



Global Donor
Platform for
Rural Development

A YEAR IN REVIEW

GDPRD Communications in 2023

Board Meeting
6 February 2023

Catalysing communications



2021-2022

New communication strategy

Modernize communication and knowledge sharing infrastructure

Modernize approach, content, messaging and brand

2023

Establish GDPRD as collective thought leader with results-driven agenda

Outreach around Platform workstreams and thematic working groups

Increase audience engagement and reach

Share information and knowledge in new ways

20th Anniversary

2024

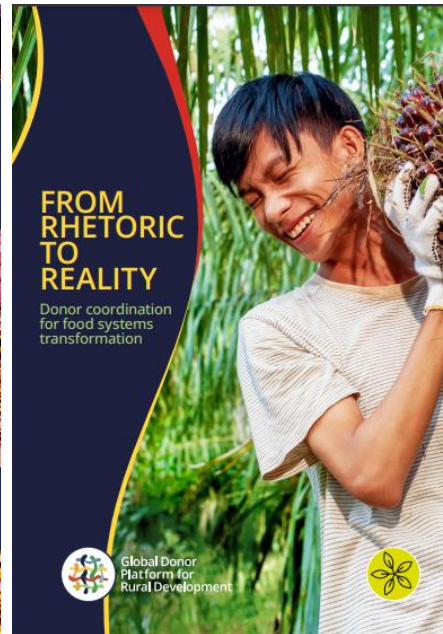
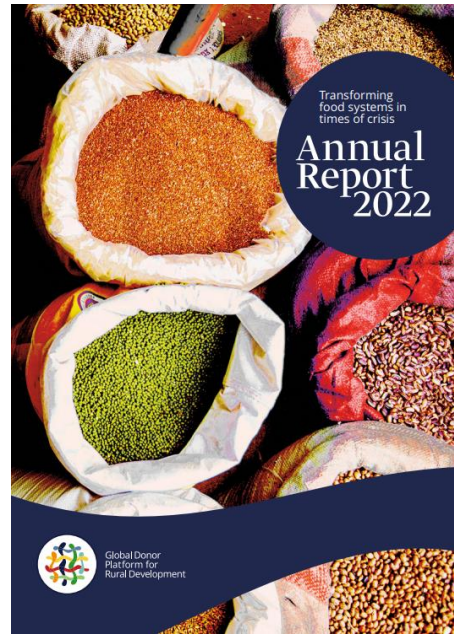
Target outreach and products to global priorities and themes

Increase strategic influencing through social media

Horizon scan of audience needs and recalibrate approach

Strengthen advocacy and knowledge management tools

Flagship products



Events



13 February
Assessing the Data 'Quantum' Leap in Agriculture and Food Systems: Consultations for New Strategic Directions

Co-organizers: European Commission, IFAD, Global Partnership for Sustainable Development Data



27 June 2023
Donor Coordination for Food Systems Transformation: A Forward Agenda

Co-organizers: European Commission, IFAD



24 July 2023
UN FSS+2 Stocktaking Moment Side Event: Innovative donor approaches to sustainable finance for food systems transformation

Co-organizer: Shamba Centre for Food & Climate

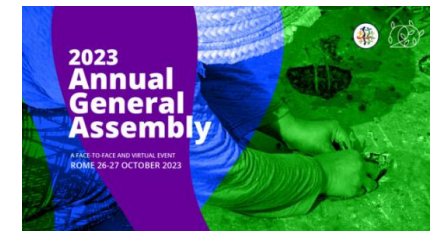


23 October 2023
CFS 51 Side Event 03: Innovative approaches to sustainable finance for food systems transformation

Co-organizers: Shamba Centre for Food & Climate, UK FCDO, South Africa - Western Cape Government, WFP



24 October 2023
Senior Managers Meeting



26-27 October 2023
Annual General Assembly 2023

Interviews and podcasts



18 December 2023

Navigating challenges in climate, conflict, and food security



25 April 2023

Podcast | David Laborde



31 March 2023

Data for a better world



11 August 2023

Reflections on a transformative co-chair term



31 July 2023

Podcast | Jo Puri



16 February 2023

Keeping the humanitarian-development-peace nexus at centre stage



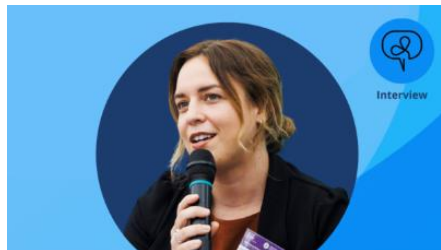
31 May 2023

Building resilience to safeguard our most vulnerable



30 March 2023

Decent employment and a voice at the table for our rural youth



18 January 2024

Innovative and proven approaches to amplifying donor funding for agricultural development



9 January 2024

Building momentum for a sustainable future: Parting insights from our Australian Co-Chair



28 February 2023

Podcast | Ron Hartman



9 August 2023

The future of AI in food systems

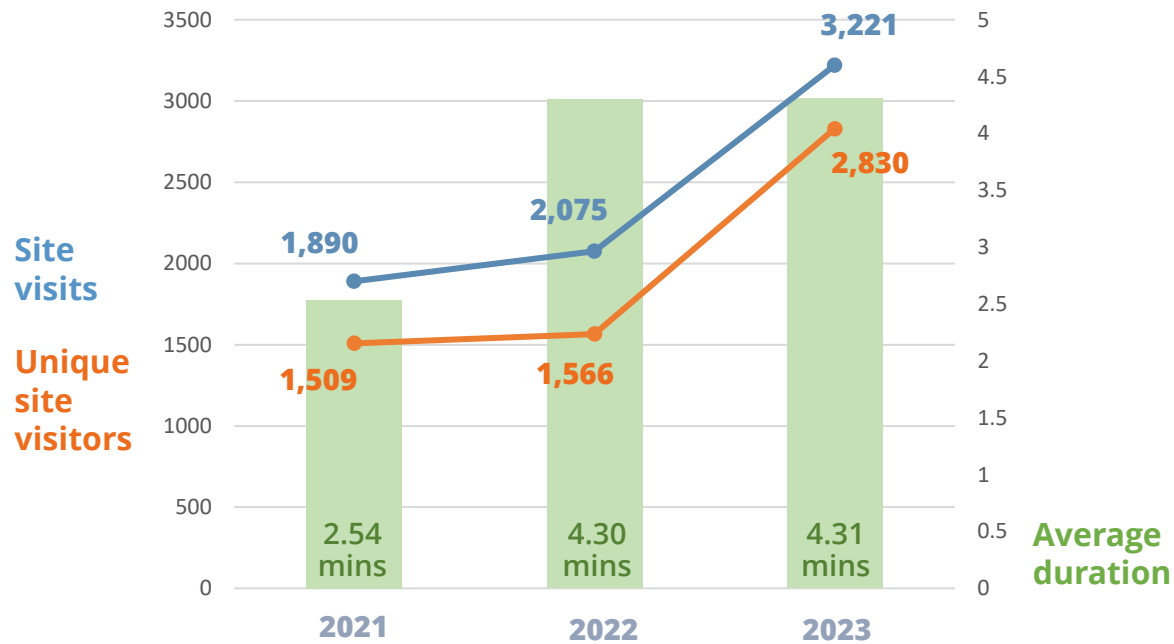


31 January 2023

Interview Series on Donor Coordination: Iris Krebber, Foreign, Commonwealth and Development Office (FCDO), UK

Website

Average visits per month



From 2022 to 2023

Total site visits
increased from
24,899 to 38,657

+55% increase

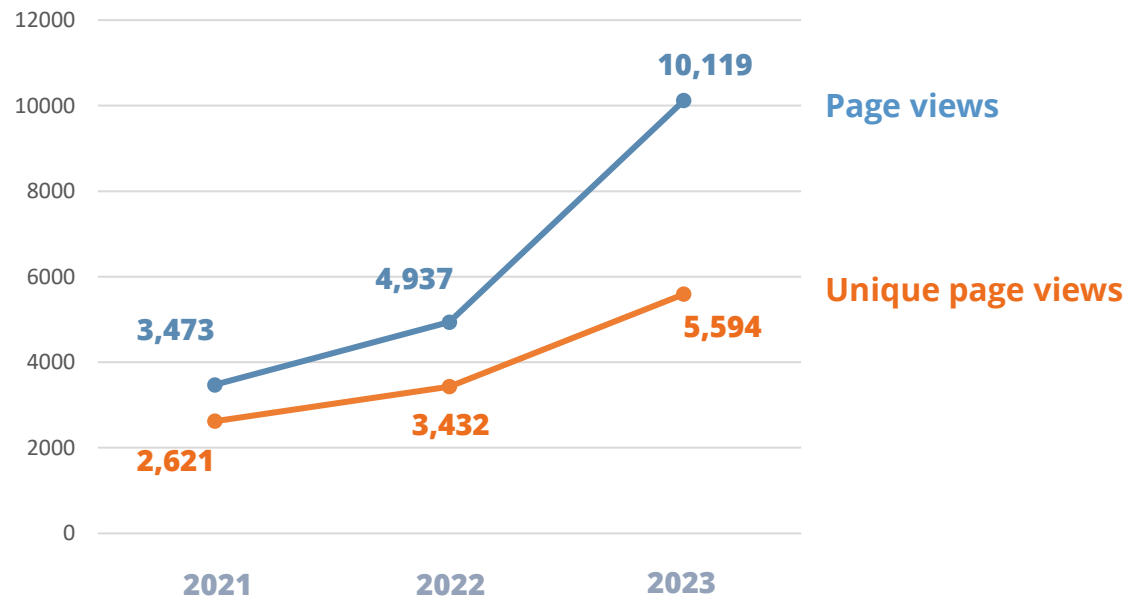
Total unique site visitors
increased from
18,796 to 33,958

+81% increase

Average visit duration
4.31 mins

Website

Average page views per month



From 2022 to 2023

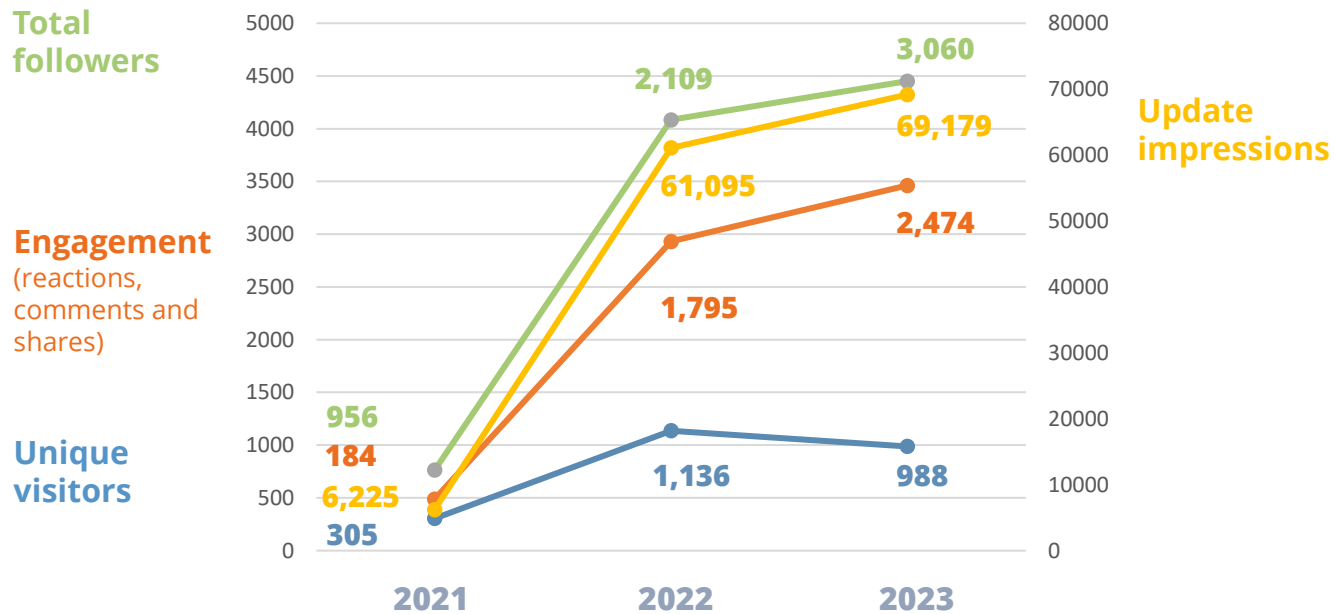
Total page views
increased from
59,242 to 121,425

+105% increase

Total page views
increased from
41,186 to 67,133

+63% increase

LinkedIn



From 2022

- Number of followers **+45%**
- Engagement **+38%**
- Update impressions **+13%**

As of today
3,136 followers

Our LinkedIn followers

Seniority:

50% hold senior positions including Directors, VPs, Managers and Partners

30% hold junior positions

Industry:

38% from international trade and development, non-profit organizations, international affairs and government, emergency aid

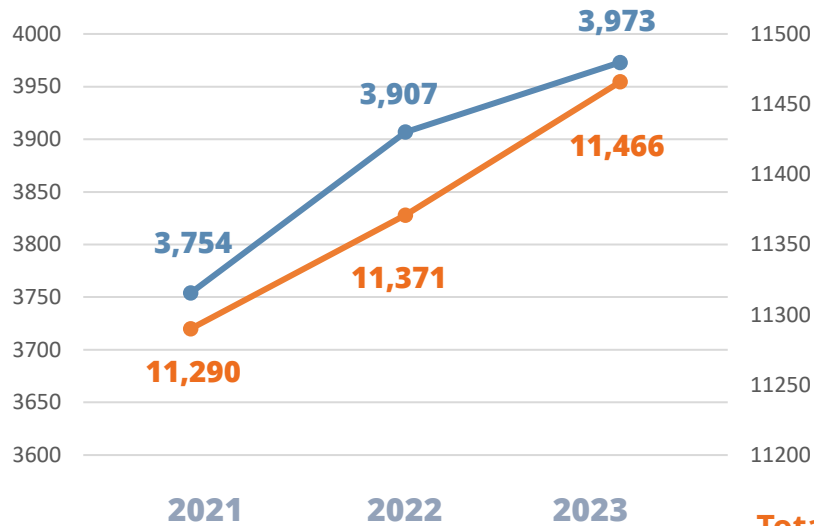
10% from research and academia

5% from civic and social organizations

3% from farming

X/Twitter

Total followers




Total number of tweets and retweets

Instagram



Launched in June 2023

donorplatform 

Verified badge account obtained from Meta in August 2023

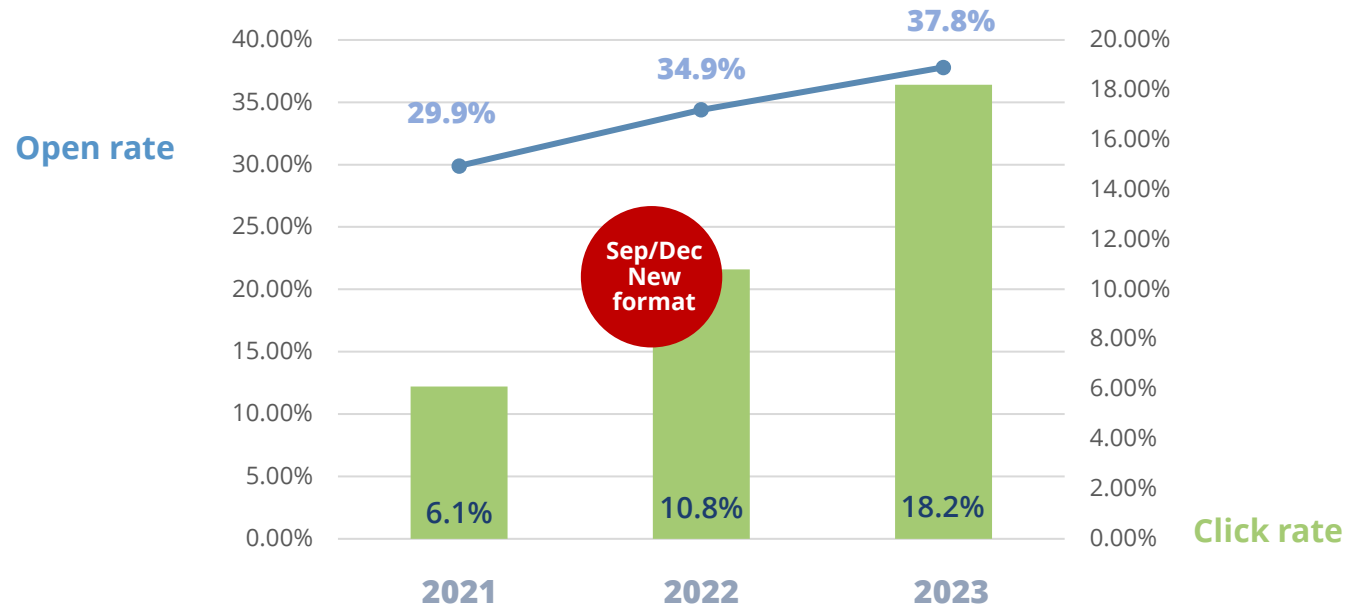
Area for growth and continued engagement with youth in 2024

As of today
69 followers

Newsletter

eUpdate

The quarterly newsletter of the Global Donor Platform for Rural Development




Food Systems Recommendations Database

New microsite released in October 2023 with a dashboard and plug-in.

Food Systems Recommendations Database


This database was developed by the GDPRD to collate and summarize recommendations from key international reports related to food systems and rural development.

Recommendations with similar messages are grouped to form a clustered recommendation. All singular and clustered recommendations are allocated to thematic areas (eg. gender, climate, resilience).




Featured Report

The State of Food Security and Nutrition in the World 2023: Urbanization, agrifood systems transformation, and healthy diets across the rural-urban continuum



Latest Report

From Rhetoric to Reality: Donor Coordination for Food Systems Transformation



Trending

Agroecological and other innovative approaches for sustainable agriculture and food systems that enhance food security and nutrition

Reports
Report Recommendations
Clustered Recommendations

Search by thematic area Search by keywords

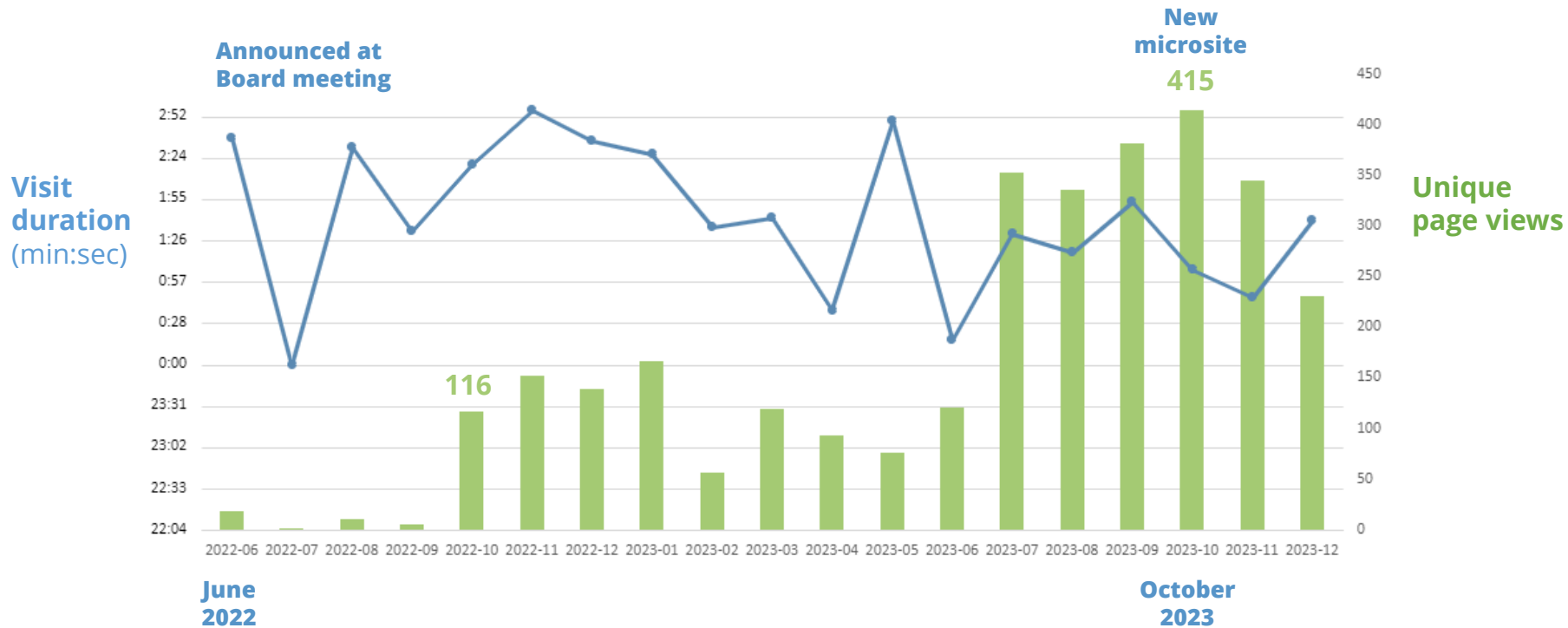
— Choose thematic —
▼
SEARCH
✕ Clear Search

158 results ↓ DOWNLOAD CSV

Invest in education, training and universal health care services.	Thematic Area: Public Services
<p>15 linked Recommendations View</p> <p>Basic investments in the quality of diets; quality of health; education; and water, sanitation and hygiene can improve childcare and feeding practices, maternal nutrition, dietary choices of consumers and food preparation</p>	<p>Report FAO, 2019.</p> <p>Thematic Areas Nutrition</p>
<p>Increase social protection and improve access to housing, health services and education for rural migrants and their families in urban centers.</p>	<p>Report Fan et al., 2013.</p> <p>Thematic Areas Empowerment and Inclusion Public Services Social Protection and Human Rights</p>
<p>Improve both public and private service system, including vocational training and foster efficient agricultural service organizations and enterprises, thus building a comprehensive service network covering all stages before, during and after production, including sustainable value chains.</p>	<p>Report G20, 2016.</p> <p>Thematic Areas Governance and enabling business environment Public Services Training and Skills Development</p>

Food Systems Recommendations Database

Average per month



As of today, the database includes:

- 55 reports
- 1,738 recommendations
- 158 clustered recommendations
- 31 themes

Unique page views increased from 116 in October 2022 to 415 in October 2023

Communications with a purpose

2024 WORKPLAN



SDG2 Road Map



Podcasts



Donor Coordination



Innovative Finance



Events



Blogs



Land Governance



Rural Youth Employment



Data



Interviews



Publications

Communications with a purpose

2024 WORKPLAN



Increased visibility of Platform's and members' activities, workstreams and events

Website

Social media

Publications, newsletters, op-ed articles

Leverage partnerships

Expanded modalities for outreach and influencing on social media

Interviews

Podcasts

AGA, thematic working groups, convenings

Expert partner(s)

Mini campaigns

Horizon scan completed and results implemented

Communications survey

Calibrate communications strategy

Web SEO analysis

Strengthened knowledge sharing and information exchange

Knowledge hubs

Food Systems Recommendations Database

New Food Systems Initiatives Database



Global Donor
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Thank you

www.donorplatform.org

GDPRD Food Systems Recommendations Database

www.donorplatform.org/recommendations-database