of 17 proposed Sustainable Development Goals. Their achievement critically depends on sustainable landscapes, as UNDP Administrator Helen Clark remarked during her keynote speech. Under the UNFCCC, the world is on track towards an agreement set to enhance climate action beyond 2020 – albeit more slowly than some expected. In Lima, negotiators agreed on a roadmap that includes provisions for detailed national emission reduction plans to be submitted by every country – thereby breaking the historical divide between developing and developed countries when it comes to emission reduction obligations.

The Lima Call for Climate Action includes an annexed text concerning draft elements of a new climate agreement. Notably, the draft 'Elements Text' includes a call for zero net emissions of carbon by 2015. Without a doubt, land-use sectors – estimated to contribute up to a third of global emissions – will have to play a major role in these plans. In addition, significant attention was placed on finance and the successful pledging meetings of the Green Climate Fund exceeding the US\$10 billion target. And yet, observers noted little progress related to land use at COP20.

In the wake of the Warsaw Framework for REDD+, no decisions regarding the forest carbon mechanism or social and environmental safeguards were advanced in Lima. Likewise, despite its importance to mitigation and adaptation, agriculture remained a 'sidelined issue'. With extreme weather events and temperatures taking a toll on lives and livelihoods – especially in tropical countries – experts fear that climate-related loss and damage will undermine development gains made in the past.

Against this backdrop, the 2014 Global Landscapes Forum succeeded in building a unique platform for organizations and individuals from across the globe for continuing the debate around land-use sectors in climate and development, sharing new evidence and making connections between sectors and approaches. Over 1,700 policy makers, negotiators, researchers, development practitioners, as well as civil society, media and private sector representatives came together in 40 sessions to share their newest research findings, showcase where landscape approaches work in practice, discuss implications for climate and development policy, and form lasting partnerships for more sustainable landscape management. The outcome document – shared with more than 1,100 negotiators – highlights the huge potential of landscapes approaches to combine and reinforce efforts to fight climate change. Specifically, participants at the Forum urged decision makers to finance and support safeguards monitoring systems, synergies between adaptation and mitigation and climate-smart agriculture. New land-use information technologies, well-designed fiscal instruments and increased private sector finance further enhance landscapes' capacity to face climate change and secure sustainable development for the people that depend on them.



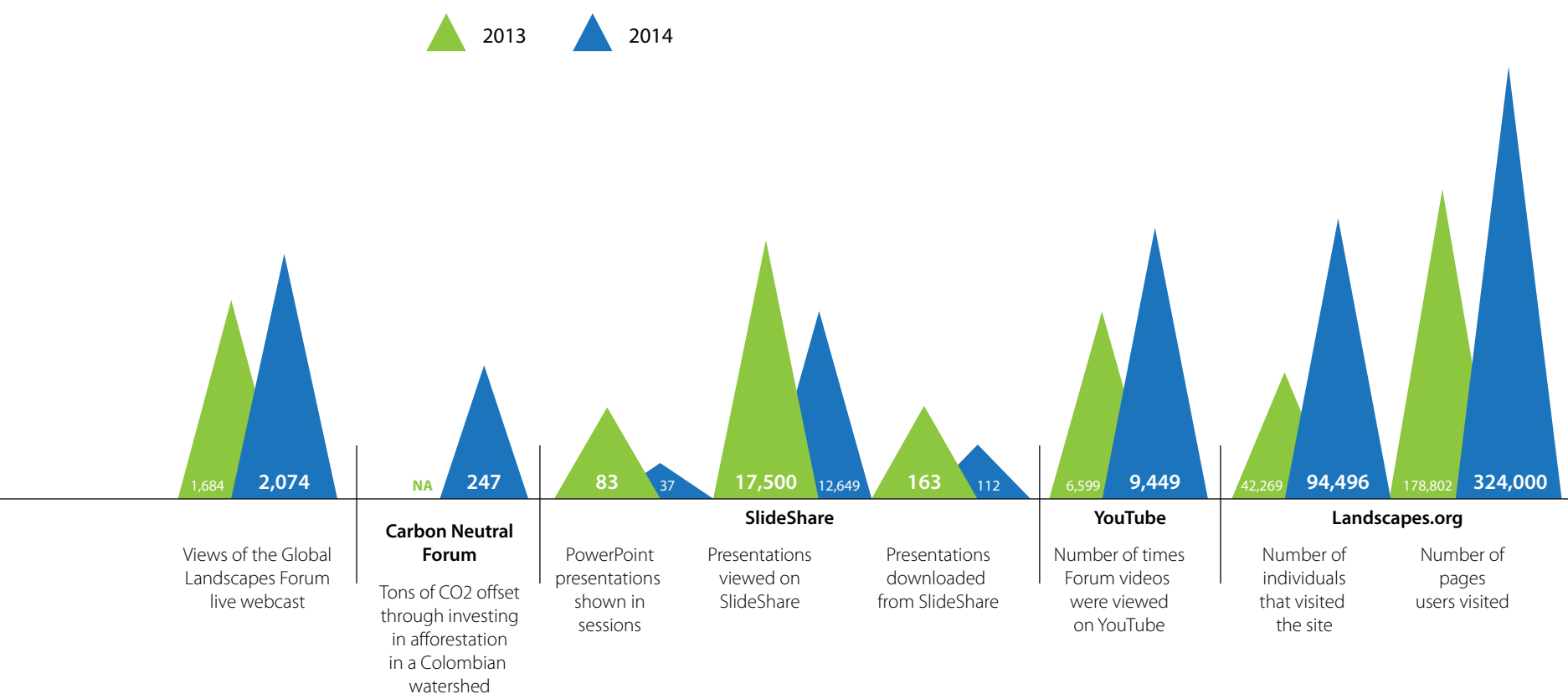
“The world has witnessed significant progress on the Millennium Development Goals...Yet, climate change is undermining the gains made, with the poorest and most vulnerable people most exposed to the more frequent and severe droughts and major storms which our world is experiencing. With nearly one third of global greenhouse gas emissions coming from farming, forestry, and livestock production, achieving sustainable landscapes is critical to climate change mitigation.”

Helen Clark
UNDP Administrator



“We’re delighted that the broader land-use communities are coming together [at the Global Landscapes Forum]. If the goal is clearly to decarbonize by 2100, then the way we manage landscapes and the value we place on nature and ecosystems will need to shift and soar to the top of the agenda.”

Rachel Kyte
World Bank Vice President and Special Envoy
for Climate Change

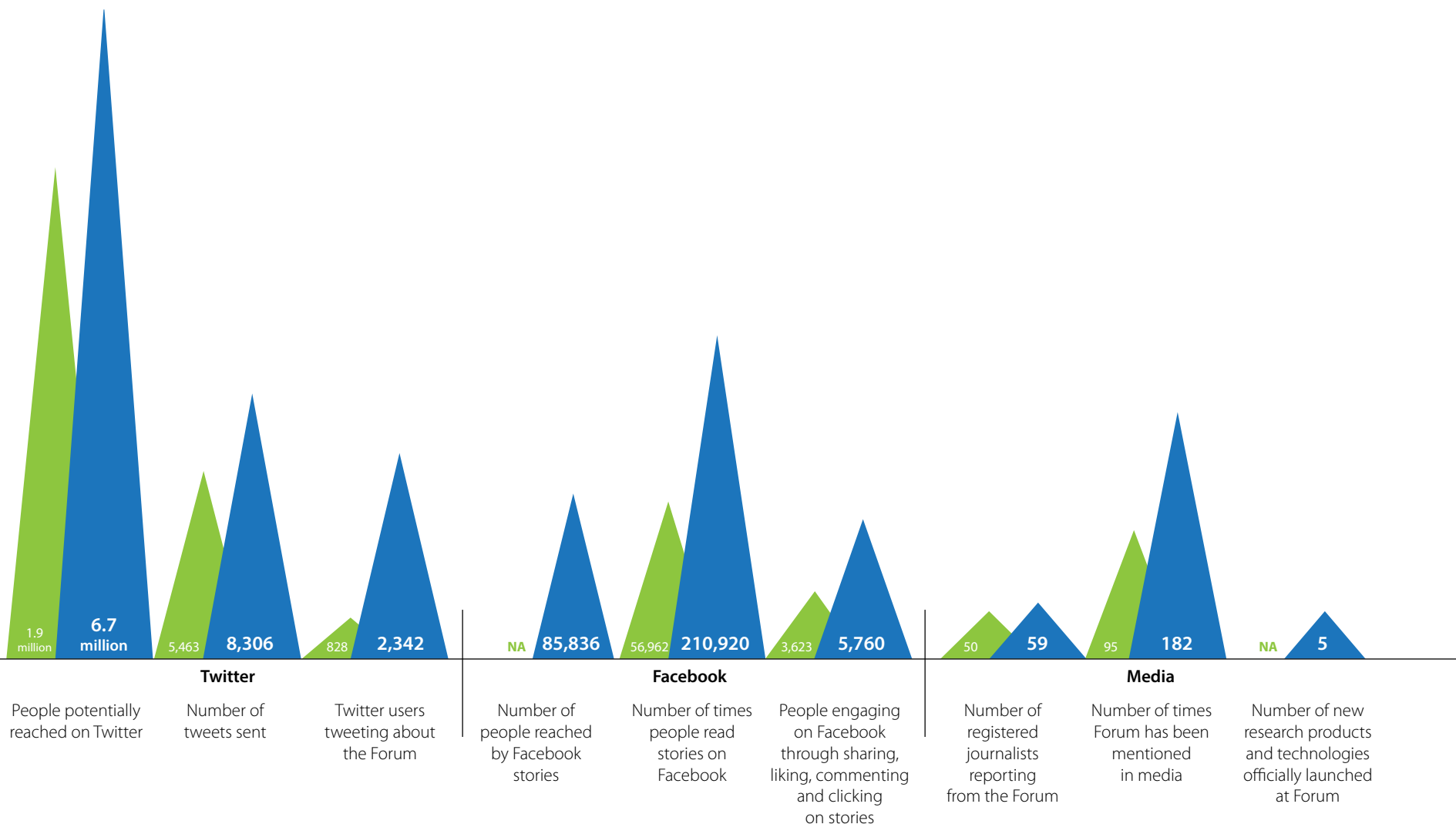


Engagement

- **14** Ministers and Vice Ministers
- **6** Governors and regional leaders
- **1** former President
- **95** organizations hosting sessions and exhibitions
- **7** thematic pavilions
- **1,700** total participants
- **262** speakers

Participant Feedback

- 95% of participants thought the Forum was a success
- 81% said it was successful or very successful
- 96% of participants plan to share, research or apply the new knowledge gained
- 96% feel familiar with landscape approaches after attending the Forum (up from 86%)
- 76% call for the Forum to continue taking place alongside the UNFCCC COPs



31 Latin American social media professionals trained at Spanish social media bootcamp

450 participants joined the Youth Session, masterclass and webinar

17 students and young professionals pitching ideas, moderating sessions and facilitating discussions after training

770 applicants for 12 youth leadership positions

25 youth mentors from research, private sector and policy

5 organizations sponsored to host sessions free of charge

Partners

Session hosts



Exhibition hosts



Host country partners



Coordinating partners



Implementing Partners



Funding partners



With the support of



Communication partners



The Global Landscape Partnership

CIFOR, FAO and UNEP – three leading international agriculture, forestry and environment organizations – teamed up to organize the biggest gathering of individuals and institutions active in land-use sectors in 2014. CIFOR took the lead in bringing partners together, drafting a first Forum concept note and facilitating discussions between partners from the concept stage through to the Forum’s implementation and the collaborative sharing of outcomes.

To reach a wide group of stakeholders and enable their active participation at the Forum – be it at the venue or through online engagement – organizers forged a partnership across different levels. At the top level, Coordinating Partners led by CIFOR and Host Country Partners defined the Forum’s main objectives in terms of envisioned impact, program and communication. Implementing Partners represented diverse institutions working on different land-use topics. Finally, Forum partners were also supported by the Collaborative Partnership on Forests and the Consortium for Agriculture and Rural Development.

As a result of the collaborative process, all organizations benefited from greater visibility and the unique opportunity to interact with people they would not usually reach through their own events.

Organized by:

CIFOR

In coordination with:

UNEP

FAO

Host country partners:

MINAM

MINAGRI

Implementing partners and advisors:

WLE

CATIE

ICRAF

CIAT

Profor

IICA

WRI

UN-REDD

WFO

IFSA

YPARD

Networks and consortiums:

CPF

Agriculture and Rural
Development Consortium



I am excited about the Forum’s continued development of the integrated landscape approach. (fun Q: Why don’t foresters talk to agricultural economists or water managers very often? A: They go to different meetings and publish in different journals.)”

Global Landscapes Forum participant in a blog post

Host Country Partners

Reflecting the integrated perspective of landscape approaches, Peru's Ministry of Environment (MINAM) and the Ministry of Agriculture and Irrigation (MINAGRI) joined forces in support of the Forum. These partnerships were initiated as early as December 2013 when CIFOR and MINAM signed an agreement to promote research in the country. Partnerships for the Forum were finalized during a series of intensive consultations around Forum content held at both ministries. As a result, a joint outreach and communication plan was developed and the concept note was revised to include Host Country Partner priorities. Both Minister Pulgar-Vidal (MINAM) and Minister Benites (MINAGRI) officially endorsed the Forum.

Throughout the process, Forum organizers benefited from the unique insights and invaluable advice provided by both ministries. To link the Forum to discussions under the UNFCCC COP20, CIFOR worked particularly closely with MINAM's team in charge of the climate conference as COP President.

The support provided by both ministries was not only instrumental to the Forum's success on the two days of the event, but most importantly facilitated dialogue around key Forum topics in the lead-up to COP, forging lasting partnerships and raising public awareness for sustainable landscapes. Some highlights include:

A two-day workshop on “Enabling forests to score Sustainable Development Goals” brought together development, forestry and agriculture policy makers in Lima, ahead of COP20 and the Global Landscapes Forum. The workshop was convened by IIED, CIFOR, MINAM and MINAGRI and workshop results provided the basis for a Discussion Forum on forest landscapes and SDGs, where the results of the Latin-America focused workshop were discussed in a global context.

CIFOR worked together with MINAM to produce an episode of MINAM TV that focused on the legal situation of forest-dependent smallholders in Peru. The episode reached an audience of 120,000 people just in Lima and was selected as one of the best videos of the year for the program. As a result of the production, Peru's Forestry and Wildlife Service (under MINAGRI) introduced a new decree that allows smallholders to legally sell the wood species they grow.

For the first time, a Spanish Social Media Bootcamp enhanced the capacity of communication professionals working for local organizations. The two-day workshop was led by MINAM's social media expert.

The Ministries were prominently present at both days of the Forum. MINAM and MINAGRI each hosted their own exhibition booths within thematic pavilions. MINAM joined organizations working on climate change mitigation and adaptation while MINAGRI's booth was located within the “Food Security, Vulnerability and Resilience” Pavilion.

Over the course of preparations for the Forum, representatives of different Peruvian Ministries also intensified their cooperation in other areas. For the first time, the Ministries of Environment and Agriculture engaged in detailed technical discussions around palm oil investments, leading to the development of a joint project idea and its presentation at the IUFRO World Congress in Salt Lake City.



“ A landscape is defined by the needs and responsibilities of the people living in it...Understanding these linkages across the landscape and designing policy responses that ensure sustainable development is a defining issue of our time. New policy responses are needed to ensure water, food and energy security, biodiversity, and climate change mitigation and adaption. You, the people in this room, are the ambassadors and champions for the new and more holistic policy responses that are required.”

Ibrahim Thiaw

Deputy Executive Director, UNEP



“ Mechanisms like REDD+ have a logic of values, which many feel is limited to economic and market values only – when we all know that these values must be seen in addition to cultural values and the value of ecosystems...So once we start thinking about landscapes, we can better integrate the question of values.”

Manuel Pulgar-Vidal

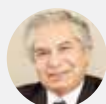
COP20 President and Minister of Environment,
Peru

In addition to Minister Pulgar-Vidal and Minister Benites, other high-level officials from Peru joined the prestigious group of speakers:



Gabriel Quijandria Acosta

Vice Minister for Strategic Development of Natural Resources, Ministry of Environment



César Sotomayor

Vice Minister of Agricultural Policy, Ministry of Agriculture and Irrigation



Fabiola Muñoz-Dodero

Executive Director, Peruvian National Forest and Wildlife Service, Ministry of Agriculture and Irrigation



Gustavo Suarez de Freitas

Executive Director, National Forest Conversation Program for Climate Change Mitigation, Ministry of Environment



Jorge Alberto Aldazabal Soto

President of the Regional Government of Madre de Dios



José Berley Arista Arbildo

President of the Regional Government of Amazonas



Pedro Gamio

Energy Coordinator, Ministry of Energy and Mining



Sonia María González Molina

Director General for Environmental Research and Information, Ministry of Environment



Juan Reategui

Climate Change Specialist, Directorate of Indigenous Policies at the Ministry of Culture

Coordinating Partners

As coordinators of the Forum, CIFOR, FAO and UNEP contributed their combined expertise to develop a program that draws on newest research and innovations at the intersection of land use, development and climate policy.

CIFOR, the organizer of six Forest Days and co-organizer of the inaugural Global Landscapes Forum, built on its strength in bringing together various stakeholders and their organizations working on forestry questions worldwide. Leveraging its track-record in evidence-based policy advice, CIFOR succeeded in connecting the Forum to leading actors and innovative thinkers concerned with the future of land use. UNEP, as leader on green economy thinking and REDD+, provided expertise on international environmental policies and sustainable finance. The UNEP Finance Initiative provided a strong link to the private sector as well as policy makers responsible for land-use investments. The Food and Agriculture Organization is the central knowledge-based institution for agriculture, forestry and fisheries within the UN system for achieving global food security. At the Forum, FAO shared knowledge and data on REDD+, climate-smart agriculture and landscape approaches to the Forum. Specifically, FAO's support in bringing key technical experts from forestry and agriculture ministries to the event played a key role in turning the Forum into a platform for exchange on best practices.

Coordinating Partners each organized a High-level session at the Forum, focused on their respective areas of expertise.

Decisions impacting the Forum's structure and content – such as format and number of sessions, envisioned participants, links to ongoing policy process and scope of the communication strategy – were reached jointly by Coordinating Partners. The Forum's concept note and communication strategy outline these key points.



“ To achieve the paradigm shift advocated by this Forum we have to innovate at both the scientific and technological levels as well as at a conceptual level...The relentless process of urbanization which is taking place on all continents should not lead us to believe the illusion that modern society will be less dependent on rural areas. Quite the contrary, the challenges that society faces today require much more of its territory, resources, activities and population, as well as of its traditional knowledge, than in the past.”

Eduardo Rojas-Briales

Assistant Director-General, FAO



“ Some years ago, we thought that decisions with an environmental component were only voluntary or based on good faith. Now we know that environmental considerations are indispensable: making use of our land sustainably and creating a carbon-neutral agriculture are obligations.”

Juan Manuel Benites

Minister of Agriculture and Irrigation, Peru

Implementing Partners and Advisors

To fulfill the Forum's mission as hub of global landscape expertise, CIFOR invited a range of organizations to help put the Forum into action. These Implementing Partners were selected based on their prior involvement in the discussion or similar events, the connections to the Forum's priority policy processes and research questions and an equitable representation of organizations working on different land-use aspects. The first half of 2014 saw intensive discussions with a number of prospective partners. All Implementing Partners then contributed their ideas to the final version of the concept note. Considering the special nature of 2014's COP as the first international climate meeting in the Amazon and Andean regions, CIFOR specifically invited organizations capable of facilitating regional links.

The following organizations contributed to the Forum as Implementing Partners: Center for Tropical Agricultural Research and Education (CATIE), International Center for Tropical Agriculture (CIAT), CGIAR Research Program on Water, Land and Ecosystems (WLE), Inter-American Institute for Cooperation on Agriculture (IICA), Program on Forests (PROFOR), UN-REDD Programme, World Agroforestry Centre, World Resources Institute (WRI).

To ensure relevance of the Forum to targeted stakeholder groups, the World Farmers Organization (WFO), the International Forestry Students Association (IFSA) and Young Professionals for Agricultural Development (YPARD) acted as advisors.

Over the year, Implementing Partners contributed through a wide array of channels:

- Steering committee, made up of partner organizations' Forum focal points
- Science committee, comprised of 17 scientists nominated by Coordinating and Implementing Partners

“The energy at the Global Landscapes Forum was electric – charged by the enthusiasm of the scientists, practitioners, indigenous peoples, investors, policy makers, youth and government negotiators who came together to share their latest innovations, tools and ideas for tackling climate change across land uses – from farms to forests and everything in between. Conversations were passionate as we discussed how to bring together our efforts to address climate change and achieve sustainable development at the landscape level – by working in a coordinated manner on agriculture, forests, water and more.”

Diji Chandrasekharan

Implementing Partner Focal Point for Profor

- Communicators group, bringing together 21 communication and social media specialists
- Monthly, unbranded Forum newsletter shared by all partners
- Opportunity to share publications, videos, presentations, announcements and blog posts on landscapes.org
- Google group for wider Forum social media team, made up of all current and former partners and session hosts: 278 social media professionals and bloggers to date
- Communicators' hub in Lima, to coordinate blogging and social media efforts from the Forum

At the Forum, each Implementing Partner had a guaranteed slot for a Discussion Forum and did not have to go through the competitive session selection process. Some Implementing Partners also took the lead in key Forum innovations:

- The World Resources Institute successfully coordinated the first landscapes laboratory, connecting the event to innovators from across the globe who showcased their interactive products throughout both days
- The communications team of the CGIAR's Research Program for Water, Land and Ecosystems (WLE) coordinated and implemented the Knowledge Share Fair.
- CGIAR WLE was also invaluable in getting the Youth Session as well as the Lima communicators' hub off the ground

Communication Partners

In addition to leveraging their own extensive communication channels, Forum partners strategically approached other organizations who volunteered to support the Forum. Plugging into their own networks and drawing on specialist skills, these Communication Partners proved invaluable to the success of the various outreach activities surrounding the Forum:

- Centro de la Imagen, Peru's leading photography institute, co-organized the photo competition, secured the venue for the two-week exhibition of winning landscape photos and donated a camera as prize for the runner-up
- On Think Tanks worked closely with the CIFOR team on the infographic competition, forwarding calls and opening opportunities for capacity building for contestants
- For the second year in a row, paper.li designed a free landscape twitter newspaper, uniquely adapted to 2014's areas of focus

- The Thomson Reuters Foundation reported on Forum activities through tapping into their broad network of journalists and launching a special news page gathering top Forum content

Carbon neutral event



For the first time, the Global Landscapes Forum was designed to produce zero net carbon emissions. The Swiss-based company South Pole Carbon – a leader in the voluntary carbon market – joined in a unique cooperation with Forum organizers to offset emissions. After accounting for all energy and food consumed at the venue as well as flights of the organizing committee and those speakers coming to Lima specifically for the Forum, South Pole Carbon calculated that 247 tons of carbon were emitted.

In compensation for CO₂ emissions from the Global Landscapes Forum, South Pole Carbon will retire carbon credits from their Chinchiná Watershed protection and afforestation project in Colombia. This project has already absorbed more than 250,000 tons of CO₂ emissions. According to Christian Dannecker, Director for Forestry and Land Use at South Pole Carbon, it has also connected the local community more closely to the forest by building a better understanding of how important it is for their everyday needs.

Consortiums and Networks

The Collaborative Partnership on Forests (CPF) and the Agriculture and Rural Development Consortium continued the excellent assistance provided to past Forest and Agriculture and Rural Development Days. The world's leading consortia on forests and agriculture shared calls and other key Forum updates through their networks and acted as great channels for gathering feedback.

Beyond those formally involved in the Forum, organizers are also extremely thankful for the help of many other organizations who supported the event by communicating Forum objectives through their networks and providing invaluable advice on stakeholder engagement. These include IBIS, the Ford Foundation and the World Business Council for Sustainable Development, among others.



The photo exhibition running through two weeks in Lima's popular Parque Kennedy attracted a great number of curious visitors – learning new facts about landscapes day and night.

Photo by Marco Simola/CIFOR

Forum Structure and Themes

The Global Landscapes Forum was geared towards offering the greatest possible level of participation to those individuals and organizations working at the forefront of sustainable landscapes research and implementation. Since the inaugural event in Warsaw, interest in the Forum has been overwhelming. Importantly, the diversity of sectors voicing interest in active participation has also been growing. In the lead-up to the 2014 Forum, ministries of economics and culture, large infrastructure developers working in hydropower as well as grassroots and faith-based organizations have all been approaching Forum organizers, to just name a few. All partners teamed up for an intensive, month-long process in order to guarantee transparency, fairness and a balanced program. The Science and Policy Committee took the lead in session selection.

Forum themes

The 2014 Global Landscapes Forum aimed at scrutinizing the implementation of integrated landscape approaches and their potential benefit for UNFCCC and Sustainable Development Goals processes. At the same time, the Forum sought to create a broad platform for engagement that enables institutions with diverse sets of skills and expertise to participate. Against this backdrop, organizers agreed on Forum themes relevant to policy makers, investors, researchers and development experts working on a global scale as well as the high number of regional institutions and individuals coming to the Forum to share more specific experiences.

Given the setting of the Forum alongside the UNFCCC COP20, a special emphasis was put on the nexus between land-use sectors and climate change. Due to its high relevance, the climate change theme was broken down into two sub-themes.

Theme descriptions, guiding questions and suggestions for session topics were shared widely with organizations through the open application process:

1. Implementation of integrated landscape approaches

What defines an integrated approach to land management and what does the evidence tell us about the success of these approaches? What is the role of new technology and knowledge in taking on a landscape perspective?

2. Forests, agriculture and land use in the new climate agreement

What role should land-use sectors play in a new climate agreement? How can the people dependent on forests and agriculture be strengthened to reduce sectors' carbon footprints and deal with a changing climate?

a. Sub-theme on forests and climate change

Where are we at with REDD+ in practice and the new climate agreement? How can we address the most pressing current REDD+ related questions – such as safeguards, drivers of deforestation and jurisdictional approaches – in the context of dynamic landscapes?

b. Sub-theme on climate-smart agriculture, resilience and vulnerability

What does climate-smart agriculture stand for, what is its potential – and where are (current) limitations? Who is already practicing climate-smart agriculture and what are their stories?

3. Landscapes and the green economy

How can we finance the transition to more sustainable land-use practices? What are the tools we can use to mobilize the funds needed? And how can we get money to those land users that need it most more quickly and reliably?

4. Landscapes and the post-2015 development agenda

How can the multiple benefits landscapes provide – water, food, energy, biodiversity and health – be linked to the ongoing design of Sustainable Development Goals? What do communities in developing countries need most to manage landscapes sustainably and what changes need to occur in the global use of resources?

Science and Policy Committee

Coordinating and Implementing Partners nominated 17 scientists for the joint Science and Policy Committee. Within the committee, scientists worked under the five sub-themes of the Forum, according to their interests and areas of expertise. Scientists also worked on the cross-cutting issues of relevance to current climate debates and engagement of Latin American and civil society stakeholders.

>50 session proposals received

5 organizations brought together in session mergers, resulting in 2 combined sessions

>35 sessions selected (9 Civil Society Sessions, 23 Discussion Forums, 4 High-level sessions)

17 scientists from 11 organizations joined the committee

Climate change: cross-cutting topic throughout the Forum

“I think the right REDD + rules were agreed in Warsaw last year...The forum nicely reflected that now it is time for implementation. What I take home is the need to build alliances with the people who can turn ideas into facts – the people working in finance and development... In general the GLF is a source of inspiration which fuels you with ideas for when you negotiate.” – Policy maker, feedback provided as part of an independent evaluation

“The Forum helped in keeping up to speed with the current debate around a landscape approach to mitigation, identifying challenges in terms of how to secure indigenous peoples’ rights, and also to foster an integrated approach that links up landscape planning, protection of rights and support for sustainable supply chains.” – Feedback from participant survey



Jos Cozijnsen, consulting attorney working on international carbon trading

Scientists provided feedback on all aspects of the Forum

- General guidance on science background and policy relevance along the four themes
- Coherence within and across themes, avoiding duplication in sessions and topics
- Selection of sessions based on jointly agreed session criteria, including but not limited to:
 - » Science basis
 - » Relevance to UNFCCC and/or Sustainable Development Goals policy processes
 - » Proposed case studies, examples from practice
 - » Quality and diversity of speakers
 - » Overall fit with objectives of the 2014 Global Landscapes Forum
- Support to session hosts in shaping content of sessions and advising on speakers as needed
- Draft of theme briefs for the five sub-themes of the Forum

All decisions under the themes were reached jointly and based on consensus.

Overwhelmed by the high interest in the Forum and the number of high-quality session applications, scientists were faced with some difficult decisions. Scientists worked hard at identifying potential for mergers to keep as many relevant organizations as possible involved in the Forum and facilitate new partnerships as a positive by-product.

Session types

The Global Landscapes Forum adopted the successful design of the inaugural event and past Forest Days by featuring a mix of Discussion Forums, High-level Dialogues, keynote addresses

and plenaries. Taking the concept a step further, the Forum also introduced innovations to provide a more interactive platform for exchange. These include civil society sessions, launchpads, the landscapes laboratory and a Knowledge Share Fair.

Side events: Throughout Saturday morning, the Forum opened its doors to organizations leveraging the event as their platform for their flagship COP activities. The Governors' Climate & Forests Task Force (GCF), the Sustainable Tropics Alliance and the Forest Based Livelihoods Consortium jointly organized a half-day event around the many sustainability initiatives taking place on the level of states and regions. The event showcased success stories and lessons learned from regions across Africa, Latin America and Asia, represented by four governors and numerous community representatives. The Forum's Youth Session took place in parallel, for the second time constituting an integral part of the Forum. Aimed at interactive discussions and enhancing the facilitation skills of young professionals, the session brought together more than 200 young people, their mentors and supporters.

Plenaries: Inspiring talks by a diverse set of speakers set the stage for the two days of the Forum. The two opening plenaries sought to introduce overarching concepts and presenting the cornerstones of current debates. Looking at the most pressing challenge landscapes are facing worldwide, the first day's opening plenary discussed competing demands for land use – without avoiding the difficult question of trade-offs and negotiating benefits. The second day's opening plenary made the connection between local land-use questions and global policy by highlighting questions of accountability, transparency and partnerships for climate and development outcomes. Looking ahead towards the future of land use in climate change, the Forum's closing plenary was designed in the form of two dialogues. Closing Dialogue I focused on ways to scale up finance for sustainable land use while Closing Dialogue II laid out a roadmap for landscapes in a new climate deal, "from here to Paris".

Participants at the Forum appreciated the fact that the main stage was not reserved for big international organizations or ministerial level speakers, but functioned as meeting ground for a number of land users that might otherwise not get together.

Discussion Forums: These focused sessions opened the floor to multi-stakeholder discussions based on the newest science, lessons learned from the field and current policy developments. In the lead-up to the Forum, organizers encouraged Discussion Forum hosts to team up with partners from different backgrounds, taking on a cross-sectoral perspective. The Forum saw a total of 23 Discussion Forums – 17 of them organized through partnerships of two or more organizations. The value of this session type is reflected in the participant survey – the majority of respondents (37%) selected Discussion Forums as the most beneficial events.

High-level Dialogues: These platforms brought together leading policy makers, scientists and representatives from international and regional bodies contributing different perspectives to four leading topics in the international landscape debate. Conveners aligned their dialogues to the Forum's four core themes, picking specific cases or sticking points as topics for debate. These general themes were thus transformed into concrete questions, inciting speakers and participants to take positions.

A fresh approach to networking and learning

In addition to these established formats, organizers tried out new formats, based on feedback from previous events.

Civil Society Sessions: For the first time, two slates of parallel sessions were dedicated to groups that provide the essential link between those who depend on the land and the policy processes in which land-use decisions are made: community-based organizations, bodies representing indigenous peoples, farmers' organizations and advocacy groups. Civil society



“There were many bits of each session I attended that were valuable. The diversity of speakers in the plenary sessions was what was most welcome.”
– Feedback from participant survey

“The combinations of speakers and their presentations were great in the Day 2 opening plenary.”
– Feedback from participant survey

“To have the opportunity to hear the views of important people such as the Vice President of the World Bank and that the panel was open to questions was very rewarding.”
– Feedback from participant survey

“All plenaries and high level dialogues were excellent.”
– Feedback from participant survey

sessions were organized in an open format so that session leaders could tailor their approach to the stories they planned to tell and the people they wanted to reach. Provision for interactive elements and knowledge-sharing tools was a major selection criterion for these sessions.

Launchpads: These small and targeted events offered unique opportunities for organizations and journalists alike: While the former could introduce their newest research and information, the latter found a dedicated space for gathering stories and ideas. Only products and tools that had not yet been marketed before were selected for launchpads. Almost all launchpads were scheduled to take place during lunch and coffee breaks, so that journalists would not have to choose between sessions and these press opportunities.

The 20x20 Initiative launched by WRI, CATIE, CIAT and IUCN attracted over 200 journalists and Forum participants who listened eagerly as six ministers and six CEOs outlined their plans to restore 20 million hectares over the next 20 years.

“There is no dedicated time for media...Inside an event, there is time only for 3-4 questions. And when there is indeed a media meet, a discussion is also taking place in one of the halls. Either way, it is difficult for journalists to gather enough information or clarify the points heard during the discussions.” – *Feedback from journalist, from the Forest Day 6 survey*

Thematic Pavilions and Knowledge Share Fair (Circus of Knowledge): During the 2014 Forum, the exhibition area – traditionally a place where organizations would showcase their work side by side – was transformed into a space for exchange. Exhibition booths were arranged in 7 thematic pavilions, based on exhibitors’ main interest. Throughout the Forum, these spaces acted as meeting places for participants interested in

discussing a certain topic, while fostering greater exchange between the organizations sharing a space. In all, 35 exhibitors participated in the Forum, 10 of them hosting individual exhibitions and 25 joining pavilions.

At the evening of Day 1, thematic pavilion hosts offered a creative program of discussions and activities in a “Circus of Knowledge”, inviting all Forum participants to share experiences and ideas. The circus program had been developed through intensive discussions between exhibition hosts over the course of several months, coordinated by CGIAR WLE.

Participants rated the Knowledge Share Fair as the most successful Forum intervention: 71% found the activities very useful or useful, 21% found some aspects useful.

Landscape Laboratory: Open data, geospatial technologies, and the Internet are revolutionizing our ability to monitor and manage the natural world. Keeping up with these new tools that are developed at an ever-faster pace is a challenge for those working in land-use sectors. The Forum’s landscapes laboratory – coordinated by WRI – featured five tools that help users understand landscape dynamics in places as diverse as the Congo Basin, Central America, Sub-Saharan Africa and Southeast Asia.

Side meetings

In light of the high number of prominent speakers and decision makers participating, the Forum provided an ideal opportunity for facilitating meaningful exchange through convening bilateral and multilateral meetings. Recognizing this potential for impact, Forum organizers opened up rooms for formal and informal discussions. The Forum’s VIP area quickly turned into a popular space for making new connections. Forum organizers also facilitated two high-level discussions. The unique networking opportunities were noted by almost all respondents during the event’s evaluation.



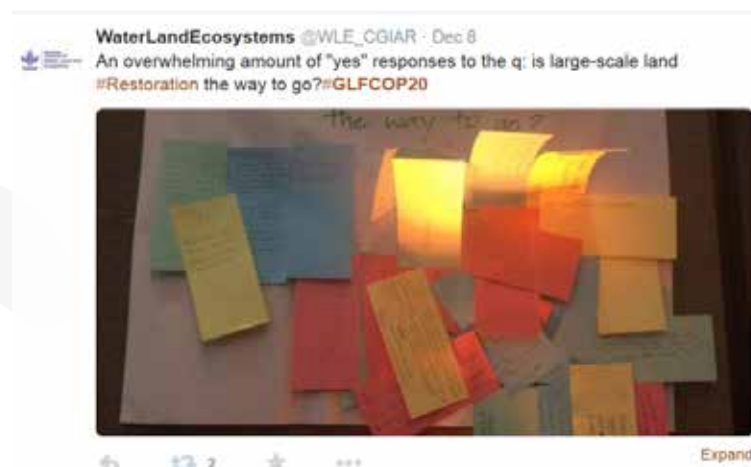
Circus of Knowledge in full swing at the Indigenous Peoples' Pavilion



Manuel Machuca Igreda – the Forum's youngest presenter – at the Farming and Forest Families in Living Landscapes Pavilion.
Photo courtesy of The AgriCultures Network



The Gender Pavilion was used as meeting ground throughout the Forum



Knowledge-sharing methods were also applied in Discussion Forums

A place for learning and sharing

Forum organizers and the Science Committee encouraged session hosts to use interactive methods that would go beyond the traditional series of presentations, opening channels for more feedback and discussion. Knowledge-sharing experts from CIFOR and CGIAR WLE prepared an overview brief, highlighting proven facilitation methods. They also stood by for one-on-one calls and helped devise detailed activity plans.

- 93% of participants said that the Forum was very important or important for networking
- 76% discovered ways in which the landscape approach can inform their own work
- 73% stated that the Forum helped them build new partnerships

“I am a forester now working for the Ministry of Housing. In this sense, the Forum has connected me to my roots personally. Institutionally, the Forum has brought up the important issue of cooperation – which often does not even occur within Ministries...At the landscapes laboratory, I could talk to people about how my ministry could integrate landscapes into a project.”
– Feedback from participant survey

“I was curious as how this kind of event would be influential in my approach and I was really surprised at how this event actually has expanded my vision for sustainable development, climate-smart agriculture and the landscape approach.”
– Feedback from participant survey

“I think the collaboration between the 5 teams was great. We had a nice space, with a lot of walk-in-walk-out opportunities. Showing that, despite the fact that we are 5 different organizations, we look for collaboration on the theme we have in common, is a strong message to give... part of the work we do is to build a bridge between local voices and policy makers, and this was the ideal setting for that.” – Exhibitor at the Food Security, Livelihoods and Poverty Reduction Pavilion, from pavilion host feedback form

“The Thematic Pavilion on Farming and Forest Families Living Landscapes was by far the best feature due to its level of intimacy and unpretentious format.”
– Feedback from participant survey

“I liked the thematic pavilions for two reasons. Like a market of information and you just walk around and find information and have the opportunity to talk with people. Tropenbos for example used their pavilion for interactive sessions with smallholders.” – Researcher, feedback provided as part of an independent evaluation

“Thank you very much for organizing this important event. The forum always gives me surprising new ideas and perspective. I have been encouraged by this annual event.” – Feedback from participant survey

South-South exchange on REDD+

The United Nations Office For REDD+ Coordination in Indonesia (UNORCID), UNEP and CIFOR hosted this meeting in the form of a luncheon with opportunities for speaking interventions. Heru Prasetyo, Head of the Indonesian REDD+ Agency – unique in its set-up as dedicated government body worldwide – led the talks. Peru's Agriculture Minister Benites joined him at the table – his Ministry has recently started engaging in REDD+ readiness and is exploring mitigation opportunities in agriculture through NAMAS. In all, twenty selected participants entered the exchange, adding voices from natural resource management, international environmental policy, biodiversity conservation, land-use research and finance.



Ministerial lunch meeting

More than 15 ministerial level officials used the unique opportunity for exchange that the Day 2 lunch provided. Other selected high-level representatives such as CEOs and heads of organizations were also invited to join the group.

Interministerial Dialogue

Despite their many overlapping work areas, agriculture and environment ministers rarely talk in Latin America. Further, a formal meeting focused on the climate-related challenges faced by both ministries had never before been organized. Months ahead of the Forum, CIFOR and the Inter-American Institute for Cooperation on Agriculture (IICA) – drawing on their expertise in forestry and agriculture – started working on a list of key discussion points. The attendance of 12 Latin American ministers and vice ministers, and Felipe Calderon, the former President of Mexico, underlines the demand for such an event. Ministers also clearly made use of the platform – turning what was scheduled to be a 1.5 hour coffee meeting into intensive discussions spanning the entire afternoon. As a result of the meeting, IICA published conclusions from the dialogue: "Forging synergies between agriculture and environment: towards a common agenda for climate change".

“Today, I was able to talk to my friends, the ministers of environment and ministers of agriculture from Latin American countries. And we realized that there was a tremendous relationship between agriculture and forests as well as the role that that the ministries of environment and the ministries of agriculture play... That both agriculture and forests are submitted to the threat of climate change...We have to think not just in terms of securities but also in terms of relationships.”

Manuel Pulgar-Vidal

COP20 President and Minister of Environment, Peru

“We had a side meeting with partners where we discussed a book we want to publish on landscapes. We will use some of the outcomes of the forum to help the development of this book which is intended to have some practical value in guiding countries.”

Civil society representative

feedback provided as part of an independent survey

“We came to GLF to improve our pipeline in projects in this space [agriculture and forestry]... The GLF helped us identify more investment opportunities.”

Finance sector representative

feedback provided as part of an independent survey

“Yesterday we had a meeting of TerrAfrica with representatives from 24 African countries, and they all said there was a lot of demand coming from the bottom up for using the landscape approach...Now, things are really coming together. I'm in heaven to see how you can have one single place where everybody thinks alike and considers the multiple benefits of landscapes.”

Paola Agostini

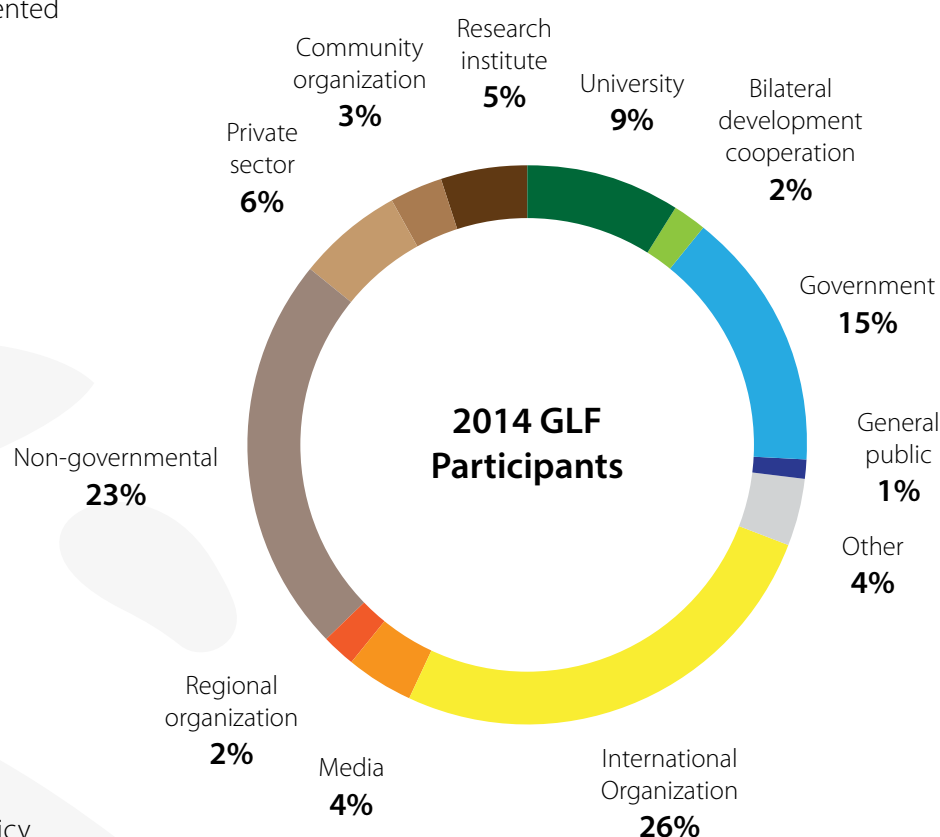
TerrAfrica Coordinator

Participants and Speakers

Participants

Due to restrictions at the venue, organizers had to plan for a maximum of 1,500 registrants. Following an unprecedented outreach campaign before the Forum – driven by the combined communication networks of the event's 14 core partners – registration had to be closed two weeks before the event so as to avoid security risks at an overcrowded venue. The decision to close registrations followed a series of calls to register made a month ahead of the event. In the end, some people interested in the Forum could not receive passes.

Over the two days, the Global Landscapes Forum saw 1,700 participants, with around 1,500 attending each day. While in the past attendance during the morning of Day 1 was lower due to the ongoing SBSTA meeting, this was not the case during the 2014 Forum. What is even more remarkable, participation of official COP negotiators was especially high during this time. The fact that negotiators chose to attend the Forum instead of SBSTA speaks of the high quality and relevance of the Civil Society Sessions: Many of them aimed to inform climate policy through sessions such as "Contrasting Intended Nationally Determined Contributions (INDCs) and international financing for climate change in Latin America", "Ensuring free, prior and informed consent (FPIC) in REDD+" and "Assessment of options for land use in a post-2020 world".



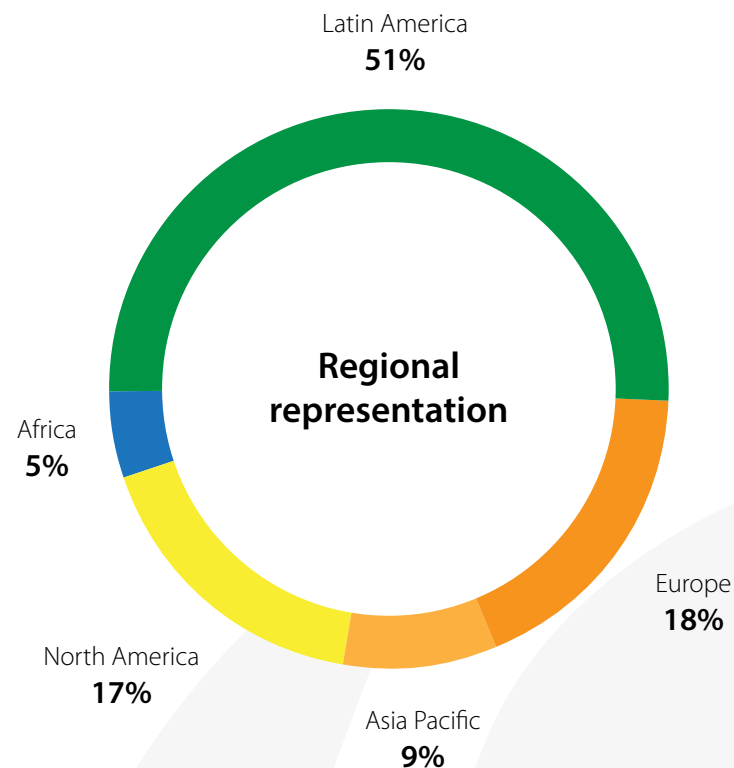
The Forum attracted participants from all stakeholder groups, especially from international organizations, NGOs and governments – as is to be expected from a conference taking place at the sidelines of a UN meeting. Another factor influencing institutional representation is the high number of voucher codes through which partners – among them many international organizations – could register stakeholders for free. This may have led to the categorization of civil society, private sector and other partners as “international organization” members. Women made up 47% of participants – a very good quota for meetings in the land-use sector.

To get a realistic estimate of the number of participants, to encourage early registration and reduce costs for session hosts from developing countries, Forum organizers introduced a participation fee. Organizers asked for USD 75 (USD 125 after the November deadline) from general participants. A subsidized fee of USD 15 (USD 25) was provided to students and citizens of developing countries. To ensure that all Forum partners could reach their target audience, a voucher system granted Coordinating and Implementing Partners, session hosts, exhibitors and selected networks (for example indigenous peoples groups) free passes that could be shared easily.

Regional and civil society engagement

To realize the potential of the conference as regional hub for exchange on land use, CIFOR launched a wide engagement campaign in the region, working with both Ministries and boundary partners from research, regional organizations and representatives of different community and stakeholder groups.

Starting in April, organizers held intensive discussions with different Latin American based groups that helped shape the program and design of the event. These organizations were also given free voucher codes and encouraged to share Forum information through their networks. Regional representation at the Forum reflects these efforts, but also shows good attendance from across the world. The only exception is the relatively low percentage of participants from Africa, probably related to the high cost of traveling to Lima.



“I was really impressed by the level of engagement of indigenous peoples and representatives of communities that were able to share their successes and lessons at a landscape level and how they were relevant to the international discussions. Representatives of indigenous people did more than just exchange experiences. They led discussions in different directions.”

Civil society representative

feedback provided as part of independent evaluation

Speaker program and highlights

During and after the Forum, participants and those following online expressed their excitement about the speaker lineup. In the months leading up to the conference, the announcement of speakers was a major factor in driving registration. As a representative of the event's media agency, Burness Communications, put it: "The COP presented an incredibly competitive news environment, but once we got reporters on the phone, the line-up made the GLF an easy sell." While the program for plenaries, high-level sessions and launches did include a number of big names – among them 10 Ministers, 6 governors and a former President – what stood out most was the diversity of speakers, mirroring the multiple aspects of landscapes. See the full program book at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>.

In the lead-up to the conference, organizers made every effort to identify and invite leading actors working on the forefront of the land-use/climate/development nexus, while carefully designing panels that would not let one perspective dominate. Given the high number of breakout sessions led by organizations outside the partnership, organizers engaged in a dialogue with all hosts months ahead of the conference, stressing regional, sectoral and gender diversity.

The mix of speakers added nuance to the event, encouraging participants to view land-use challenges from different angles.

In his host country welcoming address, Agriculture Minister Benites recalled his ministry's learning experience that led from merely recognizing the value of the environment for food production to triggering real change in priority setting.

The landscape approach in itself is not an innovation – the challenges lie in its implementation, negotiating competing demands between diverse stakeholders. According to Victoria Tauli-Corpuz, UN Special Rapporteur on the Rights of

Indigenous Peoples, indigenous communities are one of the few that manage land in an integrated way – albeit under different names. The real problem does not lie in terminology, but in carrying the landscape thinking into the political arena.

Dan Nepstad, Executive Director of the Earth Innovation Institute, drew attention to the various success stories from regions and communities around the globe – but also highlighted that incentives for scaling up efforts are direly lacking. CIFOR's Director General Peter Holmgren called on the audience to think bigger when it comes to implementing landscape approaches. The finance sector would have to step up to close the funding gap.

Speakers on Day 2 responded to the calls for human rights and finance by focusing on their organizations' roadmap for more sustainable land use. Paul Polman, CEO of the world's third-biggest consumer goods company Unilever, talked about the critical role of transparency in holding both companies and governments accountable for deforestation and land degradation. Judges and lawyers play an invaluable but often forgotten role in connecting international pledges and agreements with existing land-use regulations on the ground. Justice Benjamin of Brazil's High Court highlighted law as the glue that holds aspirations and actions together.

The closing plenary saw speakers outlining next steps towards a universal climate agreement and a comprehensive development agenda that consider the key role of intertwined landscapes. Again, high-level speakers urged closer cooperation between sectors. They also pointed out the momentous changes that had already occurred, giving cause for optimism. Per Pharo, Director of Norway's International Climate and Forest Initiative, made the audience recall how only recently, battle lines at international climate meetings had been clearly drawn: between governments of the North and the South and between public and private sector interests. These have become more blurred – to the benefit of forests and communities. Now is the time to set further incentives, rewarding sustainable land-use decisions and punishing harmful practices.



“We cannot put more pressures on our forests – this would severely impact the opportunities of others. Our mission is productivity and sustainability... but we know that we can’t do this alone.”

Juan Manuel Benites
Minister of Agriculture Peru



“While you are talking about landscapes heroes: some of them have passed away in the defense of their territories...we need to connect the landscape approach to the human rights approach.”

Victoria Tauli-Corpuz
UN Special Rapporteur on the Rights of Indigenous Peoples



“We need to connect large capital funds with the needs of small producers. We need to talk trillions not billions.”

Peter Holmgren
Director General, Center for International Forestry Research



“When I was young, everybody was eating from the same plate...You can say ‘Well, that’s poverty’. And they [indigenous people] say ‘No, this is being rich. This is wealth. Because we are all eating the same.’”

Cándido Mezúa Salazar
Chairman of the National Coordinating Body of Indigenous Peoples of Panama



“Merging the vision of sustainability – a proactive assignment – with the reactive practice of responses to climate change needs to be a continuous exercise. It is at the landscape level where this integration happens.”

Yolanda Kakabadse
President, WWF International



“We say, we can have economic growth and at the same time combat climate change...But we have to think – we need clear policy...There has to be a very clear message that anyone who pollutes will pay, and anyone who reduces or sequesters carbon will earn money.”

Felipe Calderon
former President of Mexico and Chair of the Global Commission on the Economy and Climate



“There is a sheer, a huge global deficit today of positive incentives. We have a carrot crisis on our hands. And a positive benefit can be liberating a farmer from bureaucracy. Making it easier to access credit so it takes one month instead of eight.”

Daniel Nepstad

Executive Director, Earth Innovation Institute



“We’re not yet acting at either the speed or the scale that the problem demands, but we can win this battle.”

Paul Polman

CEO Unilever



“Law without knowledgeable judges is a paper tiger. We need to make judges understand the laws of nature, not just the nature of laws.”

Justice Antonio

Herman Benjamin

High Court Judge, Brazil

In all, 262 speakers took part in the Forum, including the following:

- Enrique Martinez y Martinez, Secretary of Agriculture, Mexico
- María Cristina Morales Palarea, Minister of Environment, Paraguay
- Lorena Tapia Núñez, Minister of Environment, Ecuador
- Belete Tafere, Minister of Environment and Forestry, Ethiopia
- Gabriel Vallejo López, Minister of Environment and Sustainable Development, Colombia
- Luis Felipe Arauz Cavallini, Minister of Agriculture, Costa Rica
- Roberto Gabriel Delgado, Minister of Agriculture, Livestock and Fisheries, Argentina
- Ibrahim Thiaw, UNEP Deputy Executive Director
- Eduardo Rojas Briaies, Assistant Director-General, FAO
- Sir David King, Special Representative for Climate Change, United Kingdom
- Kit Batten, Global Climate Change Coordinator, USAID
- Raymond Landveld, Facilitator, UNFCCC Standing Committee on Finance
- Daniel Gad, CEO of Omega Farms and representative of the World Farmers’ Organization
- Paula Caballero, Senior Director, Environment and Natural Resources Global Practice, World Bank
- Muriel Saragoussi, Scientific Manager, Large-Scale Biosphere Atmosphere Experiment (LBA), Amazonia



“Only one percent of global income goes to philanthropy and only one percent of philanthropy goes to the environment. This is not enough to confront the biggest challenge mankind has ever had.”

Stephen Rumsey

Chairman, Permian Global

Outreach

“ I visit www.landscapes.org anytime I am writing about landscape approaches. And I use it when I am teaching, including short videos like Terry Sunderland’s one which describes the landscape approach in a concise manner.”

Researcher

feedback provided as part of an independent survey

Leading up to the event, organizers launched an unprecedented communication campaign aimed at both engaging potential event participants and offering those that could not make it to Lima an opportunity to contribute online.

In the lead-up to the Forum, key communication tools included the following:

Dedicated event website, landscapes.org, serving the dual function of providing event updates and sharing partners’ news, background stories, multimedia products and research around landscapes

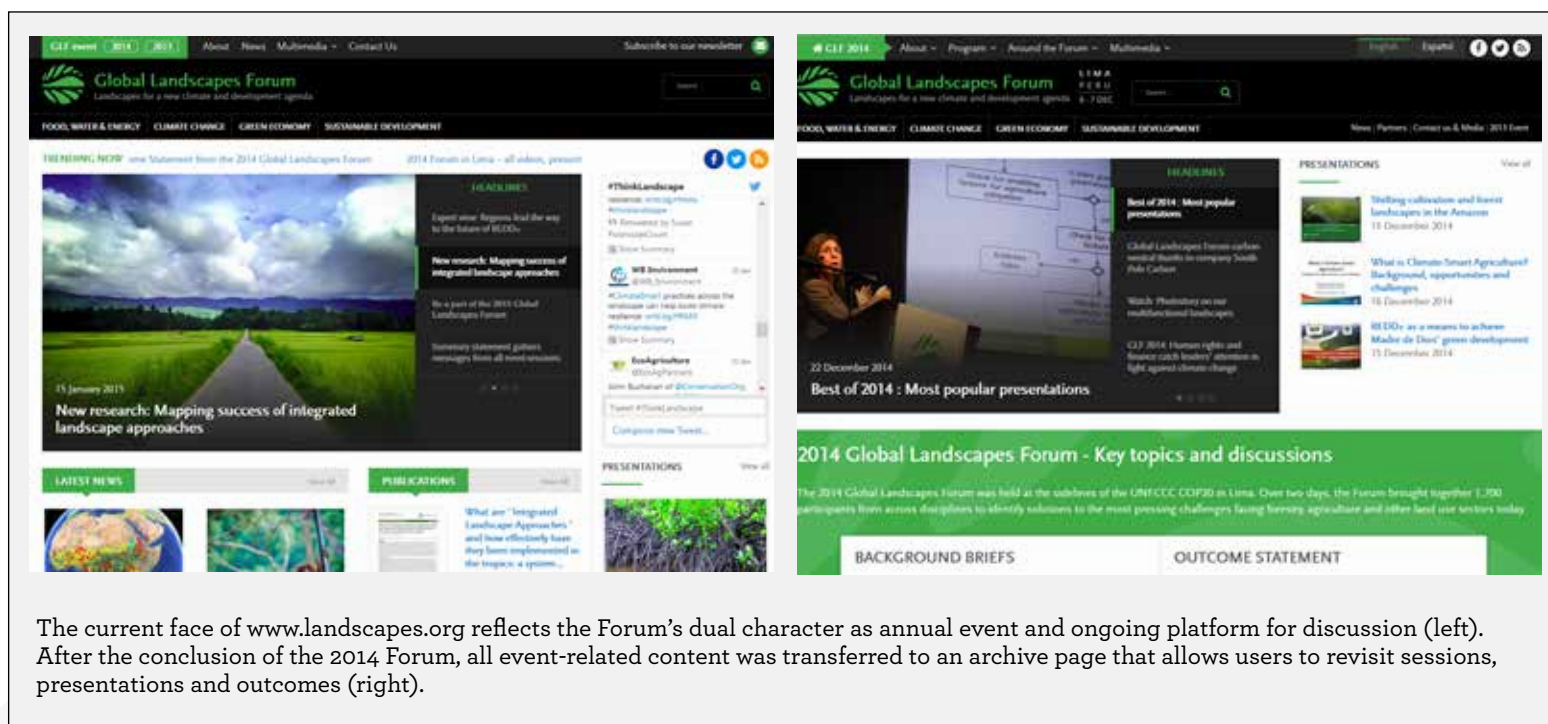
- Spanish-language campaign aimed at engaging regional partners and broadening the event’s and CIFOR’s reach in Peru and beyond
- Infographic competition with capacity building elements, targeted at young professionals and students interested in data design

- Photo competition to gather high-quality images that capture the multifunctional character of landscapes and illustrate interactions between humans and their natural environment, ecosystems and land use sectors
- Photo exhibition taking place over two weeks alongside UNFCCC COP20 in one of Lima’s most popular parks to introduce the landscape concept and related background information to the wider audience, presenting the winners of the 2014 photo competition and relating images to key facts and background information
- Partnership approach to communication, based on regular exchange between all Forum partners and leveraging collaborative products such as a joint newsletter, a co-produced Forum invitation video as well as all individual communication channels

The Forum itself was streamed live online and covered extensively through blog posts, videos, social media and traditional press outlets.

Forum Website

The Global Landscapes Forum employs a unique, all-year round communication campaign, based on landscapes.org as an unbranded and collaborative website. The site offers an interactive space for sharing news, announcements, multimedia products and discussions. Since its inception in the lead-up to the first Global Landscapes Forum, landscapes.org has regularly featured updates on research and initiatives from Forum partners. Thus, the site serves a dual function as event page featuring the newest program and speakers’ list and as













one-stop-shop for information on landscapes in climate and development. In total, the site features 766 posts (including blogs, news stories, multimedia products and summaries of publications) reflecting the work of 81 organizations.

In July 2014, the website was updated to better represent its dual function, with all posts organized along four themes: Food, Water & Energy; Climate Change; Green Economy and Sustainable Development. Since then, the site attracted 94,000 visitors who viewed more than 324,000 pages in their 145,000 visits. The number of unique visitors more than doubled that of 2013's campaign, when 37,000 people made use of the site. The 2014 photo competition was the greatest single driver of traffic, but long-term content such as research publications, youth blogs and infographics also attracted thousands of visitors.

The website used responsive design that made it easy for users to access content from their mobile devices. While usage from desktop computers dominated over the long term, accounting for 81% of total visits, smartphones and tablets picked up during the days of the event. From 5-8 December, only 66% visited landscapes.org from their desktop computers, 33% relied on mobile devices (24% mobile phones and 9% tablets).

In a major effort to attract regional interest in the Forum, organizers introduced a Spanish website that mirrors all English content around the event. On 10 October 2014, the Spanish version of landscapes.org was launched. The availability of content in Spanish not only helped increase traffic on the site but also allowed for sharing stories through Spanish social media channels such as CIFOR's Spanish Twitter account @CIFOR-bosques or CIAT's bilingual @CIAT_.

Country / Territory ?	Sessions ?	Pageviews ?	Users ?
	93,667 % of Total: 64.62% (144,950)	242,071 % of Total: 74.71% (324,019)	49,466 % of Total: 52.35% (94,496)
1.  Peru	16,953 (18.10%)	51,626 (21.33%)	7,689 (15.09%)
2.  United States	13,231 (14.13%)	32,155 (13.28%)	7,833 (15.37%)
3.  Indonesia	9,628 (10.28%)	43,346 (17.91%)	2,662 (5.22%)
4.  United Kingdom	3,843 (4.10%)	8,168 (3.37%)	2,314 (4.54%)
5.  India	2,801 (2.99%)	5,262 (2.17%)	2,062 (4.05%)
6.  Netherlands	2,508 (2.68%)	5,741 (2.37%)	1,452 (2.85%)
7.  Colombia	2,379 (2.54%)	5,455 (2.25%)	1,225 (2.40%)
8.  Germany	2,336 (2.49%)	5,464 (2.26%)	1,457 (2.88%)
9.  Brazil	2,186 (2.33%)	4,490 (1.85%)	1,274 (2.50%)
10.  Canada	2,182 (2.33%)	4,780 (1.97%)	1,255 (2.48%)

The Spanish pages succeeded in bringing in visitors from across the region: Peru, Mexico, Colombia and Argentina constituted the top 5 visitors. Peru also dominates the list of top 10 visitors to all pages¹, followed by the United States, Indonesia, the United Kingdom and India.

Live Webcast

Over the two days of the event, the website featured a live webcast for those who could not attend discussions in Lima. All of the plenary sessions and many parallel events were followed online by a total of 2,074 users – this represents an increase of 23% compared to the 2013 event and a tremendous achievement in light of the unfavorable time zone (lagging

several hours behind Europe, Africa and Asia) and the fact that webcasts tend to attract fewer users over the weekend. Technical restrictions meant that only one of the parallel sessions could be webcast at a given time. These sessions were selected based on two criteria: representation of all Coordinating Partners and a high number of Implementing Partners and audience interest in session themes.

The bounce rate during the two Forum days was very low (38%), serving as strong indicator that people enjoyed catching up with the event online. Based on this success, Forum organizers are currently exploring creative ways that allow for a better inclusion of online audiences – both leading up to and during the event.

¹ This excludes voting for the photo competition as page views tend to be skewed towards the countries of origin of competition winners.

Social media campaign

All Coordinating and Implementing Partners joined forces to realize the largest social media campaign for any UNFCCC COP21 event. Building on lessons learned from the 2013 campaign and reflecting the special character of this COP as first international climate change meeting in the Amazon region, the social media strategy was built around three key objectives:

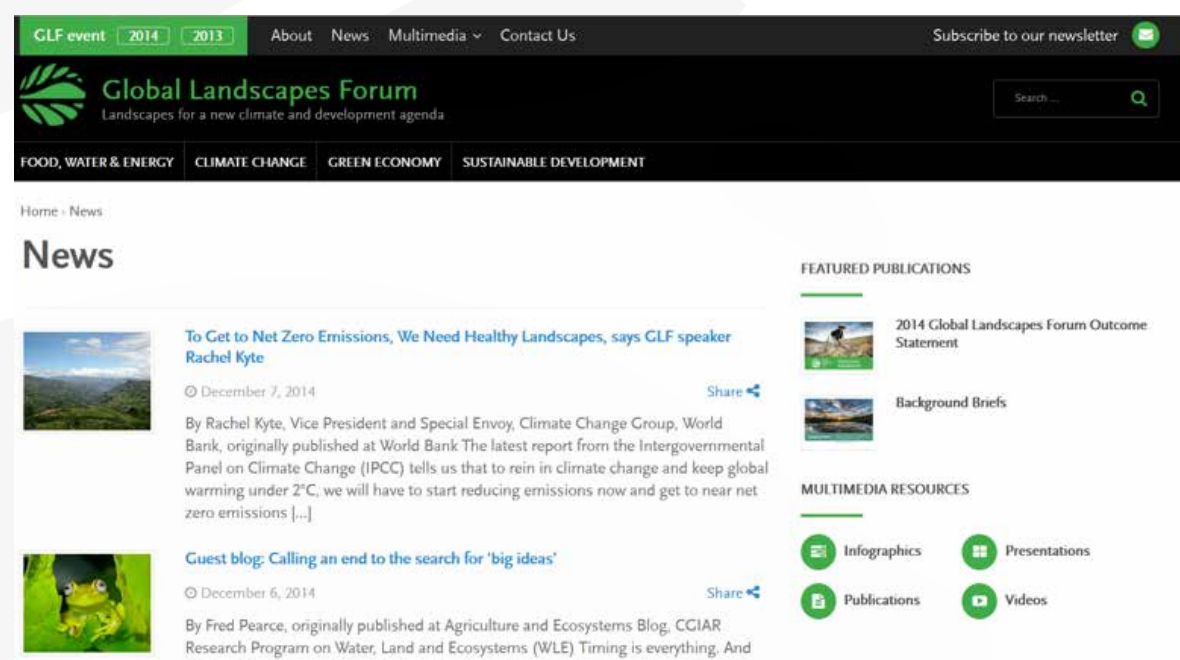
1. Transition from promoting an event to facilitating conversations around landscape approaches in climate and development
2. Involve a high number of partners throughout the year, through websites, social media and personal exchange
3. Focus on engaging regional stakeholders and thereby advancing CIFOR's and partner organizations communication objectives in Latin America as well as positioning landscapes approaches in local contexts

In terms of numbers and impact, the results surpassed results of previous CIFOR-led events. The inclusion of global partners and the intensive outreach work that took place on the ground in Lima are the main causes behind this success.

Articles

A wider variety of articles – covering guest blogs, news items and announcements – constituted a key feature of the campaign. As an unbranded website, landscapes.org functioned as hub collecting all articles relevant to Forum themes while partners also posted their contributions on their own sites.

From September to December 2014 a total of 153 articles were posted, averaging more than one article per day. CIFOR, FAO, UNEP, CGIAR WLE and CIAT were among the main contributors to the site.



A total of 153 articles were posted on landscapes.org between September and December 2014, many of them featuring the work of Forum partners and speakers.

In addition, CIFOR's Forests News ran a number of stories around Forum topics. Starting in October, 30 blogs linked to sessions at the Forum were published. During and immediately after the Forum, 25 blogs covered main outcomes as well as session and speaker highlights.

Youth session organizers and the young professionals taking part in the Forum's capacity building activities submitted 57 pieces to the website – many of them stimulating passionate debates in the comments section.

Photo competition and exhibition

To include the wider public in online Forum activities and create a buzz around the event, organizers called on professional and hobby photographers to submit pictures representing landscapes across the globe. The call specifically encouraged participants to not only consider those images that capture the biophysical aspects of landscapes but also those that show interactions between humans and their natural environment, various benefits and products landscapes provide and potential conflicts around competing land uses as well as efforts to negotiate between them.

The wide social media outreach surrounding the competition was flanked by efforts to engage strategic partners. Peru's leading photography institute Centro de la Imagen joined as official communication partner to create links with professional photographers in Peru and Latin America. Additionally, organizers contacted a number of selected wildlife and nature photography networks, encouraging their members to take part in the competition. Together, Forum partners and Centro de la Imagen agreed on two mechanisms for selecting winners: An audience choice, determined through public online voting and two jury prizes based on the votes of three selected representatives: The Peru-based Spanish photographer Iñigo Maneiro, the Director of Centro de la Imagen Roberto Huarcaya and Sandra Caya, CIFOR's Multimedia Manager.

The jury's 24 favorite pictures were displayed in a photo exhibition that ran from 1 – 12 December in Parque Kennedy – a popular park in the heart of Lima's Miraflores district, where the hotels of many COP participants were located. Peru's Vice-Minister of Agrarian Politics, César Sotomayor, FAO's country Representative, Mr. John Preissing and Manuel Guariguata, CIFOR's Coordinator of the Latin America hub officially opened the exhibition in a public ceremony attended by local media. Later the group was joined by Fabiola Muñoz, Director of Peru's National Forest and Wildlife Service (SERFOR).

The photo competition and exhibition helped advance the Forum's communication goals in at least three ways:

1. Generating buzz: The photo competition was the greatest single driver of traffic to the website - Within one month, the competition brought more than 51,600 visitors to the site or 55% of total visitors. They viewed more than 98,500 pages, making up 30% of total page views.
2. Raising media interest: The competition proved to be a great tool to gather local and international media interest in landscapes through visualizing an abstract concept. Peru's LaMula and the New Scientist were among those covering the competition.
3. Linking the event to Lima's citizens: Although no structured survey was conducted, it is evident from pictures that the exhibition was extremely popular with those living in and visiting Lima. What is more, visitors not only glanced at the pictures but took their time to read the captions offering background information on landscapes and climate, based on newest research.

In total, 256 submissions were uploaded to the website. Several days of jury consultation and 113,756 online votes later, the winners were announced:



Jury's Pick Winner Mark Levitin about his picture: *Terraces are the only way rice can be grown on mountain slopes. Such techniques have been implemented, quite independently of each other, by a multitude of different populations. One can observe this feat of engineering in China, Indonesia, Philippines, India, Vietnam – wherever rice is the main staple food. As modern technology is taking over, the old ways are becoming obsolete. Terraces require maintenance to retain their shape and the ability to hold water; gradually increasing disuse makes them fall slowly into ruins.*



Jury's Pick Runner-up Ernesto Benevides about his picture: *Lima is the second largest city in the world located in a desert. Water scarcity is a major environmental issue that has accompanied the city during its history. Achieving sound environmental management of desert ecosystems and managing water in a comprehensive, equitable and efficient way is a huge challenge.*



CIFOR Latin America hub coordinator Manuel Guariguata, Agrarian Politics Vice Minister César Sotomayor and FAO Peru Representative John Preissing jointly open the exhibition on 1 December.



Herberto Renato Salas Portugal won the audience choice with his photo depicting a survivor plant in the middle of the desert.



Infographic competition

Infographics, animations, cartoons and other forms of data visualization have proven to be a great tool to communicate the often complex links between landscapes, climate change and development. On landscapes.org, the infographic section has long ranked as one of the 10 most popular features of the site. Recently, a CIFOR survey conducted among 600 selected decision makers in climate policy and practice that 40% of them use infographics to inform their work.

To leverage the high interest in infographics but also to build relations to data design students and professionals, Forum organizers teamed up with On Think Tanks – a blog featuring data visualization capacity tools – to launch a two-month infographic competition. The competition asked contestants to illustrate landscape approaches, based on a set of key landscape facts and figures. During the course of the competition, On Think Tanks offered an infographic training module. Organizers reached out to a number of design schools and data design networks to encourage participation.

By the end of the competition, 27 contestants had submitted their original works. The competition attracted 3,000 unique visitors to the site, many of which went on to visit other pages. A jury consisting of CIFOR landscape researcher Liz Deakin, independent designer Jim O'Neill and development communicator Jeff Knezovich from the Institute of Development Studies selected a graphic focusing on land management in Central Mexico as winner.

The winning entry was created by Jessica Webb, Celine Jialing Lim, Abbie Baertl, Karena Mahung, and Beatriz Zavariz from Yale University's School of Forestry & Environmental Studies. The students based their work on interviews with the staff of the Civil Council of Sustainable Silviculture (CCMSS), a Mexican NGO, about a landscape approach to a community land management project in central Mexico.



Facebook

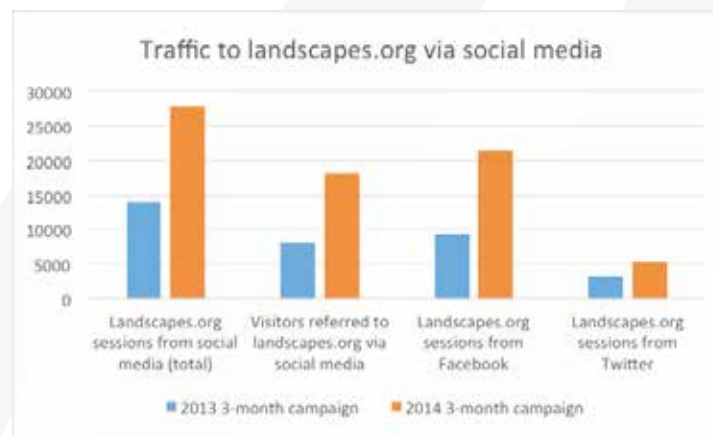
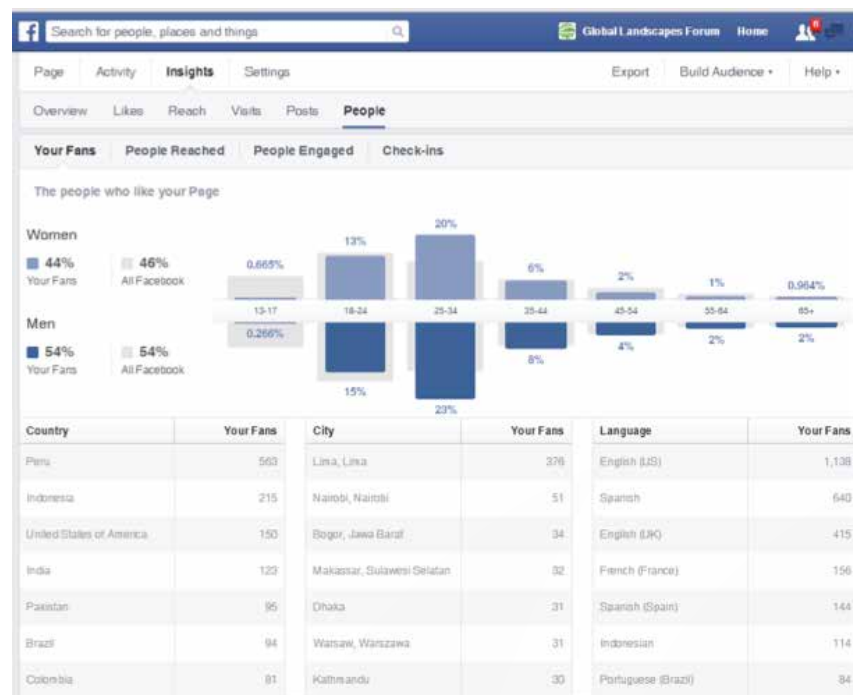
Facebook was used to provide information about Forum content, strategically link to organizations and speakers contributing to the event and drive readership of web stories. Blog stories, articles, interviews, session information and multimedia resources like videos and infographics were shared through Facebook.

During the 3-month campaign leading up to the Forum, the follower base grew by 1,061 people, 50% of them located in Latin America. Statistics show a sharp increase in new 'Like' acquisition rate at the beginning of the 2014 campaign.

Stories shared on Facebook were delivered to the timelines of 85,836 unique users, more than 210,920 times in total. The 2014 campaign showed a particularly high engagement rate: during three months alone, members of the network shared, liked, commented or clicked on stories 5,760 times. As a point of comparison, during the 2013 campaign, the follower base grew by 647, while stories were read 56,962 times and engaged users 3,623 times.

By closely coordinating social media outreach between CIFOR's Bogor and Lima offices, organizers succeeded in engaging a wide Latin American audience. Both the Global Landscapes Forum and CIFOR's Latin American page benefited from the exchange:

- At the time of writing, the majority of the Forum's Facebook fans is based in Lima, Peru
- Linked to the buzz around the Forum and a new Facebook strategy, the CIFOR Latin America page saw its most successful year yet: total likes doubled from 1794 in January to 3307 by December – 499 of new likes were acquired in November alone



Most importantly, the high engagement was not limited to Facebook but inspired users to follow up with the event, landscape research and related issues: One out of five visitors (20%) to landscapes.org clicked on a social media link, the majority of those did so on Facebook (15.4%).

Twitter

Following a detailed review of the social media strategies of past events, Forum organizers decided to radically shift the Twitter engagement approach from one focusing on broadcasting key messages to stimulating content-driven conversations on the social network – conversations that would take place without CIFOR or another Forum partner driving them.

For this purpose, the Forum social media team introduced two independent hashtags: #thinklandscape to capture year-long online exchange around land use issues unrelated to the annual event and #GLFCOP20 to engage with those visiting and following the Forum.

At the end of the three-month campaign, results more than exceeded initial expectations – both in terms of number of tweets and re-tweets and in terms of the quality of networks created. To measure the Forum's twitter footprint, organizers relied on hashtracking to gather the number of tweets delivered and NodeXL, a software that helps explore Twitter's online communities.

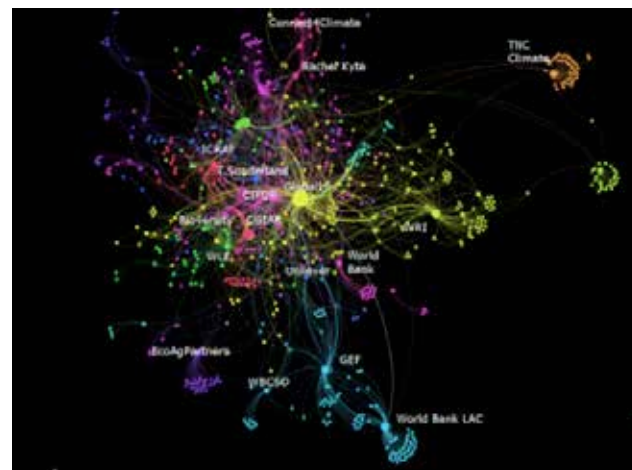
In total, 1,871 people sent out 6,533 tweets about Forum themes (tagged with #ThinkLandscape), reaching 5,399,033 people a total of 34,039,780 times. 2,342 people sent out 8,306 tweets about the Global Landscapes Forum event (tagged with #GLFCOP20) reaching 6,679,185 people a total of 44 392 315 times. Over 150 tweets were sent in Spanish, reaching around 3,000,000 users.

The most influential single tweets came from accounts of prominent Forum participants and organizations with a large follower base such as Helen Clark, Bianca Jagger, UNEP, Unilever and the Ecuadorian and Peruvian Ministries of Environment.

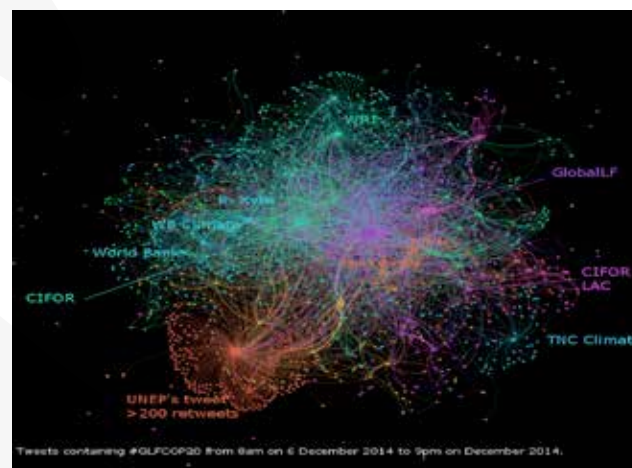
NodeXL data illustrates how both hashtags succeeded in creating conversations beyond Forum partners CIFOR's traditional group of followers. In the following graphics, the

individual dots represent Twitter users with the size of dots being determined by how many times these users have been mentioned or retweeted. The color indicates communities, based on a modularity algorithm. Distance displays intensity of interaction between communities.

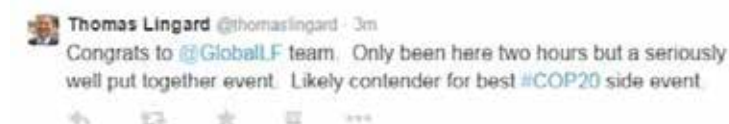
In summary, the graphs show that landscape and event related interactions reached far beyond the group of "usual suspects" normally interacting with CIFOR or its partners.



Network analysis of #ThinkLandscape



Network analysis of #GLFCOP20



World Food Day twitter-chat with Terry Sunderland

As part of the engagement-focused social media strategy, @GlobalLF hosted a World Food Day (16 October) a Twitter chat with CIFOR Scientist Terry Sunderland. Under the hashtag #Foodfor9bn, users were invited to submit their questions on forest landscapes and food security. The topic proved to be extremely popular, inspiring many side-conversations between the expert and users, so that the chat had to be extended from 30 minutes to two hours.

The last 50 tweets of the chat alone reached 120,000 accounts, totaling almost 260,000 deliveries to people's timelines.

Exchange between Terry Sunderland and twitter user:



Videos

A video in which Peru's Environment Minister Pulgar-Vidal, CIFOR's Director General Peter Holmgren and UNEP Executive Director Achim Steiner position landscapes in current climate and development discussions on behalf of Forum Partners served as the Forum's invitation to the global public. The video has been viewed more than 1,000 times to date.

As part of the regional pre-event outreach, three videos were produced together with partners in Peru. Two of them were video interviews conducted around the workshop "Enabling Forest Landscapes to score Sustainable Development Goals", organized by IIED, CIFOR, the Ministry of Environment, the Ministry of Agriculture and Universidad del Sur. The third – a production for the Ministry of Environment's weekly television program – puts a spotlight on the legal situation of forest-dependent smallholders in Peru. The episode reached an audience of 120,000 people just in Lima and was selected as one of the best videos of the year for the program.

At the event, each of the sessions and keynote speeches was recorded and uploaded to YouTube and the Forum's archive page. In addition, four promotion videos around Forum themes, three interview videos and a summary video are accessible through the Forum's accounts.

At the time of writing, the 79 videos have been viewed 9,449 times – nearly 3,000 times more than 2013's videos.

Presentations

Session hosts prepared a total of 37 presentations for the Forum, all of which were uploaded within days after the event. As in previous years, powerpoint presentations were extremely popular with those who wanted to catch up with Forum content from afar – they were viewed 12,649 times and downloaded 112 times (<http://www.slideshare.net/cifor>).

Leveraging communication channels

Together, the Forum's Coordinating and Implementing Partners produced a joint, unbranded newsletter. Reflecting the dual function of www.landscapes.org, the newsletter strengthened the communication partnership by featuring both Forum related updates and news stories focused on partner organizations' latest research and projects. Starting in September 2014, the newsletter has been sent out at a monthly basis, reaching more than 35,000 people each month.

In addition to the joint newsletter the Global Landscapes Forum featured in newsletters of all individual partner organizations. Several partners – including the UN-REDD Programme, FAO and WRI – dedicated space on their websites for Forum updates. In Latin America, CIAT, CATIE, IICA and the NGO DAR used their extensive lists to ensure that Forum information reaches a regional audience.

Immediately before the Summit, communication experts from partner organizations got together for a "Communicators Hub" in Lima. As preparation and for those who could not join the

hub, a coordination website was set up, featuring practical tips for reporting from the conference. The group includes a detailed online coverage plan for all 40 Forum sessions, a 'Tweeter's cheat sheet with speakers' names and twitter handles and a breakdown of key performance indicators.

Media and launches

59 journalists from across the world attended the Global Landscapes Forum. Burness Communications supported the event as media partners. Burness shared major event updates and 'newsy recaps' with a group of more than 3,000 selected environment and climate journalists. Out of those, 150 attended COP20 and received specific invitations and background material.

Reflecting the special character of the Global Landscapes Forum as year-round initiative, reporting about the 2014 event began as early as July – half a year before the Forum itself. Most of these early stories made the connection between 2013 outcomes and engagement opportunities and expectations for 2014.

At the time of writing, the Global Landscapes Forum has been cited in the media 232 times. Stories have been published on media outlets across the world, including major Latin American news sites. The Guardian, National Geographic, Reuters, La Republica (Peru) and La Nacion (Costa Rica), amongst others, reported from the Forum. Articles were published in English, French and Spanish – but also in Dutch, Portuguese and Japanese. See the full list of media coverage at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>.

Launchpads

The launch of new publications and initiatives is an excellent opportunity to garner media interest around an event by supplying journalists with fresh content for original stories. Together with media partner Burness Communications, organizers decided early on to focus on launchpads instead of traditional press conferences. All Coordinating and Implementing Partners as well as selected organizations involved in the Forum were asked to submit Launchpad applications a month ahead of the event. Burness Communications then selected the ones that were expected to resonate with media.

To allow journalists to visit both Forum sessions and launches, all launchpads were held during breaks (with the exception on the 20x20 initiative launch, due to its extended length). In total, 5 launches took place at the Forum:

- **World Agroforestry Centre** book launch *Climate-Smart Landscapes: Multifunctionality in Practice*
- **Global Forest Watch** launched new forest data, including information about controversial palm oil, paper and pulp plantations
- The **20x20 initiative** was launched by CATIE, CIAT, WRI and IUCN in a high-level breakout during which six Ministers and six CEOs pledged to restore 20 million hectares of degraded land in Latin America by 2020
- **International Network for Bamboo and Rattan (INBAR)** launch of study series on bamboo and climate change
- **Forest Trends** launched the Spanish version of their report *Turning Over a New Leaf: State of the Forest Carbon Market 2014*

Two of the launches – the World Agroforestry Centre publication and the 20x20 initiative – made it into the top 10 of news items published around the Forum.

Forum Outcome Statement

For the first time, the organizers used a two-step approach to produce an outcome statement ready in time for the second week of negotiations. During the first step, sessions were screened based on their relevance to ongoing discussions under the UNFCCC and national implementation of climate policies. Session hosts in charge of these sessions were then asked to provide further information or give specific recommendations that could be used for the report.

During the event itself, rapporteurs were asked to document those points that could not be captured in pre-event exchanges, such as points of disagreement in the session, memorable quotes and main recommendations by participants.

Organizers compiled both sets of notes into an outcome statement, which concluded that:

1. Coherent policy and legal frameworks for sustainable land use are essential for climate and development efforts
2. Act on emerging research findings related to indigenous peoples and local communities
3. Scale up landscape finance by reducing risks for investment and transforming capital markets
4. Align actions on climate change with the Sustainable Development Goals
5. Climate-smart agriculture is a large part of the solution
6. Landscape approaches can combine and reinforce climate change adaptation and mitigation efforts
7. Well-designed fiscal measures in a landscape context can be significant in addressing deforestation and forest degradation
8. The values of ecosystem services play an important role in national economies
9. Land use information technologies can transform national policies

The outcome statement was shared with selected policy makers and negotiators and made accessible online: http://www.landscapes.org/wp-content/uploads/2014/12/2014-GLF-Outcome-Statement_web.pdf

In addition to the Outcome Statement, organizers presented key messages in an accessible session-by-session summary online: <http://www.landscapes.org/glf-2014/global-landscapes-forum-2014-summary-statement/#summary-1>

See the Outcome Statement at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>

Capacity Building

Capacity building was a strong feature of the first Global Landscapes Forum, where organizers pioneered the first Youth Session and held a large social media training and bootcamp. In 2014, the Forum built on these experiences, setting new priorities. The Youth Session format was further developed to focus on building the skills of students and young professionals while also giving them the opportunity to apply their knowledge throughout the Forum as Discussion Forum moderators, pitchers of innovative ideas and facilitators at the Circus of Knowledge. A Spanish social media training aimed at boosting the skills of Latin American professionals active in development, community based organizations and land use sectors.

Youth session

Although the need to include the voices of young people in international conferences and forums is increasingly recognized, youth participation often remains limited to a 'demand to be heard' or takes on a tokenistic character.

The 2014 Global Landscapes Forum has been a milestone in introducing a Youth Session concept that combines online and on-site activities with measures to strengthen the participation of young people throughout the Forum. The 2014 youth program was designed and implemented by representatives from CIFOR, YPARD, IFSA and the Global Agro-Ecology Alliance – a group of young researchers that met during the 2013 Global Landscapes Forum.



“ We really welcomed young professionals teaming up with more experienced professionals... I see in my own wider working environments that it is increasingly difficult for young professionals to get a place to start and build experience.”

Discussion Forum host

To **enhance skills, confidence and networks of young people**, a series of masterclasses was offered. Six professional trainers were recruited to offer these classes – some of whom came from Forum partners such as CIAT and Wageningen University. Masterclasses took place online in the form of webinars and in Lima, preceding the Global Landscapes Forum. A mentoring program paired youth and senior professionals with similar backgrounds.

Although all activities were led under the heading of ‘Youth Session’, organizers did not focus on the young alone. Intergenerational learning was a key objective in Lima. The first part of the Youth Session on 6 December took the form of moderated breakout discussions around Forum themes. During the second part, ideas and innovations that evolved during the discussions were pitched to a group of leaders in policy and development.

In the lead-up to the Forum, organizers called for youth to apply for two distinct youth leadership positions: **Youth facilitators** to develop and lead roundtable discussions and **youth pitchers** who pitched the outcomes of their discussions to the dragon’s den. 770 young people from across the globe had applied for these positions, 12 were invited to Lima.

To carry the voice of young people beyond the Youth Session itself, organizers sought to connect participating youth to as many Forum activities as possible. Discussion Forum hosts were approached a month in advance of the Forum and offered the unique opportunity to include enthusiastic and passionate young professionals in their session. The response was positive – in the end, almost a quarter of sessions involved young people as moderators or panelists. Seven young professionals took on the role of facilitators during the Circus of Knowledge on 7 December.

See the full Youth Session Report at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>.

“This is one of the more interesting things I’m going to be doing for all of the COP.”

Rachel Kyte

World Bank Group Vice President and dragon’s den panelist



Webinars On Air were recorded and are now freely available on landscapes.org/youth-masterclasses

“[Our youth moderator] was excellent. I honestly think none of us could have done it as well.”

Discussion Forum host

Youth Session Discussion topics:

English	Spanish
Fracking: Can communities, governments and businesses agree on an integrated approach?	“Fracking”: ¿Pueden las comunidades, los gobiernos y las empresas coincidir en un enfoque integrado?
How sustainable is your food supply chain?	¿Es sostenible la cadena de suministro de alimentos?
How can we address rural-urban migration of youth in the post-2015 development agenda?	¿Cómo podemos hacer frente a la migración rural-urbana de los jóvenes en la agenda de desarrollo post-2015?
How can youth ensure REDD+ initiatives address oil palm expansion?	¿Cómo puede la juventud garantizar que las iniciativas REDD + aborden la expansión del aceite de palma?

Spanish social media training

Following the huge success of previous social media trainings and in light of the special regional context, Forum organizers decided to make the transition from a wide outreach approach focused on high numbers to a targeted activity designed to enhance the capacity of a selected audience.

Against this backdrop, the Spanish social media training invited professionals of all background to apply. The only condition: a passion for reporting on forestry, sustainable development, food security, and natural resource management. The response to the call was overwhelming: CIFOR’s Lima office received more than 80 applications, of which 38 were selected. Selected applicants represented a wide range of institutions: the Ministry of Environment (MINAM), the Ministry of Agriculture (MINAGRI), FAO, the United Nations Information Service, Conservation International, the Embassy of Great Britain, the Belgian



Video or pictures	Twitter	Facebook	Other
38.39%	83.33%	55.56%	16.67%

Cooperation Agency, the Association of Forest Communities of Guatemala (ACOFOP), GroupCOP20 Colombia, IUCN Ecuador, Peru’s Amazon Regional government, UNDP, a variety of Indigenous organizations, Peruvian NGOs, a Peruvian newspaper and an indigenous online information service.

In total, 31 people participated in the workshop. Training took place over two days immediately before the Forum (4-5 December) and was split into two units: a hands-on social media training led by COP20 social media expert Paola Ugaz (Ministry of Environment) and a blog-writing workshop led by science writer Barbara Fraser.

The results of a post-training evaluation reflect the success of the approach: 95% agree or strongly agree that the workshop had met their expectations, 80.95% said that they had learned to elaborate a strategy using social media and blogs, and 67% stated that they had improved their skills to prepare blogs and material to be posted in social media networks.

80% of training participants visited the Global Landscapes Forum to apply their newly developed skills. Twitter proved to be by far the favorite tool of social media trainees:

Recognition of logos and funding partners

Funding partners, session organizers and exhibition hosts received wide exposure and recognition leading up to, during and after the Global Landscapes Forum. They were featured across all marketing platforms and branding opportunities, including:

- Logo recognition on all marketing materials — website, event banners, program booklet, displays;
- Verbal recognition of funding partners, Coordinating Partners and sponsor of carbon neutrality during the opening plenary;
- Logo recognition at photo exhibition for all Coordinating Partners
- Most prominent placement in online and print marketing.



Logos of Host Country Partners, CIFOR, FAO and UNEP were visible on all exhibition posters

Participant and stakeholder feedback

In the week following the Forum, organizers conducted a short online survey that was sent to all Forum participants. Of the 1,700 people that attended the Forum, 210 answered the survey's questions.

See the full survey results at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>.

Key results:

- 95% of participants judged the Forum to be a success – 81% answered it was successful or very successful, 14% answered some aspects were successful
- 96% of participants plan to share, research or apply the new knowledge gained
- 96% feel familiar with landscape approaches after attending the Forum (up from 86%)
- Discussion Forums (37%) and High-level Dialogues (17%) emerged as the most successful session types

Regarding the influence of the Forum, participants assess that the Forum will have most impact by:

- Sharing examples of implementation (93% said the Forum was very important in this regard)
- Keeping personally informed of newest developments (91%)
- Linking policy makers (80%)
- Informing the Sustainable Development Goals (74%)
- Informing national policies (71%)
- Informing the UNFCCC negotiations (57%)
- 76% call for the Forum to continue taking place alongside the UNFCCC COPs (20% are undecided)

“ I think the right REDD + rules were agreed in Warsaw last year. The forum nicely reflected that now it is time for implementation.”

Policy maker

feedback from independent evaluation

The discrepancy between the Forum's assessed impact on negotiations and the continued preference to hold it along COP could be due to the very advanced stage of talks in preparation of a new climate agreement. As one policy maker notes:

“ Thank you for the well-organized forum and inviting and bringing together high level speakers / stakeholders to talk and share their ideas and what is presently going on in their respective areas of work. It also brought us all together that are working and/or interested in the subject of landscapes. Also, including the youth is a very good idea and very important.”

Feedback from participant survey

“ Great job bringing together a creative mix of researchers, for-profit and non-profit actors, as well as indigenous perspectives on planning for land use in considering solutions to climate change.” – GLF participant in anonymous post-event survey.”

Feedback from participant survey

“ The forum has helped me to understand the situation on the approach of landscapes in other countries, the progress of this and the views of diverse people from around the world. Also have the opportunity to hear the views of important people such as executive president of the World Bank and that a panel open to questions, it is very rewarding.”

Feedback from participant survey

When asked for written comments on the Forum, a notable trend emerged: Participants from all backgrounds were enthusiastic about the convening power of the Forum, bringing people together across institutions and sectors:

Independent evaluation and lessons learned

To further understand the experience of key stakeholders at the Forum and most importantly the ways in which Forum participants plan to use the information provided at the event, CIFOR commissioned a post-event survey conducted by an independent consultancy (Rachel Percy Consulting). As a former employee of IDL Group, Dr. Percy was very familiar with the methodologies used for IDL's previous evaluation of Forests Asia.

The evaluation is based on 17 interviews with stakeholders representing policy, NGOs, donor organizations, research and the private sector.

See the full Independent Evaluation at <http://www.landscapes.org/glf-2014/2014-global-landscapes-forum-final-report-annexes/>

The final report highlights a great deal of enthusiasm for the Forum's achievements, but also includes recommendations for improvement. Although interviewees came from diverse

backgrounds and their Forum experiences varied accordingly, three types of stand-out moments were mentioned in a number of conversations:

- Participants praised the Forum's **convening power** and its success in giving a platform to a range of stakeholders
- Respondents noted a **wider acceptance and understanding of the landscape concept** and a move towards implementation
- Many interviewees used the Forum's **learning opportunities** and have concrete plans for implementing this newly gained knowledge

Despite the great appreciation for the Forum's nature as broad platform, some respondents also cautioned that a broad approach bears the risk to become too general for meaningful outcomes. The report also highlighted that while the active participation of "newbies", such as finance and indigenous communities, was a highlight of the Forum, scientists and researchers should not be forgotten.

To act on these recommendations, organizers are carefully selecting core themes for the 2015 Global Landscapes Forum. These will be based on participant feedback and discussions with key partners currently underway.

“ My opinion about CIFORs job changed. I had seen it as more research institution and with a strong role in trying to reach policy makers. But now I also wonder if CIFOR can develop themselves as a facilitator of South-South exchange of experiences. CIFOR has the contacts in both Africa and Latin America so they are in a great position to facilitate an international dialogue.”

Donor

feedback provided as part of the independent evaluation

“ A young girl came to me in tears after my presentation saying “I am not going to be quiet, I am going to take your message forward to the youth from now on”. This was a most significant moment as I know the indigenous message will be listened to.”

Representative of indigenous community

feedback provided as part of the independent evaluation

“ At a head of organisation level they seem to be fairly comfortable with how they understood a landscape approach – not just geographical but also as a set of stakeholders that may need to be engaged. So the development of an appreciation of the need to address issues at a landscape level was something that stood out.”

NGO/Civil Society representative

feedback provided as part of the independent evaluation

“ The speakers were very good at the closing plenary. It gave the impression that everyone is comfortable with the landscape concept. That was not the case two years ago.It is a very broad concept and at the technical level many of us are starting to get it, policy level people were appearing to get it and that is new, they may not know all the technicalities but the fact that they seemed comfortable with it is very encouraging.”

Policy officer

feedback provided as part of the independent evaluation

“ I took away the idea that we have underestimated the importance of issues in relation to indigenous people not only with regard to their rights but also efficient approaches to forest protection. Our organization and indigenous peoples actually have shared interests. Most of what we want to protect they want to protect, so I got a whole political analysis of who is on our side, I think we have made a lot of new friends.”

Private Sector representative

feedback provided as part of the independent evaluation

“ In my country we are re-defining a strategy for the indigenous communities for REDD+. To date only mitigation has been considered. But after the GLF and what I learned there we are also proposing that it should involve adaptation, we are going to integrate adaptation. It is more strategic to see beyond the forests and involve the communities.”

Representative from indigenous community

feedback provided as part of the independent evaluation

“ The objectives were clear and well presented. Broadening out the scope so much has allowed the forum to take on more themes but there could be a risk of losing impact..... Broadening the thematic scope can deliver pluses but it is harder to be surgically precise at the end. That is a difficult trade off to strike.”

Donor

feedback provided as part of the independent evaluation



Photo by Jesse Lewis

Host country partners



Coordinating partners



Implementing Partners



Funding partners



With the support of



Communication partners



The Global Landscapes Forum is carbon neutral thanks to:

