



United Nations  
Convention to Combat  
Desertification



UNCCD  
**COP16**  
Riyadh | 2024

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



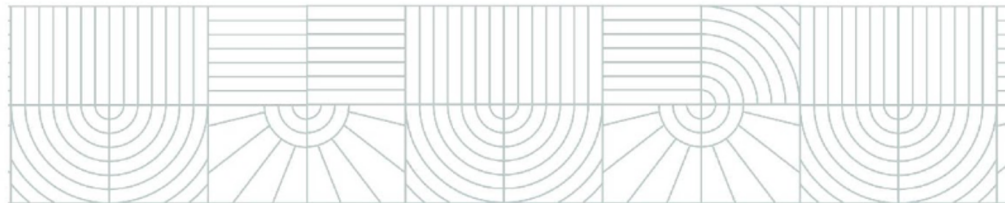
# Our Land. Our Future.

2-13 December 2024  
Riyadh, Saudi Arabia



**“We depend on land  
for our survival.  
Yet, we treat it like dirt”.**

**–United Nations Secretary-General, António Guterres**





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# What is Land?



An aerial photograph of a river meandering through a lush, green forest. The sun is low on the horizon, creating a warm, golden glow that reflects off the water and illuminates the sky with soft, wispy clouds. The forest is dense with various shades of green, and the river's path is clearly visible as it winds through the landscape.

# Land

Does not only refer to the portion of  
Earth's surface not submerged in  
water.

It is much more than that



# LAND

Occupies about

# 30%

of Earth's surface

A photograph of a laboratory setting with several glass bottles containing capsules. The bottle in the foreground is filled with green capsules, while others in the background contain yellow and purple capsules. The image is partially obscured by a white, torn-paper-like vertical line.

**Around**

**25%**

**of modern medicines are derived  
from plants**



**Up to**

**80%**

**of population in developing  
countries rely medicinal plants**



\$44

**trillion**

OF ECONOMIC  
OUTPUT



More than

**50%**

of global annual GDP is  
reliant on natural capital




# 95 %

of world's food is  
produced from  
land

Home to  
**85%**  
of all plants &  
animals.



A close-up photograph of two indigenous women, likely from the Mursi or Suri tribes, looking directly at the camera. They have traditional white and black face paint, including a horizontal line across the forehead and vertical lines on the cheeks. They are wearing beaded headbands and large, ornate earrings. The background is a solid, muted brown color.

Land, as a repository of cultural and spiritual heritage, symbolizes identity, history, and sacred spaces for human societies.

**IF RESTORED,**  
Degraded land can store

**3** Billion

Tons of carbon annually.



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# Land Degradation

## Extent and Impact





# LAND DEGRADATION

**Process of losing productive potential of land due to natural and human-induced processes.**

# ANNUALLY

Global ecosystem service  
suffer a loss ranging from

**US\$ 6.3** to **US\$ 10.6** trillion

due to land degradation

# REDUCED FOOD SECURITY

About

52%

of

land used for agriculture is  
moderately or severely  
degraded.

# REDUCED FOOD SECURITY

Around

**2.3** Billion People

(29.3%) were food insecure in 2021.



LOSS OF  
BIODIVERSITY

70%

of all ice-free land has been  
altered by human activity  
resulting in loss of habitats,

# CLIMATE CHANGE

32

Gigatons

of Carbon will be lost from  
land due to unsustainable  
agriculture between  
2015-2030.

Land degradation contributes to climate change by releasing stored carbon into the atmosphere, while also reducing the land's capacity to absorb and store carbon dioxide in the future.



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# Reasons for Land Restoration



Land degradation  
affects up to

# 40%

of the Earth's surface  
globally with dire  
consequences for our  
climate, biodiversity and  
livelihoods.

Two billion tons of sand and dust,  
equal in weight to:

# 350

Great Pyramids of Giza enter the atmosphere every year ;  
over %25

of them are due to human activities ..

*334 million people around the world, including 14% of the  
world's children are affected by sand and dust storms*

If current  
trends  
continue we  
need to  
restore

1.5

billion hectares by 2030  
to reach land degradation  
neutrality goals .



Every second, an equivalent of four football fields of healthy land becomes degraded, adding up to

100

million  
hectares  
every year



Droughts are becoming more frequent  
and intense, increasing by ...

29%

since 2000.

One billion  
people under the  
age of

25

... live in regions directly  
dependent on land and natural  
resources for jobs and  
livelihoods .





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# What is COP16?





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**UNCCD is the global vision  
and voice for land**



The Conference of the Parties (COP), UNCCD's main decision-making body, comprises its 197 Parties and steers the Convention's response to global and national needs.

COP16 is a landmark event to raise global ambition and accelerate action on land and drought resilience through a people-centered approach.

CONVENTION DES  
NATIONS UNIES SUR  
LUTTE CONTRE  
DÉSERTIFICATION

A photograph of two young boys standing in a desert landscape. The boy on the left is wearing a traditional Saudi headdress (ghutra and agal) and a white thobe. The boy on the right is wearing a grey school uniform. They are both smiling at the camera. The background shows sand dunes and a clear sky.

# A PIVOTAL MOMENT

- An opportunity to reset current trajectory of land degradation and shape a world where land sustains future generations
- The first major UN conference hosted by the Kingdom of Saudi Arabia.
- The first time a UNCCD COP is held in the Middle East and North Africa (MENA) region

# Action Agenda

# Action Agenda for COP16:

**1** Championing the global land and drought resilience agenda for **People**, **Planet**, and **Prosperity**

**2** Bridging high ambition with accelerated action :



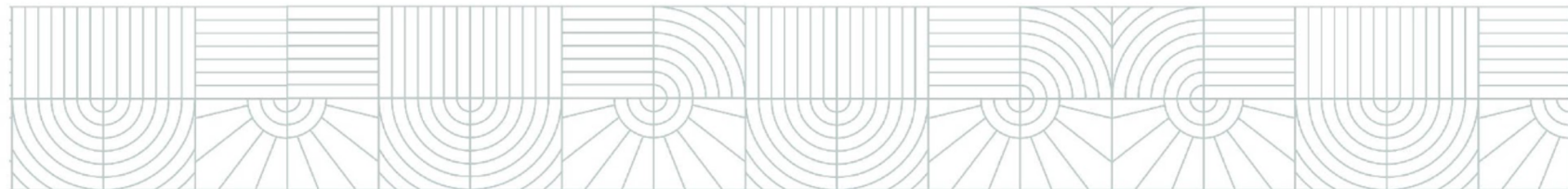
**People**



**Land**



**Resilience**



# Action Agenda Pillars





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# Expected Outcomes





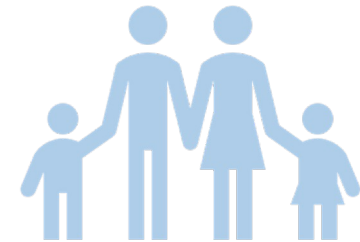
## LAND

- **Goal:** Strengthen agri-food systems and establish long-term land conservation targets.
- **Actions:** Expand restoration projects to cover 1.5 billion hectares by 2030, enhance business involvement in land restoration, and bolster the restoration industry.



## DROUGHT RESILIENCE

- **Goal:** Implement a new global framework to improve drought resilience.
- **Actions:** Establish a global partnership and platform for drought resilience and create an international drought resilience observatory.



## PEOPLE

- **Goal:** Focus on equitable land tenure and effective land use planning.
- **Actions:** Engage youth through the Youth Engagement Strategy (YES), support initiatives aimed at securing land rights for women ('Her Land Her Rights'), and promote global land tenure initiatives focused on Indigenous Peoples and Local Communities (IPLCs).



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# COP16 At a Glance

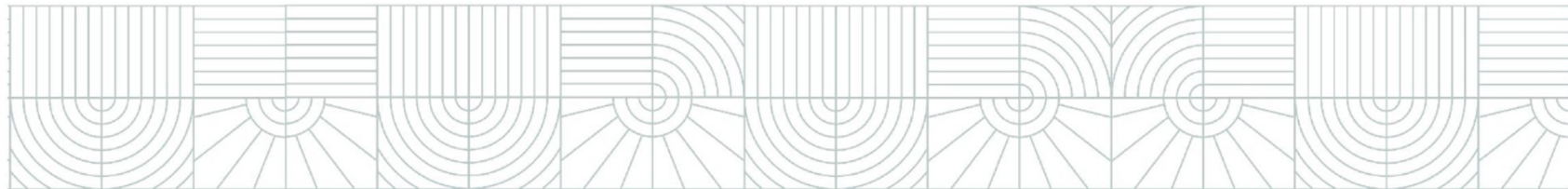


# Draft Programme

## Week 1



## Week 2





# PARTICIPATION

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COP16 aims for the largest and most inclusive attendance to date:

- Governments
- Private Sector
- Scientists & Academia
- UN & International Partners
- Investors & Funders
- Civil Society
- Youth
- Local Authorities
- Communities impacted by
  - desertification, land
  - degradation and drought
- Media



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# Elevating Impact



- 
- A woman wearing a blue long-sleeved dress with a patterned skirt and a brown headscarf is reaching up to touch a bunch of green grapes hanging from a vine in a vineyard. The background shows more grapevines and a clear sky.
- **UN System collaboration:** Partnering with UN entities to elevate land and drought issues
  - **Showcasing impact:** Pavilion presence and side events in Blue and Green Zones
  - **Communications support:** Leveraging partner resources for amplifying messaging at COP16

An aerial photograph of a river meandering through a lush green forest. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sky is filled with soft, dark clouds. The bottom of the image features a white, torn paper-like border that separates the landscape from a solid black background.

# COLLABORATIVE COMMUNICATION AND PROMOTION ACTIONS

SPREADING THE MESSAGE

# The Mission

- In this session, we will:
  - Understand the collective importance of COP16
  - Explore collaborative communication and promotion roles
  - Identify how you can contribute to achieving COP16 goals
- The urgency of this moment demands our unified effort. Together, we have the power to drive meaningful change.





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# Urgency of Collaboration



# Strength Through Unity

- Addressing complex environmental challenges requires diverse contributions from all sectors: government, private industry, civil society, and academia.
- Our strength lies in collaborative efforts, where the unique capabilities of each stakeholder combine to create impact far greater than the sum of its parts.



# Collective Strength for COP16 Success

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When partners leverage their unique capabilities together, we see incredible results. Some examples:

- The Trillion Trees campaign: Bringing together the UN, WEF, and numerous NGOs and businesses to focus on global reforestation.
- The Bonn Challenge: A global effort to bring 350 million hectares of degraded land into restoration by 2030.
- The Saudi Green Initiative and the Middle East Green Initiative to plant 50 billion trees.
- With COP16, we have an opportunity to build similar partnerships focused on sustainable land management.

**TRILLION TREE  
CAMPAIGN**



**BONN  
CHALLENGE**



**SAUDI  
GREEN  
INITIATIVE**



**MIDDLE EAST  
GREEN INITIATIVE**



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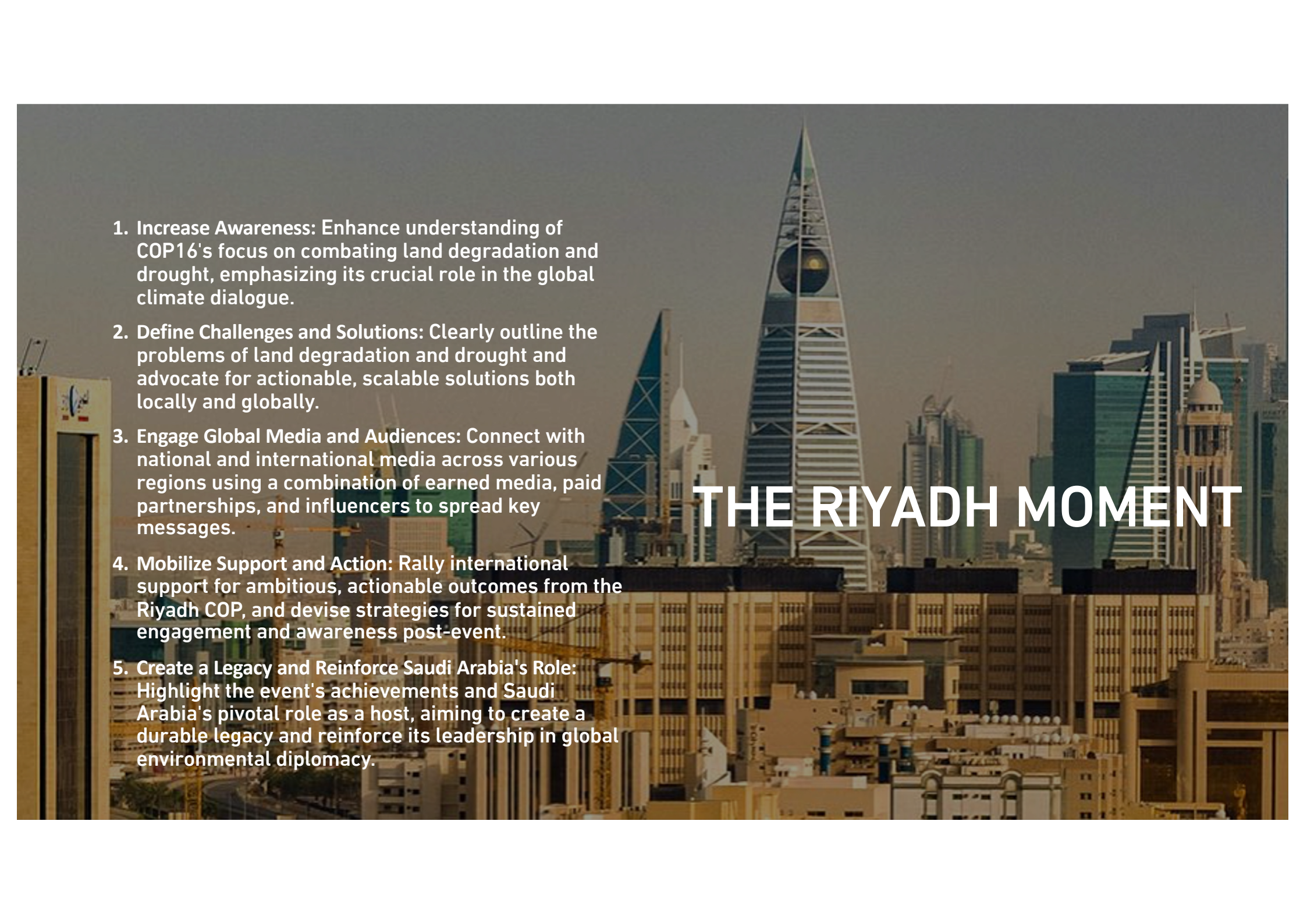
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# Communication Strategy



- 
1. **Increase Awareness:** Enhance understanding of COP16's focus on combating land degradation and drought, emphasizing its crucial role in the global climate dialogue.
  2. **Define Challenges and Solutions:** Clearly outline the problems of land degradation and drought and advocate for actionable, scalable solutions both locally and globally.
  3. **Engage Global Media and Audiences:** Connect with national and international media across various regions using a combination of earned media, paid partnerships, and influencers to spread key messages.
  4. **Mobilize Support and Action:** Rally international support for ambitious, actionable outcomes from the Riyadh COP, and devise strategies for sustained engagement and awareness post-event.
  5. **Create a Legacy and Reinforce Saudi Arabia's Role:** Highlight the event's achievements and Saudi Arabia's pivotal role as a host, aiming to create a durable legacy and reinforce its leadership in global environmental diplomacy.

## THE RIYADH MOMENT



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# Discussion





# What can we offer?

Strategies to create attention-grabbing content on social media, such as:

- **Compelling Statistics:** To engage users with impactful numbers and data.
- **Emotional Appeals:** To connect on an emotional level to spur action.
- **Clear Calls-to-Action:** To direct your audience on what to do next.
- **Infographics and Short Videos:** To use visual content for quick, digestible information.



# Amplifying Our Message

## **MEDIA RELATIONS AND ENGAGEMENT**

- 1. Current Media Engagement:** What are your existing methods for interacting with media?
- 2. Sustainability Topics on Social Media:** Which topics related to sustainability resonate most with your audience?
- 3. Framing COP16 Initiatives:** How can we present COP16 initiatives in a way that captivates your audience?

## **COMMUNITY AND PUBLIC ENGAGEMENT**

- 1. Current Community Engagement Activities:** What are your ongoing community engagement activities and initiatives?
- 2. Ideas for New Engagement Activities:** What new initiatives could be implemented to enhance community involvement?



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# Support Needed





Collaboratively  
cross-promote  
messages through  
social media



Leverage your  
networks and  
community trust for  
wide COP16  
message  
dissemination



Create engaging  
COP16 content on  
social media using  
official hashtags



Send targeted email  
newsletters to  
inform and inspire  
action on COP16  
themes



Engage  
communities  
directly through  
partner-led local  
events and  
initiatives

# Bespoke Asks

## 1. Non-Governmental Organizations, Youth & Women Organizations, and Influencers:

- Publish articles and blogs highlighting COP16 themes and NGO involvement.
- Share success stories from the field on social media linked to COP16.
- Create and distribute COP16-themed newsletters to subscribers.
- Produce educational podcasts, webinars, and infographics on environmental topics.
- Run a social media hashtag campaign like #NGOsForCOP16, utilizing platforms such as TikTok, Instagram stories, Snapchat filters, and YouTube for daily facts, quizzes, and interactive Q&A sessions.

## 2. Academic and Research Institutions:

- Issuing press releases on new sustainability research inspired by COP16.
- Featuring COP16 discussions in academic journals.
- Creating an online COP16 resource hub for students and faculty.
- Conducting live-tweet sessions during COP16-related academic events.
- Engaging academic influencers to promote

COP16 content.

## 3. Private Sector:

- Showcasing COP16 support through company website banners and social media platforms.
- Facilitating roundtable discussions with industry leaders on COP16 themes.
- Creating video content on company sustainability efforts for COP16.
- Distributing press releases highlighting private sector commitments to COP16 goals.

## 4. Media and Media Influencers:

- Raise awareness about the links between land degradation, climate change, and social justice issues.
- Amplify stories of community resilience and successful land restoration projects.
- Provide balanced and accurate coverage of COP16 events, ensuring diverse perspectives are represented.
- Collaborate on media campaigns and storytelling initiatives to engage and inspire audiences worldwide.

## 5. Financial Institutions:

- Publishing white papers on the economic

benefits of COP16 initiatives.

- Creating COP16-focused content for shareholder and investor briefings.
- Highlighting COP16 initiatives in annual corporate social responsibility statements.
- Organizing COP16-themed discussions on financial talk shows and podcasts.
- Developing a dedicated COP16 section in customer newsletters.
- Include COP16 messages on their websites, collateral material, social media platforms and premises.

## 6. Ministry of Culture:

- Feature stories on COP16 themes in cultural newsletters and magazines.
- Share COP16-related cultural events and news on the Ministry's official social media channels.
- Collaborate with local cultural influencers to promote COP16 messages.
- Launch a dedicated COP16 section on the Ministry's website.
- Produce and distribute COP16-focused cultural podcasts and video series.



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# Resources & Tools



The background image shows a close-up of a person's hands, with dark skin, planting a small green seedling into dark, rich soil. The scene is set at sunset, with a warm, golden light illuminating the hands and the soil. The person is wearing a dark, patterned garment. The overall mood is one of hope and environmental stewardship.

# Your COP16 Toolkit

To support you in your outreach and advocacy, we've developed:

- Compelling infographics and short videos to share
- A comprehensive Toolkit including:
  - Messaging tips
  - Sample social media posts
  - Event planning guides

These resources are designed to make your stakeholder engagement as impactful as possible. Use them widely and let us know what else you need!



# Blue Zone

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# Content

A photograph of a lush green field of grass, likely a meadow or pasture, captured during the "blue hour" of twilight. The grass is in sharp focus in the foreground, with individual blades clearly visible. The background is softly blurred, showing a distant horizon line and a few trees silhouetted against a dark, deep blue sky. A small, bright light source, possibly the setting or rising sun, is visible near the horizon, creating a subtle glow and some lens flare effects. Overlaid on the center of the image is the text "Green Zone" in a clean, white, sans-serif font. Below the text is a thin, white, horizontal line that is slightly wavy, adding a decorative touch to the title.

Green Zone

# Content



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# You Are the Change





# YOU ARE THE CHANGE

Never doubt that your individual contributions are crucial to our collective success.

As a stakeholder invested in sustainable land management, you have the power to:

- Educate your colleagues and community
- Forge partnerships to scale up impact

When we each embrace our role as change agents, incredible things happen.



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# Moving Foreword



A photograph of two children running through a lush green savanna at sunset. The child on the left is wearing a light blue patterned shirt and dark pants, while the child on the right is wearing a blue patterned dress. They are running towards the right side of the frame. In the background, there are rolling hills and mountains under a warm, orange-hued sky. The overall mood is hopeful and energetic.

# YOUR COMMITMENT MEANS EVERYTHING

Thank you for your engagement, ideas, and passion today. This work is not easy, but it is endlessly important.

To support your ongoing efforts:

1. Designate Focal Points.
2. Define roles, responsibilities, and communication channels.
3. Schedule Regular Bi-weekly Meetings.
4. Facilitate Information Sharing.
5. Action Planning and Follow-Up.
6. Address Challenges and conduct collaborative problem-solving.
7. Evaluate and Adjust.

# COP16: A Moonshot Moment for Land

"Look again at that dot. That's here. That's home. That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives. The Earth is the only world known so far to harbor life. There is nowhere else, at least in the near future, to which our species could migrate. Visit, yes. Settle, not yet. Like it or not, for the moment the Earth is where we make our stand".

*On 14 February 1990, the Voyager 1 spacecraft saw Earth from nearly four billion miles away, capturing a view of our planet later described by scientist Carl Sagan as a "Pale Blue Dot".*  
Photo: NASA



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**[unccd.int/cop16](https://unccd.int/cop16)** <sup>66</sup>