

# Experts to validate the Communication and Advocacy Strategy for the Land Policy Initiative

Addis Ababa, 13 August 2014 (ECA) - The Land Policy Initiative (LPI) will organize an Experts' Group Meeting (EGM) to revise and validate the draft Communications and Advocacy Strategy of the organization. The meeting will be held on 21 and 22 August 2014, at the United Nations Conference Centre, in Addis Ababa, Ethiopia.

The LPI has developed the draft communications and advocacy strategy to sustain increased awareness and understanding by stakeholders of its objectives, and to better position itself as a key driver on land matters in Africa, in support the implementation of the African Union Declaration on Land Issues and Challenges in Africa.

The need for the strategy was identified as a key element in the LPI five-year strategic plan and roadmap, under the Objective 4. As such, the strategy will, under the overall mandate of the LPI, serve to improve communications, advocacy, and outreach efforts in support of land policy development and implementation in Africa.

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; and make proposals on follow-up actions and partnerships needed to implement the communications and advocacy strategy effectively.

Main recommendations provided by the EGM will contribute to the finalization of the strategy by the LPI. The meeting will bring together about 30 experts in communications and/or advocacy representing various institutions and organizations partnering with the LPI.

The Land Policy Initiative is a joint programme of the tripartite consortium consisting of the African Union Commission (AUC), the African Development Bank (AfDB), and United Nations Economic Commission for Africa (ECA). Its mandate is to facilitate the implementation of the AU Declaration on Land Issues and Challenges in Africa.

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