

## 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)

Sixth Meeting of the 10YFP Board, 9-10th of January 2017 – UN Environment, Paris

### MEETING REPORT

The meeting took place over two days, including a one-day open session and a one-day closed session:

- The **open session** gathered 10YFP Board members, representatives of UN Environment, the European Commission, UN Department on Economic and Social Affairs as well as the independent evaluator in charge of evaluating the results of the EC-funded 10YFP Secretariat project. The main objective of the open session was to further define the scope and activities to effectively plan the 10YFP Mid-Term Review.
- Specific objectives of the **open session** were: 1) to approve the approach of the 10YFP reporting process for the mid-term review; 2) to define the scope of the external evaluation for the mid-term review; 3) identify opportunities for visibility and engagement in relation to the Mid-Term Review and 2018 session of the High-Level Political Forum; and 4) define the scope and objectives of the consultations during the Mid-Term Review. Interventions and recommendations of non-Board members were encouraged.
- The **closed session** only gathered 10YFP Board members and focused on 1) defining the scope of and concrete way forward on building a 'movement on SCP', in light of the challenges identified by 10YFP actors; 2) financing implementation of the 10YFP and 3) refining and confirming key recommendations for 2017 and the Mid-Term Review.

#### 1. OPENING REMARKS AND OBJECTIVES OF THE MEETING

Mr. Ulf Jaeckel, Chair of the Board, opened the meeting, highlighting the positive developments of the 10YFP and the strong political support it has been receiving, notably through Agenda 2030 on Sustainable Development. He also highlighted a number of remaining challenges to be addressed: **1) generating a movement on SCP; 2) getting more stakeholders on board; 3) raising more financial resources.**

**Welcome remarks from Ms. Ligia Noronha**, Director of the Economy Division of UN Environment, followed: UN Environment has a great stake and multiple roles in the 10YFP, through its Secretariat and its substantive mandate on sustainable consumption and production, being actively engaged in various programmes, as well as in the 10YFP Inter-Agency Coordination Group (IACG) that UN Environment is now co-chairing with UN Habitat. Ms. Noronha stressed the importance of ensuring the success of the 10YFP, which should not be based on bureaucratic processes, but on delivery. To succeed, the **10YFP needs to become the catalyst and mobilizer of change for SCP**. The mid-term review of the 10YFP should help to assess achievements and set a strategy for the future. In the discussion which followed it was noted that the independent evaluation embedded in this mid-term review is important, and that it is necessary to make the most of the broad support for 10YFP implementation implied by the **target 12.1 of the SDGs**.

Following the adoption of the agenda, the 10YFP Secretariat provided brief update of recent achievements, including:

- 1) The finalized **Toolkit for 10YFP National Focal Points**, an information package with concrete guidance on the 10YFP as well as on mainstreaming SCP at national level. The toolkit will be sent to National Focal Points, together with an email providing the link to online resources through the Global SCP Clearinghouse;
- 2) The launching of the **new Global SCP Clearinghouse**, with new coordination and delivery tools, as well as dedicated spaces for the 10YFP programmes and their actors. The contents of the former platform, including SCP initiatives, are still being migrated to the new Clearinghouse.
- 3) The **10YFP Trust Fund calls for proposals**, and the streamlining of the application process. The 6 calls for proposals have been launched, received 614 proposals and selected 25 projects, including 11 that have started implementation. Based on the feedback provided by the 10YFP programmes, the call for proposals process has been streamlined. The Sustainable Food Systems programme call for proposals, launched on 1 December, trials this streamlined process. The scope and focus of the call, were defined by the technical review committee of the SFS programme, based on priority areas to be addressed through the call. While some concern on the limitation of the call to programme partners was expressed by Argentina and Mexico, it was understood that this provides a further incentive for programme partners to engage actively in the programme, and that the programme partner application was kept open during most of the call. Argentina stressed that better communication was needed as, despite being a member of the Multi-stakeholder Advisory Committee of the SFS programme, they had not been informed about the call.

At the end of this session, the Chair and the vice-Chair acknowledged the progress made through concrete and valuable tools.

## 2. 10YFP MID-TERM REVIEW

The Secretariat presented the **objectives of the 10YFP mid-term review** and its proposed components, based on the conclusions of the 5<sup>th</sup> Board meeting, held in June 2016. Three main objectives were identified: 1) provide evidence of results, challenges and benefits of the 10YFP, both direct and indirect; 2) serve as a promotional tool of the 10YFP; and 3) provide a basis for the 10YFP strategy 2018-2022. An interactive discussion on the objectives followed, with a particular focus on the mid-term review as a promotional tool as well as a key milestone to plan for the future:

- It was agreed that the mid-term review should **look at the effectiveness of the 10YFP as a tool to support the shift to SCP patterns** and the implementation of sustainable development, with respect to both its direct and indirect effects.
- The mid-term review **should promote the 10YFP but also SCP more broadly**. There must be a **balance between the reporting dimension** of the mid-term review **and the key objective of planning** for the future.

- It was recommended that the ongoing **UNEP evaluation of the largely EU funded project supporting secretariat activities, should be taken into account** in developing and conducting the formal mid-term review.

Four complementary components to be developed as inputs to the 10YFP mid-term review were presented for discussion: 1) a 10YFP progress report covering the period 2012-2017, based on the established Monitoring and Evaluation Framework of the 10YFP, also presented by the Secretariat at the Board meeting; 2) a focused independent assessment, which would be conducted during Q3 and Q4 of 2017; 3) consultations with key 10YFP actors throughout 2017; and 4) the mid-term visibility and outreach. With regards to recommendations, the aim of this Board meeting was to approve the Mid-Term Review approach.

### **10YFP progress report 2012-2017**

The 10YFP progress report will be developed using the established Monitoring and Evaluation Framework of the 10YFP. This Framework was presented by Finland, lead of the Sustainable Buildings and Construction programme and Chair of the 10YFP task force on monitoring and evaluation. It was noted that the general objective of the Monitoring and Evaluation Framework is to guide and measure, in a participatory way, the collective impact of the 10YFP in support of the shift to SCP worldwide. Two specific objectives to be developed were also identified: the internal objective to assess and improve performance of the 10YFP, and the external objective to report and demonstrate progress to a wider audience. It was noted that the Monitoring and Evaluation Framework was developed collaboratively, building on a desk review presented at the last Board meeting, the Sustainable Development Goals and indicators, as well as on a literature review focused on SCP and capacity-building relevant indicators. The 10YFP Monitoring and Evaluation Framework consists of: 1) a limited and non-exhaustive set of indicators which are realistic, measurable, attributable and within scope of SCP and the 10YFP programmes; 2) associated methodologies (metadata sheets); 3) principles for use of the indicators; 4) associated process and tools (e.g. reporting templates). The 10YFP indicators are closely linked to the relevant SDG indicators: they link to ten SDG indicators at the output and outcome level, and to fifteen SDG indicators at impact level. It was noted that the preliminary set of indicators had been approved electronically by the Board in October.

The 10YFP indicators will be used for a pilot reporting to be launched on 15<sup>th</sup> January 2017. Based on the results of this piloting, the indicators and the M&E Framework may be further refined. It was noted that the indicators should cover international cooperation and progress fostered by the 10YFP on SCP, as well capacity building support provided in a developing country context. It was emphasized in the discussion that the indicators must capture the effects of the 10YFP on consumption patterns, and that they should also cover the issue of equitable access to resources.

An update on the **Global Survey on National SCP Policies and Initiatives**, conducted as a pilot in 2015, was provided by the 10YFP Secretariat. The objectives of this survey conducted among 10YFP National Focal Points are to: 1) develop a baseline of national SCP policies and initiatives led or supported by governments worldwide; 2) identify opportunities for replication and scaling up, share experience and strengthen cooperation; and 3) identify capacity-building needs, and help the 10YFP be responsive to national priorities.

So far, 48 countries and the European Union have participated in the survey, reporting on 273 policies and initiatives. Lessons learned from the pilot phase were highlighted, including the benefit of working with the 10YFP National Focal Points, but also challenges to be addressed at conceptual, methodological and political levels. A proposed strategy to address these challenges was outlined. The next phase of the survey is planned to be launched in September 2017, will be to demonstrate its added value for Member States to report on their contribution to the 10YFP and SDG 12. The questionnaire should also be simplified and an online tool developed to facilitate data collection and updates.

An interactive discussion on indicators following the presentation on the M&E Framework highlighted:

- The importance of impact indicators: expected impacts are key to defining the end objectives in the reporting of outcomes and outputs: knowing which impacts will be measured in a few years time is essential for planning and policy-design.
- The need to continue ensuring the linkages between the identified indicators and the Sustainable Development Goals.
- The fact that capacity-building indicators should not be limited to developing countries, and should also highlight cooperation fostered by the 10YFP.
- The necessity to focus not only on what we are measuring but why we are measuring it, during the initial trial phase.
- The need to ensure a higher response rate from 10YFP national focal points in future surveys, while ensuring that reporting requirements are not duplicated or otherwise burdensome.

Another key point for discussion was the scope of the progress report. Three distinct categories of activities could be considered, as suggested by the M&E Task Force: “direct” activities of the 10YFP (having received funding or technical directly from the 10YFP”; “indirect” activities (all other activities conducted by the 10YFP actors in the context of the programmes’ portfolio and/or labeled as contributing to the 10YFP); and “other” activities on SCP. The question of the boundaries of the reporting was raised. It was agreed that the progress report should first and foremost measure the effectiveness of the 10YFP and its programmes in building capacity for the shift to SCP patterns, and hence should focus on activities already branded as 10YFP (“direct” and “indirect” categories), including activities in progress. It was also suggested that a preamble introducing the 10YFP in the broader context of SCP be included in the progress report, which would be based on the results of the global survey on national SCP policies and initiatives.

**Recommendations of the Board** on the 10YFP progress report 2012-2017:

- The progress report should focus on activities within the 10YFP programme portfolio (direct and indirect categories), and on demonstrating the value-added of this framework.
- The primary sources for the report are the 10YFP programmes and 10YFP secretariat activities, with additional inputs from National Focal Points;

## 10YFP Mid-Term Review independent evaluation

Ms. Margareta De Goys, the independent evaluator who conducted the terminal evaluation of the Secretariat's sub-project funded by the European Commission (2012-2016) shared her main conclusions. She highlighted: 1) the limited human and financial resources (including for the 10YFP Trust Fund); 2) the lack of baselines and identified hotspots for interventions towards a green world, but also the scale of the task given the cross-cutting and broad dimension of SCP; 3) the attractiveness of the 10YFP programmes for governments and influential NGOs, but also the weak engagement of the business sector; 4) the fact that some international agencies were not yet fully on board (UNDP, UNIDO for instance); and 5) the need to further encourage cross-fertilization between projects and support countries in their SCP mainstreaming efforts at national level.

Ms. De Goys also noted the strong quest for more knowledge and information on SCP, and the need to find and assess examples of what works and what doesn't to define good practices, and "low hanging fruits". She also highlighted the complexity of the 10YFP, due to the great diversity of countries and institutional partners, including other UN agencies, working in similar areas. Ms. de Goys also recommended that one function of the mid-term review should be to provide a baseline for subsequent measurement of the effects of the 10YFP, including progress on the shift towards SCP patterns. The secretariat also indicated that it may not be necessary to duplicate the efforts undertaken by Ms De Goys six months later; whereas the evaluation of Ms De Goys was not a full evaluation of the 10YFP, it has covered many aspects beyond the secretariat and has included surveying and interviewing many 10YFP stakeholders, which the mid-term evaluation could build upon. Board members noted the need to build on those useful conclusions but also to focus the 10YFP Mid-Term Review independent evaluation on strategic and operational issue.

The secretariat highlighted that the UNEP evaluation unit recommends that the mid-term evaluation be a focused one, addressing specific aspects that may result in practical recommendations to increase 10YFP effectiveness, as a more general evaluation may not result in implementable recommendations. In line with the recommendation of the UNEP Evaluation unit, the 10YFP secretariat proposes to consider 2 options for the mid-term evaluation: 1) an assessment of the 10YFP institutional processes with the aim of strengthening operational efficiency and a results based approach – the aim of this assessment is to provide recommendations on strengthening of the 10YFP effectiveness by streamlining and simplifying the 10YFP processes' 2) Assessment of gaps or other factors in the 10YFP inhibit the achievement of collective impact and building on and scaling up existing initiatives. It was agreed that the evaluation would build on the work done so far, especially under the 10YFP programmes, the 10YFP Trust Fund and as per the reports to HLPF. The independent evaluator could also look at operational issues, with a view to formulating recommendations to address implementation gaps and challenges.

Recommendations of the Board on the independent evaluation for the 10YFP Mid-Term Review:

- The external evaluation will focus on recommendations that have an important forward looking element
- The Secretariat will draft and submit Terms of Reference for the independent evaluation to the Board by the next Board meeting.

### Mid-Term Review consultations

The 10YFP Secretariat provided a brief presentation of the global and regional events planned in 2017, including the likely presence of South South Cooperation focal points in the LAC-Africa conference in April, which could offer opportunities for stakeholders' consultations in the context of the 10YFP Mid-Term Review. Board members noted the need to define what should be expected from those consultations. It was agreed that inputs should be collected with **three objectives: taking stock, identifying lessons learned and strategy for the next phase of the 10YFP, and building on success stories**. It was also suggested to include donors in the consultation cycle.

### 10YFP Mid-Term Review report

Board members recommend that there should only be one main report circulated for the 10YFP Mid-Term Review. This report would include a review of what has been achieved (progress report), the main recommendations of the independent evaluation, as well as recommendations for the 2018-2022 10YFP Strategy. The report should be accessible to an extended audience, engaging a broad range of stakeholders in its preparation and be drafted as a communication tool. A summary will be developed, with a link to the full online report.

## 3. 10YFP MID-TERM: VISIBILITY AND OUTREACH

### Visibility and outreach at HLPF 2018 and beyond

Ms. Birgitte Bryld, UN Department for Economic and Social Affairs, provided an overview of the HLPF agenda (2017-2019) and processes. She highlighted the fact that HLPF is not a decision making body but rather a forum which provides political leadership and is mandated as the reporting body of the 10YFP. HLPF also meets every four years under the UN General Assembly, where decisions are made (next session of HLPF under UNGA in 2019). Ms. Bryld also stressed the national voluntary reviews of Member States as the central part of HLPF activities. Linking those national reviews with the 10YFP activities at country level, or countries' contributions to the 10YFP is an important opportunity. Expert group meetings, gathering countries preparing voluntary reviews, are organized every year and offer an opportunity to share information and illustrate these linkages. She pointed out that the participation of the 10YFP Secretariat and/or other 10YFP actors at these expert group meetings should be considered.

As per resolution 70/299, considering the three next sessions of HLPF, countries will continue reviewing all the SDGs but with a space for discussion specific goals in 2017, 2018 and 2019. In addition, a cross-cutting theme has been identified for each HLPF sessions. For instance, for the HLPF 2017 session, the cross-cutting theme will be 'Eradicating poverty and promoting prosperity in a changing world'. SDGs to be reviewed in 2017 are SDGs 1, 2, 3, 5, 9, 14 and 17. Ms. Bryld noted that a session on SCP could be organized at HLPF 2017. The format of such session was discussed: a one-day session, aside from the official HLPF agenda, could be considered as a pilot to prepare for HLPF 2018. Such an event could be focused on success stories and the more advanced Trust Fund projects. The event could take place during the 5-day regular programme of HLPF.

Another option is a lunch or a dinner bringing together Board members and Ministers present in New York to discuss SCP issues to be organized during the HLPF.

Regarding the 2018 session of HLPF, the cross-cutting theme will be: “Transformation towards sustainable and resilient societies”, and SDGs 6, 7, 11, 12 and 15 will be reviewed, implying a strong focus on SCP, notably through SDG 12 on Sustainable Consumption and Production. It may be useful for countries with 10YFP Board members to volunteer for SDG reviews in this year. The 2018 HLPF session will be composed of a three-day high level session, where the national reviews will be featured. This will be followed by a 5-day thematic session, including the discussion on SCP. The agenda is not yet structured. The high-level segment should gather a broad spectrum of ministries. Regional preparatory meetings will be organized early 2018 in preparation of that session, and **it is likely that member states at HLPF 2018 will wish to know what the 10YFP has achieved at national level.**

The mid-term review comes a year before the HLPF meets under the GA, which will be the last meeting before the conclusion of the 10YFP. There may be an opportunity to discuss the following two issues: the alignment with the 2030 Agenda; and also what comes after the 10YFP. The HLPF in 2019 under the General Assembly, **could in principle make a decision about the 10YFP beyond its current 10 year term.**

In the discussions which followed it was mentioned that: the contribution of the 10YFP to the SDGs will need to be highlighted at the HLPF, including their differential focus/impact. In particular, its impact on scaling up local solutions may be important; the voluntary reviews of SDG 12 and other SCP-related goals will offer key information; and it will be useful to assess the 10YFP contribution to the 2030 Agenda more broadly.

Recommendations about linkages to HLPF sessions:

- The secretariat is invited to make a proposal on engagement at HLPF 2018.

### **10YFP Mid-Term Review Conference**

Board members recommended that the 10YFP Mid-Term Review Conference extends beyond the internal community of the 10YFP, to include implementers of SCP generally, and should be mostly focused on the future. The Conference may be approached as a promotional tool, and include a high-level segment. A potential outcome could be declaration or a statement, highlighting the potential of the 10YFP in the context of the SDGs, as an input to the 2018 session of the High-Level Political Forum (HLPF) on Sustainable Development.

The secretariat highlighted that the programme coordination desks have indicated the need to focus on the engagement of current partners and recommend an internal meeting rather than an outreach conference. The secretariat also presented an estimated budget of the mid-term review - including reporting, evaluation, consultations and a conference of the scope under discussion - is estimated at 1.1 Million USD; of which the conference represents a significant amount. This funding will need to be secured one year in advance of the conference. The scope and ambition of the conference would need therefore to be reviewed on the basis of secured funding.

The Board recommends the following:

- The dates for a conference are suggested for April 2018, so that the conclusions feed into the HLPF session scheduled in July 2018 (to confirm with DESA). The Secretariat highlighted that, in line with the reporting timelines, the report is only scheduled to be ready in May for the English version only.
- The conference should last 3 days, and gather around 250 participants contributing to the shift to SCP patterns, both from the 10YFP community and beyond, and be cited as a means to help design the next five years of the 10YFP.
- The scope of the conference should be reviewed based on available budget a year prior to the intended dates of the conference.

#### 4. A MOVEMENT ON SCP

There are currently many ongoing SCP activities, which have increased since Rio, but many are done independently of the 10YFP, in particular those of some key stakeholders such as the business sector. The challenge for the 10YFP is to bring them together to achieve scale, including the private sector and NGOs, also to make use of synergies and build on or create new partnerships. As an example, it was mentioned that engaging with actors in the SWITCH regional programmes may offer important opportunities to build the movement. Making use of the integrated scenario work of the International Resource Panel could provide stronger technical underpinnings. The 10YFP “programme portfolios” of projects outside the formal structure of the programmes, but supporting their objectives, was cited as one important way to better align and thus scale up the global movement on SCP. Developing activities across programmes is another way to scale up and increase the impact of activities supporting the shift to SCP.

Board members discussed developing a broader “movement on SCP” through a specific campaign and including other initiatives that cover specific themes, such as sustainable diets, sustainable lifestyles and education. **Such a campaign should have a focus point**, and could be as simple as to promote the use of the 10YFP logo, or to claim a more general idea where the stakeholders link on to, give their inputs to and can use was highlighted. Programmes would need to work together around it. It should be based on what the 10YFP can offer. The possibility of establishing a “year on SCP”, or having an ‘Ambassador of SCP’ as a means of creating momentum was mentioned. The aim of the discussions was to create a much broader movement, possibly starting below the global level, building on current individual elements (including the programmes), and targeting those so far unconverted to SCP. **One key challenge that the 10YFP faces is the number of “moving parts” that it has** which are not yet working well together. There needs to be a focused effort to address this particular challenge.

#### Expanding individual programmes and engaging the business sector

KEITI made a presentation on their experience engaging the private sector.

- 5-month pre-study, with participation of 11 companies, to understand where we are, and the gaps faced in engaging the business sector. Their engagement in the 10YFP can enhance the visibility of CSR

activities and contribute to improving corporate capacity of global CSR activities. The 10YFP can be a tool for companies.

- Business tends to favor work areas that have a direct link to consumers. Most preferred way of engagement is to increase the visibility of their ongoing activities 40%, using 10YFP logo and launch a new project in cooperation with 10YFP partners. Expected benefits; identify foreign partners, and increase positive corporate image.
- Lessons learned: visibility of the 10YFP is still low and a communication strategy targeted for business is required. Key information on the 10YFP is too dispersed for business and their interest should be better reflected in the design of work areas / programmes. Administrative costs in engaging should be lowered, for instance through a coordinator.

Recommendations were generated from the report and subsequent discussion with Board members: **The UN process on SCP should engage companies that are shaping global consumption**, for instance promoting the 10YFP in the UN Global Compact or others such as Global Partnership for Business and Biodiversity; **programmes to convey what they can offer the business sector**, what is appealing. CSR is very much linked to NGOs, therefore the business sector is interested in joining platforms creating opportunities for partnership; need to focus on decision-makers (CEOs); highlight cases of private sector engagement at the national level and savings that come from resource efficiency gains; **the need to rethink the branding of the 10YFP to make it more attractive to business** was commented upon and considered relevant.

The current heavy process for engagement in the 10YFP is discouraging business engagement. At the same time there are important opportunities to work with the private sector including on issues like sustainable lifestyles. There is a need to improve the 10YFP offer to business, and define not only promotional activities and forms of communication, such as social media campaigns, but especially implementation tools that are attractive to the private sector. There is a need for a “differentiated offer” in order to engage potential 10YFP actors.

### **Across the UN**

There are opportunities for more strategic engagement in the UN system. The main messages of the last IACG meeting were as follows: the importance of the multiplier effect internally and externally; the possibility to bring the 10YFP/SCP to the Chief Executive Board; the need to promote the Global SCP Clearinghouse; the objective of increasing cooperation at national level, instead of working individually; the engagement of private sector, and how to strengthen visibility and communication collectively, beyond what the Secretariat is doing.

Board members acknowledged the importance connecting further the Board with the IACG, an overlapping meeting with space for interaction may be one way to strengthen this connection. .

The active role of UN Environment was highlighted, through its engagement in the 10YFP programmes, in tourism, buildings, lifestyles, food systems, and SPP and through multiple activities. Consideration of replication opportunities generated by the SWITCH programmes was raised. The International Resource Panel is looking at integrated scenarios, footprint on material use, looking at forecasting and which may be

built upon. Interlinkages between various key programmes were discussed, notably PAGE and the Green Growth Knowledge Platform

#### **Recommendations:**

- The Secretariat is invited to collect ideas on building the movement
- Results of the inputs and identified building blocks could also be discussed with the programmes in the back-to-back meeting.

## **5. FINANCING IMPLEMENTATION**

**Current status:** An overview of donor contributions to the 10YFP for 2013-2018 was presented to the Board, including funds channeled to the Programmes that do not go via the Secretariat. Key trends in contributions were highlighted, namely a decline in un-earmarked contributions to the Trust Fund (*none in 2016*) and the **increasing complexity of earmarked contributions with conditions that increase the costs for the secretariat to manage the funds**. There is a decline in contributions to the 10YFP Secretariat and for regional and national activities. This coincides with an increasing workload for Secretariat. However, there has been an increase in funds to the 10YFP Programmes

**Discussion:** some Board members were surprised by the low contribution of big donors, especially for the Secretariat. On the issue of covering Secretariat costs, examples for secretariat financing were discussed including the Climate and Clean Air Coalition (CCAC) model. It was noted that donor agreements for contributions over US\$ 1 Million, with associated secretariat costs fully incorporated, are a requirement.

#### **Resource mobilization strategy and funding gap**

The Secretariat presented key elements of the resource mobilization strategy, starting with the significant funding gap for the 10YFP for 2017-2022. A list of activities was proposed to engage new and existing donors including invitations to 10YFP activities, such as joining a “project selection committee” for the Trust Fund and opportunities to be involved in the strategic planning of the 10YFP until 2022. The resource mobilization strategy presented also highlighted other related actions such as the need to link 10YFP implementation to work on Green Economy, SCP and climate change.

Roles and responsibilities in the implementation of the resource mobilization strategy were presented to the Board including their specific role to assist the Secretariat in securing funding for voluntary contributions to the Trust Fund and for programmes, to bring the 10YFP onto the agenda of meetings and networks and to support engagement with existing and potential donors. Prioritized action points from the 10YFP Secretariat were also presented including establishment of a strategic collaboration with at least one financial institution as well as support to the Programmes and to National Focal Points.

The need to secure sufficient funding for the Secretariat was recognized by the Board. It was noted that additional funds raised will need to increase the value added of the 10YFP. Apart from the estimate for the

cost of the mid-term review, the Board agreed that the overall ambition of the resource mobilization strategy should be at this level. They also emphasized that the strategy tackles most sensitive issues, is focused, realistic and transparent.

#### **Recommendations:**

- The funding gaps for implementation as presented by the 10YFP Secretariat were recognised by the Board.
- The Board validated the proposed actions of the resource mobilization strategy.

## **6. ENGAGEMENT OF THE BOARD**

The absence of four, out of ten, Board members was commented upon with concern. Present Board members requested the Secretariat to signal the situation to the United Nations in New York.

The following decisions were made with regards to the Board's forthcoming meetings and participation in other key events:

- The extended Board meeting, with joint sessions with the 10YFP programmes' co-leads, will take place on the week of the 15<sup>th</sup> of May, in Paris, France;
- The following Board meeting is proposed to be back to back with the IACG meeting; holding this meeting in proximity of UNEA 3 may be envisaged. This will be confirmed at the next board meeting;
- Board members from Africa and Latin America will participate in the South-South Cooperation Conference on SCP, 6-7 April 2017 in Brasilia, Brazil.
- The Board recognizes the need for continuity for the 10YFP at mid-term and at this strategic time. It is therefore agreed that the current Board will continue to serve until the nomination of the next Board, due in Autumn 2017, is complete.

## **7. STRENGTHENING VISIBILITY OF THE 10YFP**

The Secretariat presented an overview of the 10YFP communications strategy for the period of 2016-2018. The main challenge identified for communications is to make the 10YFP **THE** identified vehicle for the shift to sustainable consumption and production (the strong connection between SCP and the 10YFP is still not acknowledged enough, both by external and internal stakeholders). Key target audiences are: policy and business decision makers (external), and all stakeholders involved in the 10YFP (internal - includes governments, NGOs, some businesses, national and stakeholder focal points, and UN agencies).

The communications channels considered are: events, social media (*Twitter, LinkedIn, Facebook, and YouTube*), newsletters, websites and other possible 10YFP and UN Environment dissemination opportunities as well as media relations. A communications tools inventory presented tools that are already in use, and new ones planned to be developed. The communications strategy is structured around three key objectives: strengthen the brand; better engage key actors (both internal and external); become the

reference for Sustainable Consumption and Production. A set of actions is defined to address each objective, among which the development of a messaging platform (corresponding to the 10YFP six programmes) which is a key requirement for the success of the whole communication.

The need for co-branding of the UN Environment sustainable lifestyles campaign as part of the 10YFP was raised by Board members, noting that this should be communicated to UN Environment senior management. It was noted that communications should focus around stories involving people, and that a more coherent and structured approach to using social media was required (e.g. using one Twitter account). The potential for using champions and awards, the latter potentially for the private sector, to spread the word on the existence and the value-added of the 10YFP was mentioned.

## 8. MAIN DECISIONS AND RECOMMENDATIONS OF SIXTH MEETING OF THE 10YFP BOARD

- The **next (7<sup>th</sup>) meeting of the 10YFP Board** will take place in Paris in the week of 15-19<sup>th</sup> May and will be held back-to-back, and overlapping with, a meeting of the 10YFP programmes.
- The elements and procedures for the **10YFP mid-term review independent evaluation**, will be reviewed at the next Board meeting.
- **An event and related activities on the 10YFP** is recommended to be undertaken at **HLPF 2018**, highlighting the 10YFP's contribution to SDG 12.
- **The scope of the proposed 10YFP conference in 2018 should be reviewed** one year prior to its proposed date.
- The Secretariat is invited to collect inputs broader "**Movement on SCP**" going beyond the formal boundaries of the 10YFP, results of which may be discussed with the programmes in the May meeting.
- The **Board recognized funding gaps** faced by the 10YFP, including the Secretariat, and **validated the proposed actions in the draft resource mobilization strategy**.
- The need for deeper engagement of donors in discussions and decision-making processes was recognized.
- The Board approved the presence and active participation of its **African and Latin American and Caribbean members** at the South-South Cooperation Conference in Brasilia on 6-7<sup>th</sup> April, 2017.