

DONOR AND PARTNER EVENT REPORT



**Global
Landscapes
Forum**

Connecting Communities
Accelerating action for a
sustainable world

Bonn, Germany | 19-20 December 2017

globallandscapesforum.org

Coordinating partners



Funding partners



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety



Federal Ministry
for Economic Cooperation
and Development

Executive summary



The Global Landscapes Forum (GLF) entered a new era in December 2017, with the launch of the first in a series of summits to be held over the next five years in Bonn, Germany. With the generous support of the German government, the GLF has taken up residency in Bonn, where it will host an annual gathering as part of its greater mission to start a movement that can connect one billion people around sustainable land use. The first of these gatherings was held from 19-20 December at the World Conference Center in Bonn.

The GLF is already established as the world's biggest gathering on sustainable landscapes, with previous summits since 2013 held around the world in Warsaw, London, Paris, Lima, Marrakesh and Jakarta. The focus of the most recent summit in Bonn was to build on the momentum generated in previous years to catalyze a movement for sustainable landscapes. More than 1,000 participants, including world leaders, environmental activists, celebrities, youth ambassadors, policymakers, indigenous groups, researchers, scientists, media and more were represented in Bonn to address the most pressing challenges facing the world's landscapes.

Convened by a cross-sectoral consortium of global actors on landscapes, the latest event featured 18 topical 'Discussion Forums', four plenaries,

31 'Landscape Talks' (modeled after the fast-paced interactive Ted Talks), five 'Thematic Pavilions' (exhibition booths clustered by themes), four 'Launchpads' (press conferences), an award ceremony and various networking and side events. The diverse agenda was structured around the GLF's five major themes of Restoration, Finance, Rights, Food and Livelihoods, and Measuring Progress.

Beyond simply hosting a series of events, the GLF aims to encourage organizations and individuals to connect, share, learn and act on the latest innovations for sustainable landscapes. The GLF Bonn gathering carried this aspiration forward by bringing together relevant stakeholders to accelerate positive action toward a common purpose.

“ How we manage our land has the largest untapped potential for climate action. The fact that we are still losing forests of an area the size of Portugal each year is neither acceptable nor necessary. ”



Eric Solheim
Executive Director, UN
Environment

Key outcomes and takeaway messages

Despite the diversity of voices and issues represented at the GLF Bonn, several common themes emerged. These were echoed across the various discussions and activities held over two days. The messages below – though they do not represent consensus among the Forum as a whole – were frequently heard, and may be considered in summarizing key challenges and opportunities for fostering sustainable landscapes going forth.

- More dialogue and exchanges are needed across sectors and governance levels. The GLF has the potential to facilitate such dialogue.
- Though we can identify the problems we are facing, we do not yet have all the solutions. Blueprint solutions must be avoided, as we cannot simply extrapolate lessons without recognizing the specifics of each context.
- We must ensure that benefits and impacts are equitably distributed, and more research is required to produce knowledge that allows for informed decision-making. The GLF is capable of delivering this knowledge-convening role.
- Transparent and accessible monitoring systems are required; we can no longer rely on self-reporting and self-evaluations. We need to produce reliable data and get it into the hands of the people who can influence change – from policymakers to local communities. Data is most valuable when it is accessible to all stakeholders.
- Hybrid governance and co-produced knowledge systems are preferable to top-down structures for achieving sustainable solutions.

“ Solutions require knowledge and knowledge starts with good data. Therefore, research should not be viewed as an expense, but as an investment in our common future.



H.E. Ameenah Gurib-Fakim
President of Mauritius

1,026 participants from **>104** countries

81 host organizations convened in Bonn in December 2017

86%

of surveyed participants found the event to be of good or excellent quality, allowing them to learn and share knowledge on landscapes

52%

of surveyed participants indicated that their involvement in the event spurred or will spur them to action on landscapes

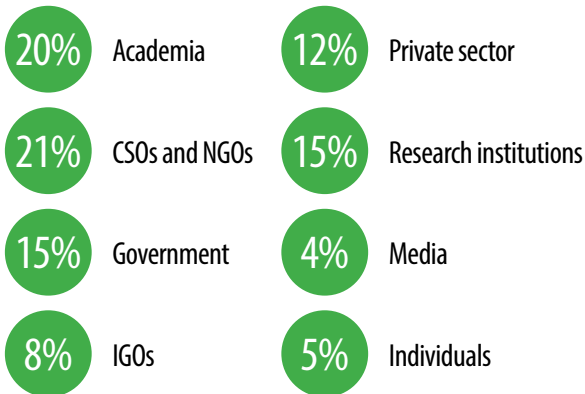
>70,000 participants joined online via **livestream** (YouTube & Facebook)

>42 Million people potentially reached through **Twitter**



Participant profile and feedback

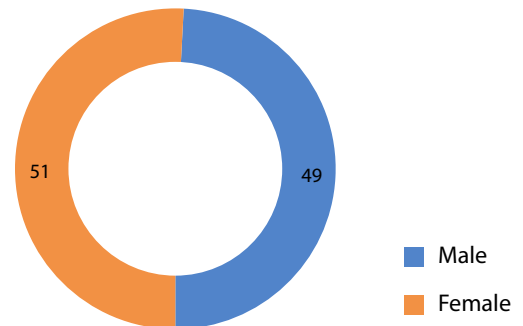
GLF Bonn brought together 1,026 diverse participants – 49% female, 51% male and 28% youth – from various sectors, regions and backgrounds. More than 70,000 additional participants joined virtually via livestream and social media channels. Among the registered participants, **409 organizations** were represented from around the world, with the following sectoral breakdown:



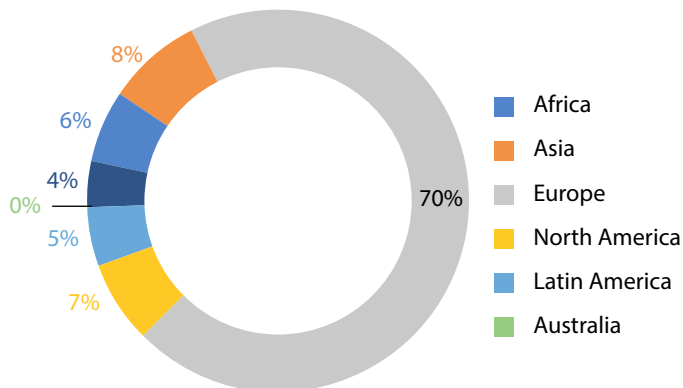
“ I wanted to see a broad mix of people and ideas and it met my expectations.

Participant from the Forestry Research Institute of Ghana

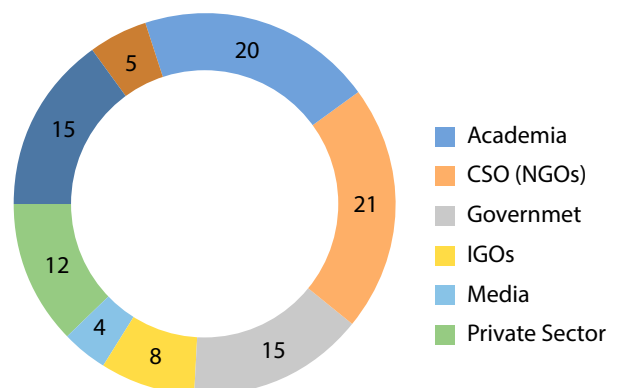
Gender



Region

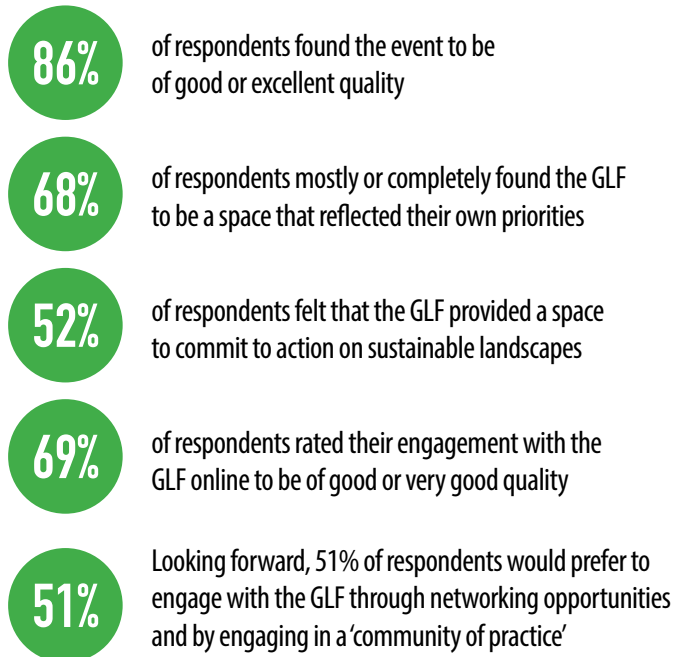


Institution



Collecting feedback

Key results



These numbers are supported by examples of knowledge uptake, plans for action and intentions for further dissemination of information, as shared by participants via a post-event survey.

“ The GLF is a perfect addition to the UN city of Bonn. The international focus on global climate, environment and development policy is an unmistakable common feature between the GLF and Bonn. I have no doubt that this will lead to valuable synergies on both sides.



Barbara Hendricks
German Federal Minister for the Environment, Nature Conservation and Nuclear Safety (BMUB)

Respondents indicated some disconnect between the Forum's activities and its aim to spur action on the ground. For example, several participants indicated that discussions around policy agendas, research and priorities were quite clear, but less clear as to how to transform these practices into reality. This feedback is incredibly valuable to the GLF, as it seeks to build a worldwide movement and forge cross-sector partnerships in order to tackle pressing global problems.

“ We need to put evidence based data into the hands of finance ministers, so that they know what the cost of environmental degradation is. We need to show proof that it is possible to restore land and that it can be done in a cost-effective way.



Karin Kemper
Senior Director for the Environment and Natural Resources Global Practice, World Bank

Up to 86% of respondents indicated that they felt youth were adequately included and integrated into the GLF. Several participants indicated that it would be vital to further integrate youth perspectives throughout GLF activities in a more holistic manner, particularly in various breakout sessions beyond the plenaries, and in activities beyond the event.

Lastly, participants who felt spurred to act indicated that they have done, or will do so, through further networking, connecting and collaborating with others similarly eager to enact positive change around landscapes.

Capacity building

Think Landscape: Landscape governance course

A unique collaboration between the Wageningen Centre for Development Innovation, the ZEF Center for Development Research, the Center for International Forestry Research (CIFOR), the World Agroforestry Centre (ICRAF) and the CGIAR Research Program on Water, Land and Ecosystems (WLE), led by the International Water Management Institute (IWMI), gave rise to a 10-day landscape governance course hosted alongside the GLF Bonn event.

Twenty participants, including researchers, civil society representatives, policymakers and more, convened in Bonn for the two-week course. Course content was curated based on Kolb's experiential learning cycle – as developed by education theorist David Kolb in the 1980s – and maintained a clear balance between reflection, theory and group work, alongside presentations of participant-led case studies.

As part of the course, participants engaged in a field trip to Koblenz, an ancient city some 80 kilometers south of Bonn, in order to better understand stakeholder and governance perspectives in the landscape of the Rhine River, one of Europe's longest waterways.

Course participants continued on to join the GLF Bonn event, where they presented their work during pavilion sessions, discussing the conceptual frameworks rooted in local landscapes that they developed over the two-week course.

Youth Ambassador Program

Through the Youth Ambassador Program, the GLF committed to integrating youth throughout all of its activities and to providing opportunities for trainings, mentorship and volunteering projects. As part of these efforts, the GLF team organized and conducted a three-day workshop alongside the event, where 10 young professionals from around the world joined together to enhance their online media and social media skills in a professional environment.

The selected Youth Ambassadors joined efforts to amplify the GLF's key messages and to broaden its audience globally, leveraging the existing wide-reaching social media platforms to significant success. The Youth Ambassadors succeeded in increasing their capacity in social media management and analysis, as well as social reporting and active listening, and enjoyed networking opportunities with other professionals through the GLF network and at the Bonn event.

Involvement in the ongoing Youth Ambassadors Program will continue beyond the event itself. Youth Ambassadors from GLF Bonn will continue enhancing the GLF's network and activities while building their own professional skills through a yearlong internship.



Youth in Landscapes (YIL)

In 2017, the GLF reached more young people than ever before, through its cooperation with the Youth in Landscapes (YIL) initiative. YIL is a global movement of young people committed to the landscapes philosophy, and is coordinated by youth, for youth.

Youth organizations in the fields of **forestry, geography, agriculture, agroecology and biodiversity** united to organize a comprehensive agenda for youth participants at the Bonn event. As a direct result of GLF outreach efforts and the YIL initiative, **322** young people registered for the GLF, with 183 expressing interest in volunteering. Youth participants (defined as those aged 18-30 years) at the event totaled **286 participants – or 28% of the total turnout.**

These young individuals enhanced the GLF experience by asking the hard questions, bringing in new philosophies, and accelerating change by keeping an eye on local realities. Youth were present and engaged throughout GLF activities, namely by:

- Creating content
 - » **Mainstreaming youth – The good, the best and the ugly:** This Digital Summit, held on 12 December before the GLF Bonn event, explored best practices and common pitfalls among strategies and programs aimed at youth development. More than 155 participants registered for this online interactive webinar.

- » **Drawing Landscapes – Youth integration, from vision to action:** This youth-led Discussion Forum at GLF Bonn utilized participant creativity and experience to map barriers of youth contribution and paths forward for meaningful integration. The YIL team plans to produce an infographic to increase awareness of session findings and to continue the conversation beyond the event.
- Delivering messages
 - » Six young leaders contributed as speakers in GLF plenaries, sharing their experiences from youth perspectives.
 - » After a competitive application process, 15 young leaders were selected, trained, and brought to the Bonn GLF event to facilitate participant engagement and knowledge-sharing in pavilion areas.
- Building community
 - » **Youth in Landscapes evening:** More than 150 young participants gathered on the first evening of the GLF for a dedicated reception focused on movement-building and empowerment for young landscape leaders.
 - » The YIL Mentorship Program fostered intergenerational relationships by connecting 122 interested participants in 61 mentor/mentee pairs.
- Developing capacity
 - » Selected youth participants engaged in training workshops centered on building skills in pitching, facilitation and session design.



Without youth, we are not going to go to scale.



Jeffrey Campbell

FAO Forest and Farm Facility, participant in a youth-led Discussion Forum

Organizations working in partnership for YIL: International Forestry Students' Association (IFSA), Climate Smart Agriculture Youth Network (CSAYN), Global Agroecology Alliance (GAEA), Young Professionals for Agricultural and Rural Development (YPARD), European Geography Association (EGEA), Global Youth Biodiversity Network (GYBN), International Association of Agricultural Students (IAAS).

Looking forward

Partners' Assembly

Prior to the event in Bonn, the GLF hosted an open Partners' Assembly on 18 December at the World Conference Center. The purpose of this Assembly was to gather views, perspectives and expectations regarding the future of the Global Landscapes Forum as it embarks on a new phase, as well as to draw up a GLF Charter and potential membership arrangements.

The open Assembly provided ample opportunity to discuss and formalize different mechanisms and partnership structures for joining the GLF, as well as the implications for different member organizations.

In the week prior to the Assembly, the GLF circulated an open survey for individuals and partner organizations to provide their thoughts and perspectives on the future direction of the Forum. Initial results of the survey were discussed at the Assembly, and further comments continue to be welcomed for review and incorporation into future documents by the GLF team.

Dialogue at the Assembly laid the groundwork for open, collaborative and participatory membership among organizations and individuals interested in formally partnering with the GLF. As the Forum embarks on an exciting new phase, further consultations and open discussions are eagerly placed at the top of the agenda.

Partnering with the Indigenous Peoples' Major Group for Sustainable Development

Almost 20 indigenous representatives, including many from the Indigenous Peoples' Major Group for Sustainable Development (IPMG), joined the event in Bonn and shared their knowledge by speaking in plenary and partner sessions, and by hosting a discussion forum and an Indigenous Peoples Pavilion.

“ Forests are important for local lives. People in my community always lived from the forests. The challenge is to ensure land legislation to show that local communities can successfully manage the forests.



Maria Margarida Ribeiro da Silva

Brazilian forestry activist and winner of the 2017 Wangari Maathai Award

“ Rights are inherent; they are either respected or violated. Indigenous people need to be recognized as partners who have solutions. We need a seat at the table – if we're not at the table, we're on the menu.



Roberto Borrero

International Indian Treaty Council

“ We look forward to further engagement, because we are also knowledge-holders who can enrich the GLF. Collaboration is needed in order for us to advance in the interests that we share for sustainable landscapes.



Joan Carling

Co-convener of the IPMG

On the closing day of the GLF event, CIFOR signed a Memorandum of Understanding (MoU) with the IPMG to confirm the group's ongoing participation in the GLF.

Recognizing the importance of indigenous peoples and traditional knowledge for the sustainability of landscapes and action on climate change, the MoU sets out a common vision of shared goals and cooperative action over the next half-decade.

As stated in the agreement, IPMG will hold a permanent seat on the GLF Knowledge Committee, regularly host discussions and exhibitions at future GLF events, and will be involved in training courses, youth events and online forums, among other opportunities for participation. The MoU provides a strong foundation for a fruitful partnership over the coming five years and beyond.

Acting on discussions post-event

The two days of discussions in Bonn were fruitful, positive and grounded in action, but also revealed remaining questions and areas for improvement. Broad calls were made for more dialogue and exchanges across sectors and governance levels, and the GLF was identified as having the potential to facilitate this by acting as a convener of knowledge.

Several key questions remain:

- How do we finance sustainable landscape management over the long term, and cover short-term start-up costs?
- What is the business case for sustainable landscapes?
- How do we incentivize sustainable landscape management?

Discussions at the Bonn GLF laid the groundwork for the coming five years, and launched the new phase of the GLF. Preparations for future conferences and online events for 2018 and beyond are already underway, in collaboration with GLF partner organizations, with an aim to continually improve the Forum's approach and build stronger communities to connect, share, learn and act around sustainable landscapes.



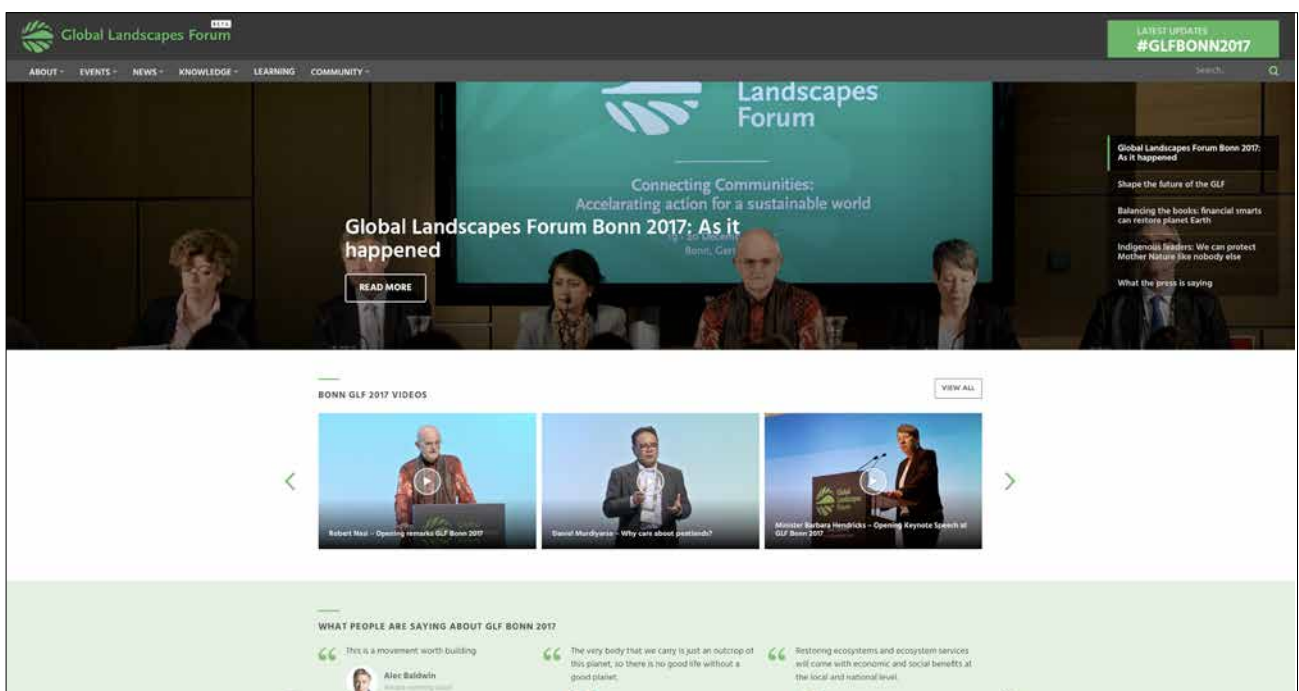
Communications and outreach efforts

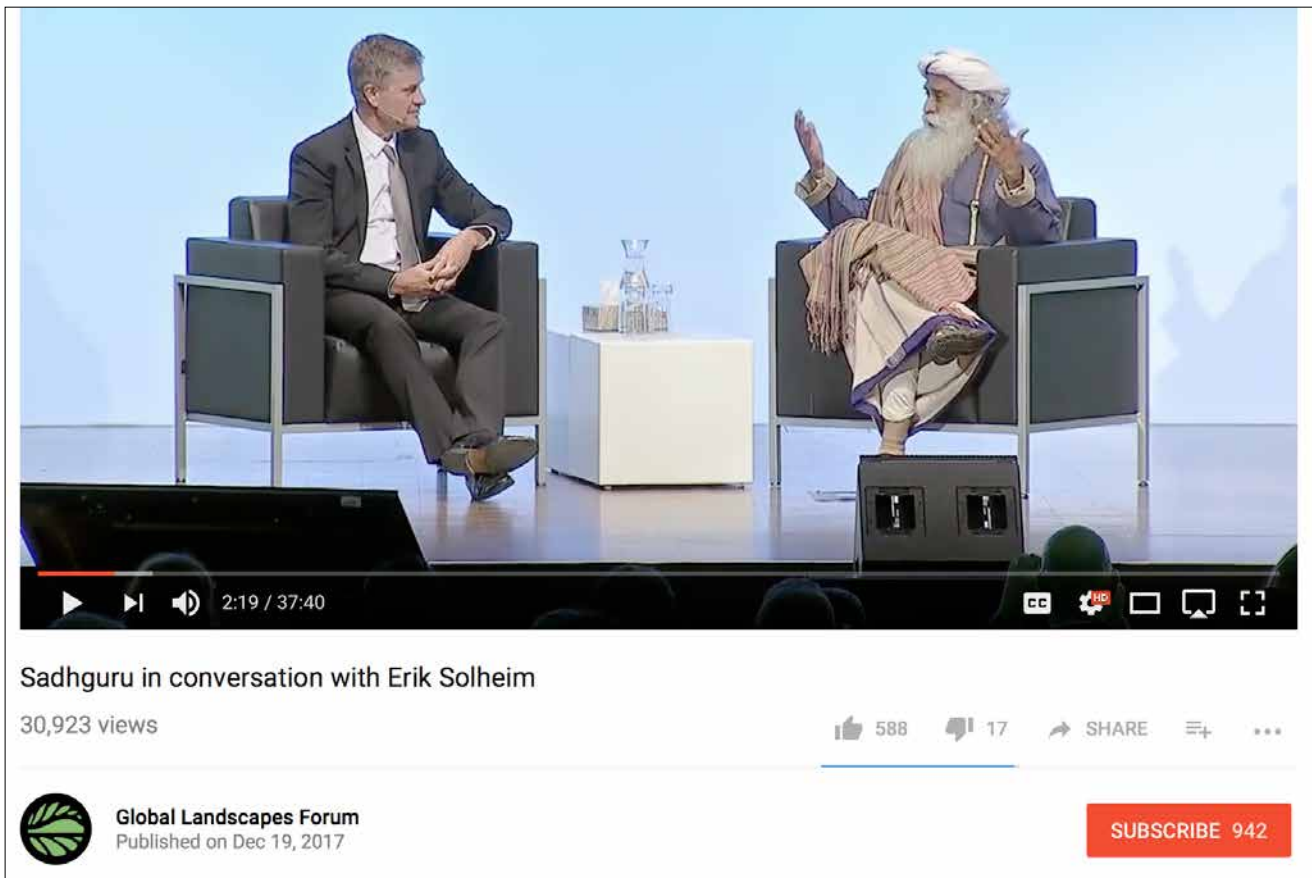
Key tools and innovative approaches

Website, livestreams and recordings

In November 2017, the Global Landscapes Forum launched a **new online platform** to support its activities and growth as it moves into its next phase (2018-2022). The new platform aims to support growing 'communities of practice' around landscapes by encouraging feedback, dialogue and engagement among GLF stakeholders. The updated design focuses on sharing relevant information through ease of navigation.

Supported by the revamped online platform, the GLF for the first time in its history employed six simultaneous livestream channels, via both YouTube and Facebook Live, to capture diverse audiences. More than 5,000 subscriptions to the livestream services from 114 countries were received prior to the event, with total views during the event numbering more than 70,000. Livestream participants engaged in the event through live chat sessions, opportunities for comments and questions, and more.





All livestreams were captured via recordings made accessible online via YouTube and the GLF online platform. YouTube views to date number more than 64,000.

SEO and paid advertisements

For the first time, the GLF this year enhanced its outreach and engagement efforts by using social advertising, Google AdWords, and optimization of Google search and SEO. These efforts aimed to improve reach and engagement of audiences previously not involved in GLF activities, and were made possible through successful grant applications.

The advertisements, published in English and Spanish, highlighted key speakers at the event, and tagged search terms that related to the landscape approach and environmental policy efforts. Different countries and regions were targeted – including Peru, Mexico, Kenya, Uganda, Nigeria,

Europe, the United Kingdom and Indonesia – to ensure enhancement of both online and physical participation.

Newsletters and email blasts

The GLF's regular newsletters and email blasts provide the latest curated information and news on global developments in landscapes. During the GLF Bonn campaign alone, more than 30 newsletters and email blasts reached the GLF mailing list of more than 16,000 subscribers, and thousands more via partner mailing lists, cumulatively garnering an open rate of 24.6% and a click rate of 5.6%.

The Forum's mailing list has continually grown since 2013. Messages sent in support of the Bonn event used engaging layouts and images, approachable language and compelling calls to action to reach the widest possible audience.

Social media

A comprehensive and widespread social media strategy extended the impact of the GLF Bonn event and its activities, ultimately reaching millions over the duration of the event campaign. Through multiple social media channels — including Facebook, Twitter, Instagram, YouTube, Flickr and LinkedIn — the Forum was able to deepen involvement and interaction with diverse and wide-reaching audiences.

Over the course of the two-month Bonn event campaign, significant gains were made in broadening the GLF's social media reach and amplifying its messages. The GLF Twitter following

grew by more than 1,200, with engagements numbering over 16,000; GLF Facebook numbers grew by more than 12,000, with engagements numbering almost 40,000; and GLF's LinkedIn saw engagements of over 14,000.

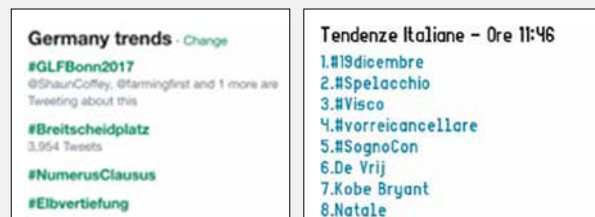
Increased engagement via GLF social media channels was achieved in part through more effective utilization of a Facebook event page, Facebook Live programming, social voting via Facebook on the GLF blog competition, interactive #AskMeAnything sessions with high-profile speakers, regional message targeting, and collaboration with well-connected influencers and partners.

In focus: #AskMeAnything with Sadhguru and Scott Goodson

For the first time, the GLF included two 'AskMeAnything' sessions on Twitter, connecting in-person and online participants with two high-profile speakers: Scott Goodson, CEO and founder of the marketing agency StrawberryFrog, and Sadhguru, yogi, mystic and founder of the Isha Foundation. These sessions allowed for more interactive engagement with an online audience. Sadhguru's session in particular drew a large crowd via YouTube as the session was broadcast via livestream.

#GLFBonn2017 – Trending in Germany, Italy, Kenya and Sweden

The GLF's event hashtag – #GLFBonn2017 – on 19 December became the number one trending topic in Germany on Twitter, and among the Top 10 trending topics in Italy, Kenya and Sweden.



“ The Global Landscapes Forum is a movement worth building.



Alec Baldwin
award-winning actor

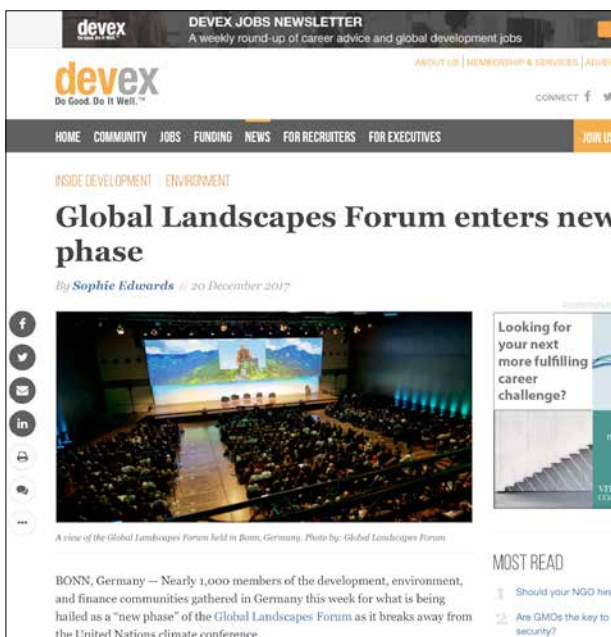
“ The very body that we carry is just an outcrop of this planet, so there is no good life without a good planet.



Sadhguru
yogi, mystic and founder of the Isha Foundation

Media outreach

GLF Bonn was attended by 44 registered members of international media. The event's activities, partner organizations, related projects, activities and more were covered by global press and local news outlets alike. More than 168 media hits in six languages were registered from 80 news outlets, including *The Nation*, *Daily Mail*, *Business Daily*, *Jakarta Globe*, *Deutsche Welle*, *Devex*, *El Pais*, *Lebélula Perú* and *Reuters*.



Global Landscapes Forum enters new phase



Cuidar el paisaje o cómo matar tres pájaros de un tiro

Reformatisch Dagblad | Vandaag | Kerk & religie | Opinie | Muziek | Boeken | Meer RD

Kolossenzen 1:19 | 7,4 °C | Laatste nieuws | Binnenland | Politiek | Buitenland | Economie | Koninklijk Huis | Mijn RD login

Ambitieuus plan voor herbebossing

ANP/DPA
19-12-2017
ANP Buitenland

In de strijd tegen klimaatverandering wordt herbebossing steeds belangrijker. „Ook regenwoud kan opnieuw ontstaan”, zei de Duitse minister van Milieu Barbara Hendricks tijdens het Global Landscapes Forum (GLF). Alle mogelijke zaden zijn nog in de diepere grondlagen aanwezig. „Als men eindelijk eens ophoudt met de ontginning en de platgebrande terreinen teruggeeft aan de natuur dan komt de oude begroeiing terug.”

De plannen van GLF, dat zich als uitvloeisel van de wereldklimaatconferentie op dit specifieke terrein richt, zijn dinsdag gepresenteerd als de „Bonn Challenge”. Dat heeft zich ten doel gesteld tot 2020 wereldwijd in totaal 150 miljoen hectare ontbost gebied terug te krijgen in oude glorie. Dat is ruwweg viermaal de oppervlakte van Duitsland. „We hebben inmiddels toezeggingen van veel landen, zelfs al

OPEN DAG
10 FEBRUARI
Leraar basisonderwijs- Leraar voortgezet onderwijs - Pedagogiek - Masters
Driestar hogeschool
Deelnemers educatief

Meest gelezen
Houd schoolvak Frans in ere en maak het aantrekkelijker

Ambitieuus plan voor herbebossing

Digital Summits

GLF Digital Summits are virtual webinars that encourage interactive knowledge exchange among influencers and diverse communities of practice on landscapes. They allow for an extended window of engagement that builds upon GLF events, national dialogues and workshops, and allows for deeper dialogue and iterative processes between diverse stakeholders.

In the run-up to the GLF Bonn event – and as a continuation of past GLF events and activities – a series of new Digital Summits were piloted. Over a period of six weeks, more than 29 organizations joined five Digital Summits in sharing knowledge and updates on various efforts focused on landscapes across the globe. Almost 500 participants tuned in globally to these Summits, with a retention rate of 88%. The GLF eagerly looks forward to expanding its Digital Summits to wider audiences alongside future activities.

GLF Digital Summits: Pilot program

- **Fires, haze and health – Applied research, collaborative design and prototype development**
(24 October)
- **Effective tools for understanding, managing and accelerating impact**
(26 October)
- **Unheard community stories – Mainstreaming indigenous, grassroots and youth experiences in peatlands efforts**
(8 November)
- **What is the Landscape Approach?**
(21 November)
- **Mainstreaming Youth – The good, the best and the ugly**
(5 December)



Blog competition

In the run-up to the 2017 event in Bonn, the GLF aimed to deepen participation and engagement through a blog competition, in accordance with the Forum's vision of being driven from the ground up. Response to the competition demonstrated both the strength of belief in the GLF's mission and the conviction of global communities to contribute to it.

As many as 135 entries were received from 35 countries. Across the spectrum of entries, blog authors wrote on topics as diverse as landslides, seed funding, sustainable agriculture, retrofitting infrastructure and restoring the world's most degraded landscapes. Throughout the competition, blog entries were shared 4,450 times, liked 712 times, viewed more than 11,000 times, and received more than 5,000 engagements online.

The GLF blog competition was conducted with the aim of involving individuals who were unable to attend the event in Bonn – particularly those from developing countries, from which 84% of entries came. Through their blog entries, authors who were otherwise unable to participate in person were able to leverage the GLF platform to reach a significant audience, providing local case studies and analyses grounded in detailed, intimate and often visceral reality. Their contributions opened a window with views to both the broader GLF community and localized efforts grounded in the landscape approach.

The blog competition succeeded in engaging new, younger and broader audiences than ever before through targeted outreach to universities, competition aggregators, bloggers and via efforts such as minimal paid advertisements. The competition's framework leveraged social voting (via Facebook) and the wider GLF community in ways that ultimately maximized visibility and engagement.



GLF Bonn 2017 blog competition

Landscapes News Editor Julie Mollins selected the 2017 blog competition winner, titled 'What if we didn't have to choose between green and growth?' by Andrea Cristina Ruiz, Diego de Leon Sergovia and Sarah Cruz. Their blog chronicled a project, undertaken by the authors, which aimed to identify solutions for private, community and public actors to sustainably maintain operations without compromising protected natural resources.

This submission was chosen based on the authors' willingness to tackle challenging topics with clear and rigorous prose, as well as the blog's overall contribution to the GLF by exploring relationships between public and private actors and the environment.

GLF Bonn 2017: By the numbers¹



GlobalLandscapesForum.org²

55,659

Individuals who visited the site

222,109

Number of pages visited

93,658

Total sessions

56%

GLF Bonn event page bounce rate

64%

Overall website bounce rate



GLF electronic community relationship management

15,665

Number of individuals on mailing list³

20.6%

Rate of individuals reached through mailings (rate of newsletter opens)



Twitter⁴

18,750

Engagement (total number of times users have interacted with our tweets including clicks anywhere on the tweet, likes, retweets, replies and follows)

2,607

Link clicks (number of times twitter users clicked on a URL posts in our tweets)

Hashtag activity

35,418

Number of tweets sent using #ThinkLandscape and #GLFBonn2017

42,248,914

Potential reach (People potentially reached on Twitter via hashtag, regardless of user)

9,591

Twitter users tweeting about the Forum (hashtag contributors around event)



Youth Ambassador Program

25

Number of valid applications received

10

Number of physical participants

10

Number of countries represented



Facebook⁵

12,531

Page growth

56,992

Link clicks

58,973

Engagements

Event page

4,382

Number of respondents

7,600

Page views

315,939

Number of people reached



Digital Summits

1,206

Total number of registrations

462

Total number of participants

88%

Retention rate

1 Numbers during the timeline of 19 October 2017 - 10 January 2018 (pre, during, and post-event engagement).

2 The GLF Bonn 2017 drove 260% more website sessions during the event compared to the 2016 thematic GLF event in Marrakesh.

3 The GLF email database grew by 22% from 12,697 to 15,551 individuals.

4 Twitter followers grew by 11% from 17,000 to 19,158 during the reporting period.

5 Facebook followers grew by 160% from 7,411 to 19,352.


Videos

70,834 Livestream views

85,006 Forum video views on YouTube

52,409 Forum video views on Facebook


Flickr

99,802 Total number of views

305 Total number of photos posted

1,385 Number of album views


Media

44 Number of registered journalists reporting from the Forum

168 Number of times the Forum was mentioned in media


LinkedIn

993 Unique visitors and page views

14,428 Engagements


Slideshare

1,219 Presentation views



Event design and flow



Over an interactive two-day period at the World Conference Center in Bonn, Germany, the GLF Bonn event launched the next phase of the Global Landscapes Forum (2017-2022), as it seeks to grow a transformational movement to connect one billion people around sustainable land use.

As the first of a series of events to be hosted in Bonn - the new Secretariat of GLF - the Forum expanded and enhanced discussions to a larger audience than ever before, placing communities and local contexts at the center of the conversation. Global influencers from all sectors convened to scale up actions required to achieve the targets of the Sustainable Development Goals and the Paris Agreement. They aimed to advance the transition toward more sustainable landscapes around the GLF's five key themes: Rights, Finance, Food and Livelihoods, Restoration and Measuring Progress.

Four exciting plenary sessions grounded the event, with key GLF partners and global leaders joining in to launch the next phase of the Forum, and sharing insights on how to best ensure tangible action is

achieved. These plenary sessions covered multiple aspects and themes, including:

- A discussion on holistic development, with Sadhguru (Founder of the Isha Foundation) and Erik Solheim (Executive Director of UN Environment)
- A panel on building movements on landscapes, featuring indigenous leaders and government representatives, including the former President of Mexico, Felipe Calderon, and El Salvador's Minister of Environment, Lina Pohl
- A panel discussion dedicated to youth and indigenous voices from across Africa
- Keynote addresses from the leaders of GLF's founding partner organizations, and German Minister Barbara Hendricks

The event featured 18 Discussion Forums, four plenaries, 31 'Landscape Talks' (fast-paced lively speeches inspired by Ted Talks), five Thematic Pavilions (exhibition booths clustered by theme), four 'Launchpads' (press conferences), an award ceremony and multiple networking and side events, with more than 80 organizations joining as hosts to the various sessions.

Event structure

Day 1

Discussion Forums

Transparent monitoring for climate and development goals

Policies on conservation, land use and development: Ensuring rights are respected and achieving sustainable development for all

Smoke on water – Countering global threats from peatland loss and degradation

Opening plenary: The future of the Global Landscapes Forum

Discussion Forums

How to scale up climate finance for sustainable land use?

'Rainfall recycling' as a landscape function: Connecting SDGs 6, 13 and 15

Forest-smart solutions

Discussion Forums

Landscape restoration for food security and resilient livelihoods – Session 1

Enhancing tenure security and gender equality in the context of forest landscape restoration

Land use change through behavior change

Sadhguru in conversation with Erik Solheim

Plenary: A holistic and landscape view on change – Voices from the Americas

Youth in Landscapes evening

#AskMeAnything with Sadhguru

Day 2

Discussion Forums

Opportunities and lessons learned to enhance and accelerate recognition of community land rights

Governance for land degradation neutrality and landscape restoration

Land degradation, migration and resilience

Discussion Forums

Agroforestry in landscape restoration for livelihoods, climate and ecosystem services

Building capacities for the restoration of tropical forest landscapes and the enhancement of their ecosystem goods and services

Drawing landscapes – Youth integration from vision to action

Side event – AFR100: From pledges to implementation

Announcing the Wangari Maathai Award recipient

Sparking a movement – An interactive presentation from Scott Goodson

Plenary: Creating movements from the community to the world – Voices from across Africa

Discussion Forums

Indicators and scalability of successful land restoration initiatives at the watershed scale

Landscape restoration for food security and resilient livelihoods – Session 2: "The way forward"

Forest landscape restoration: Ambitious commitments and challenging practice – the role of financing

Closing plenary: The way forward

Landscape Talks

- Four returns: A practice framework for people, business and landscapes – Willem Ferwerda, Commonland
- Restoring NW European peatlands through sustainable building material – Aldert van Weeren, Wetland Products
- Learning-by-doing: Practical landscape lessons from West Africa – Stephanie Doig and Andrew Collins, Miro Forestry
- Performance of land use intensification for poverty eradication in forest-frontier locations – Adrian Martin, University of East Anglia
- Spatial technology for engaging communities within landscapes – Leo Bottrill, MapHubs
- Mangrove and wetlands ecosystem management in Bangladesh – Dr. Shafi Noor Islam, Universiti Brunei Darussalam
- Integrated landscapes approaches: From theory to practice – Dr. Terry Sunderland, CIFOR
- Crop diversity for a hot and crowded planet – Hannes Dempewolf, The Crop Trust
- Land rights matter for landscape planning – Matt Sommerville, USAID Tenure and Global Climate Change Program
- Afforesting Iceland: A cause for optimism – Ewa Hermanowicz, Bioversity International/ EUFORGEN



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- Catalyzing markets to deliver conservation – Michal Zrust, Lestari Capital
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- Multi-functional landscapes: What is the right approach? – Dr. Eric Patrick, IFAD
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- Environmental, social and governance issues from investments in commodity production – Christopher Eves, ZSL
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- Palm oil and the landscape approach: Acting together to make an impact – Jelmen Haze, Belgian Alliance for Sustainable Palm Oil
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- Why care about peatlands? – Dr. Daniel Murdiyarso, CIFOR
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- Smallholder palm oil production in Central Kalimantan – Assessing scope for improving environmental and economic performance – Maximilian Meyer, ZEF
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- What are you sinking about? Landscape carbon accounting – BIG TIME! – Alexander Lotsch, BioCarbon Fund
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- Planet for sale – Dr. Tony Simmons, ICRAF
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- Wanted! Chief ecosystem officers ensuring business and landscapes bloom – Eva Rood and Dr. Simon Moolenaar, Commonland/ENABLE
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- The role of media in driving change at the local level – Sonia Whitehead, BBC Media Action
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- Conservation and livelihoods in Tanzania, Cameroon, Kenya, Democratic Republic of Congo, Uganda and Ethiopia – Andreas Athanas, African Wildlife Foundation
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- Monitoring land cover & use change in Brazil – Tasso Azevedo, MapBiomas
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- Why spatially determining of SDGs matters for landscapes in the German Lusatia Region – Dr. Sandra Reinstädler, BTU Cottbus-Senftenberg
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- The law: An important tool in reducing negative impacts of forest land-use change – Emily Unwin, ClientEarth
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- A critical time for investment in REDD+ landscape programs to scale up – Roberta Iley, PricewaterhouseCoopers
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- Adopting a new perspective on landscapes and water – Bruno Locatelli, CIRAD
-
- Leveraging new Earth observation and machine learning technologies to measure progress towards climate and sustainable development goals – Tara O'Shea, Planet
-
- Smart technologies forest smart – Dr. Paola Agostini, The World Bank
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- Technology and innovation – SDG 13 – Max Edkin, Connect4Climate
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- Tourism as a conservation tool – Pierre Kruger, Nomad Lodges
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- Lessons learnt from Peru to Papua New Guinea in funding income generation schemes for forest communities – What's next? – Dr. Hannah Peck, Cool Earth
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- Tracing the life of an avocado from Amsterdam to Mexico – John Colmery, CIFOR
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Landscape Launchpads

The GLF sponsored three reporters from global environmental media to attend the GLF event, specifically to cover the 'Launchpads' (press conferences), which presented new knowledge, research and initiatives on landscapes. The media engagement effort was successful: Devex (headquartered in Europe) published three articles, ConexiónCOP (headquartered in Latin America) ran five and seasoned freelance journalist Fabiola Ortiz placed another five in major Brazilian outlets, as well as on *In-depth News*, a growing English-language, development-focused wire service.

Inviting Reuters' PLACE reporter Astrid Zweynert to attend reaped the most rewards. Her stories about Erik Solheim, Executive Director of UN Environment, and Maria Margarida Ribeiro da Silva, winner of the 2017 Wangari Maathai Award, were picked up widely. Zweynert expressed her enthusiasm for the event, and said that she hoped to cover it again in the future. Additional wire stories by the Algemeen Nederlands Persbureau from the Netherlands and Press Trust of India assured wide distribution in those countries.

Many reporters who expressed interest in covering the event from their desks, such as science and environment writers Natasha Gilbert and Stephen Leahy, were ultimately unable to do so because of the event timing (too close to Christmas). Some, including Terry Slavin of Ethical Corporation, mentioned that holiday engagements prevented them from listening in. All reporters, however, said they would use the insights they gained to apply to their future reporting of GLF events.

“ The breadth of simultaneous discussion and the diversity of the topics were very impressive. Everyone got to interact with people more experienced than themselves and all the youth helped provide a sense of real energy.

Anju Prabir, participant

The success of this year's Launchpads provides encouraging evidence that future GLF activities are poised to emerge as major media generators.



Several international organizations and others used the opportunity at GLF Bonn to launch new reports and research relevant to landscapes:

- **The World Resources Institute (WRI):**
NEW REPORT: ROOTS OF PROSPERITY: The Economics and Finance of Restoring Land
- **The International Union for Conservation of Nature (IUCN):**
The Barometer Spotlight Report 2017
- **Center for International Forestry Research (CIFOR):**
 - a. SPECIAL ISSUE – FOREST LANDSCAPE RESTORATION: Exlosures as forest and landscape restoration tools: lessons from Tigray Region, Ethiopia
 - b. SPECIAL ISSUE – FOREST LANDSCAPE RESTORATION: A segregated assessment of total carbon stocks by the mode of origin and ecological functions of forests: implication on restoration potential
 - c. SPECIAL ISSUE – FOREST LANDSCAPE RESTORATION: Change in land use and ecosystem services delivery from community-based forest landscape restoration in the Phewa Lake watershed, Nepal
- **Open Forests:** Presentation of the ProjectExplorer, which integrates cutting-edge presentation technologies to tell the story of an interactive web map with up-to-date project information like georeferenced multimedia elements, such as 360° aerial panoramas, pictures and videos. The accessibility of information and the spatial context create a new level of transparency.

Continued engagement before and after the event ensures continuity in the conversation among GLF communities of practice, and in-depth interaction engenders long-term impact. Efforts and partnerships from previous events and GLF activities will be built on and linked to other GLF activities, engaging and continually learning from community perspectives.



Landscape Pavilions

Development Solutions Pavilion

ORGANIZATIONS

Griffith University, Ecosystems Services for Poverty Alleviation, International Land Coalition, SouthPole, World Bank, Youth in Landscapes Initiative, CIFOR, SIANI and Focali

TOPICS

- Primary forests & ecosystem services
- Sustainable ecosystem services management
- Campaigning for land rights
- J-REDD and supply chain transparency
- Landscape restoration at the national level
- Climate smart agriculture (CSA)

Inclusive Landscapes Finance Pavilion

ORGANIZATIONS

Landscapes for People, Food and Nature, EcoAgriculture Partners, FAO, GEF, WWF, Solidaridad, Tropenbos International, FTA, IUCN, Wageningen University and Research

TOPICS

- Inclusive landscape investment models
- Connecting good governance and landscape finance
- Finance and investment coordination at the landscape level
- New financing mechanisms to support integrated landscapes

Restoration Pavilion

ORGANIZATIONS

Global Partnership of Forest Landscape Restoration, Bioversity, CBD, CIFOR, Commonland, FAO/FLRM, FSC FTA/CIFOR, The Federal Government of Germany, ICRAF, IUCN, ITTO, IUFRO, NEPAD SER, Thünen, UNCCD, World Bank, World Vision, WRI, WUR

TOPICS

- Natural regeneration and biodiversity conservation in restoration
- Capacity building, training and education for landscape restoration
- Bonn Challenge
- Regional initiatives
- Integrating forest genetic resources for resilient restoration
- LUP and governance, gender and migration

Indigenous Peoples Pavilion

ORGANIZATIONS

IPMG

TOPICS

- Traditional water management systems
- Pastoralism and livestock enhancement
- Shifting cultivation/rotational agriculture
- Traditional fishing

German Pavilion

ORGANIZATIONS

BMUB, BMZ

TOPICS

Major initiatives supported by the German government, including:

- SEWOH
- IKI
- AFR100
- Bonn Challenge

2017 Wangari Maathai Award

Brazilian forestry activist Maria Margarida Ribeiro da Silva was awarded the **2017 Wangari Maathai Award** for battling destruction from logging and promoting the benefits of community forestry. Hailing from the largest Extractivist Reserve (RESEX) in Brazil — the “Verde para Sempre”, a Federal Conservation Unit with a forest area larger than Lebanon — she helped create the Nossa Senhora do Perpétuo Socorro do Rio Arimum Agroextractivist Cooperative (COOMNSPRA), at Porto de Moz in the state of Pará, in Brazil’s northern region.

For more than 10 years, da Silva has supported and fought for forest extractivist communities in order to help them achieve the sustainable use of forest resources. Through her work, she

consistently reinforces the message that women are agents of change. Currently, the 50-year-old is a member of a group of 14 community organizations representing 2,500 families from 11 territories, including conservation units, rural settlements and state farms in the state of Pará.

“For me, receiving this award is a recognition that our fight is on the right path to conserve forests and improve the quality of life of people who depend on them,” she said. “This award is a recognition of not only my achievements, but of every group of community managers on their daily fight for access to public policies that secure their rights. This award is for all of us.”









Session Hosts

All photos by Pilar Valbuena/GLF

