



## LAND POLICY INITIATIVE

### CONCEPT NOTE

#### **Experts' Group Meeting to validate the Communications and Advocacy Strategy for the Land Policy Initiative**

#### **BACKGROUND**

The Land Policy Initiative (LPI) was established in 2006 as a joint initiative of the African Union Commission (AUC), the United Nations Economic Commission for Africa (ECA), and the African Development Bank (AfDB). To date, the most prominent achievement of the LPI has been the development of a *Framework and Guidelines on Land Policy in Africa (F&G)*, adopted by the African Ministers responsible for land in April 2009, and further endorsed in July 2009 by the African Heads of State and Government through a *Declaration on Land Issues and Challenges in Africa*, during the Thirteenth Ordinary Assembly of the African Union.

Building on these achievements, the LPI continues the second phases of its activities aimed at assisting Member States in the implementation of the AU Declaration on Land, in accordance with the F&G, in order to achieve socio-economic development, peace and security, and environment sustainability.

In 2012, the LPI developed a five-year strategic plan defining the key elements needed for adequate implementation of the AU Declaration on Land (see box 1). In order to further guide its operations, the LPI defined result areas closely mapped to the elements of the strategic plan, as follows: enhancing capacity of the LPI secretariat; mainstreaming land in the agenda for Africa's development; building synergies and coordination and resource mobilization; improving communication, advocacy and outreach; knowledge generation, management and dissemination; capacity development on land policy; and monitoring and evaluation of land policies.

As such, the LPI five-year strategic plan and roadmap captures the need "to improve communications, advocacy and outreach in support of LPI activities" in its Objective 4. The document highlights the need for a *Communications and Advocacy Strategy*, which would,

under the overall mandate of the LPI, serve to augment communications, advocacy, and outreach efforts in support of land policy development and implementation.

**Box 1. Elements of a five-year LPI strategic plan and roadmap (2012-2016)**

**LPI Vision**

A peaceful and prosperous Africa realized through equitable access, efficient and sustainable utilization of land

**LPI Mission**

To ensure all land users have equitable access to Land and security of all bundles of land rights, through effective partnerships, dialogue and capacity building for participatory and consultative land policy formulation and implementation, and efficient and transparent Land administration in both customary and statutory jurisdictions

**LPI Goal**

The principle goal of the LPI is “to assist member states in the implementation of the AU Declaration on land issues and challenges in Africa, in accordance with the *Framework and Guidelines on Land Policy in Africa*, in order to achieve socio-economic development, peace and security, and environmental sustainability”

**LPI Objectives**

To facilitate the implementation of the AU *Declaration of Land* through:

- Advocating for the inclusion of land in the development agenda, strategies and programmes of African tri-partite organizations, Regional Economic Communities (RECs), African Member States and development partners
- Coordinating and galvanize the efforts of partners towards effective synergies and partnerships for the implementation of the African agenda on Land Policy, as stated in the Declaration
- Facilitating resource mobilization in support of land policy related research, advocacy, capacity building, technical support and advisory services
- Facilitating dialogue on land related issues with a view to raising awareness on the importance of addressing challenges that hamper the appropriate utilization of land towards Africa’s socio-economic development, peace and security and environmental sustainability
- Facilitating capacity building at all levels in support of land policy development and implementation in Africa
- Providing technical support and advisory services to RECs and Members States on land policy development and implementation
- Promoting networking and knowledge sharing at all levels in order to promote evidence-based land formulation and implementation
- Developing and build capacity for monitoring and evaluation tools and systems in support of land policy development and implementation

The goal of the communications and advocacy strategy is to sustain increased awareness and understanding of the Land Policy Initiative’s objectives, and to position the LPI as the technical lead on land matters in Africa, to support the implementation of the AU Declaration on Land.

The main objective of the communications and advocacy strategy is to support the work of the LPI and enhance public awareness and understanding of land issues, as well as to contribute in strengthening land rights, enhancing productivity, and securing livelihoods by reforming land policies, laws, and administrative systems in Africa.

The LPI will present for validation the draft communications and advocacy strategy during an Experts' Group Meeting (EGM) that will convene a small group of experts representing various stakeholders and LPI partners: RECs, development partners, farmers' and civil society organizations, and the LPI founding organizations (AUC, ECA, and AfDB).

### **OBJECTIVES AND OUTCOMES OF THE EGM**

The main objectives of the validation meeting are to:

- ✓ Review and discuss the draft communications and advocacy strategy against the key strategic objectives of the LPI
- ✓ Provide technical inputs to enrich the draft document for finalization
- ✓ Recommend additional ways to render the draft strategy more pertinent and effective
- ✓ Make proposals on actions and partnerships needed to implement the communications and advocacy strategy effectively

It is expected that the EGM discussions, key messages, and recommendations will contribute substantively to the finalization by LPI of the Communications and Advocacy Strategy.

### **METHODOLOGY**

The two-day EGM will be conducted in an intensive manner, and organized in plenary and group sessions. The LPI will consequently finalize the strategy document to incorporate experts' recommendations.

### **PARTICIPANTS**

The workshop will bring together experts in communications and/or advocacy representing various institutions and organizations partnering with the LPI. The experts will be selected based not only on their expertise but also on their awareness of the LPI mandate, actions, and process.

### **DATE AND VENUE**

The EGM on the LPI communications and advocacy strategy will be held on 21 and 22 August 2014, at the United Nations Conference Centre in Addis Ababa, Ethiopia.