



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**

**20<sup>th</sup> Anniversary**

**2024**

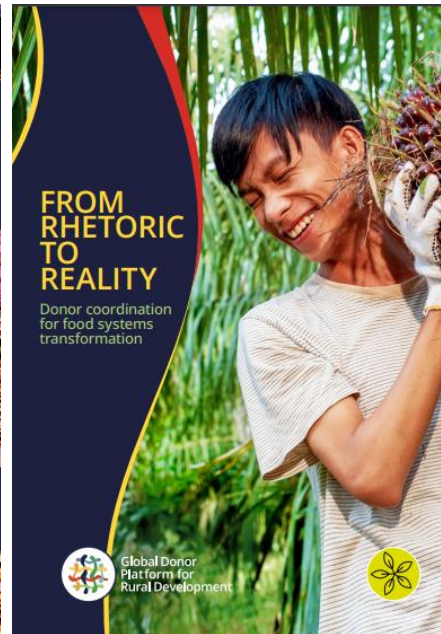
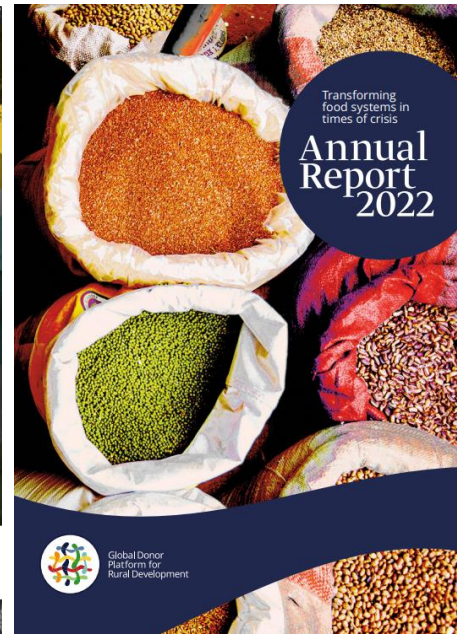
**Target outreach and products to global priorities and themes**

**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



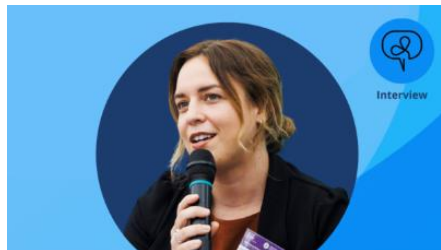
31 May 2023

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

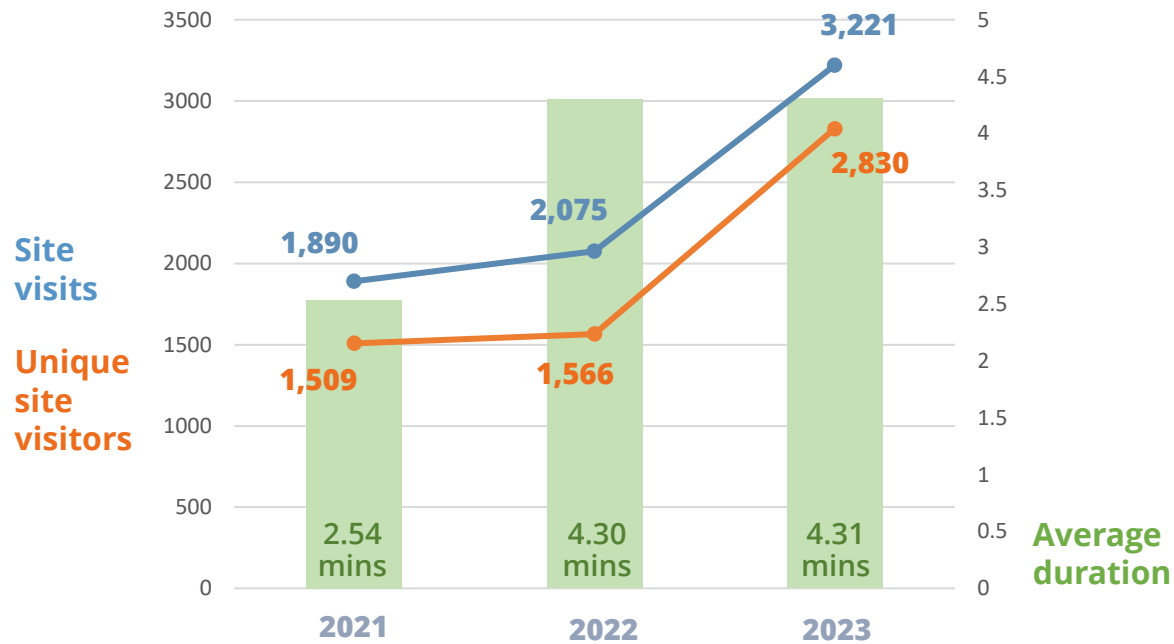


31 January 2023

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

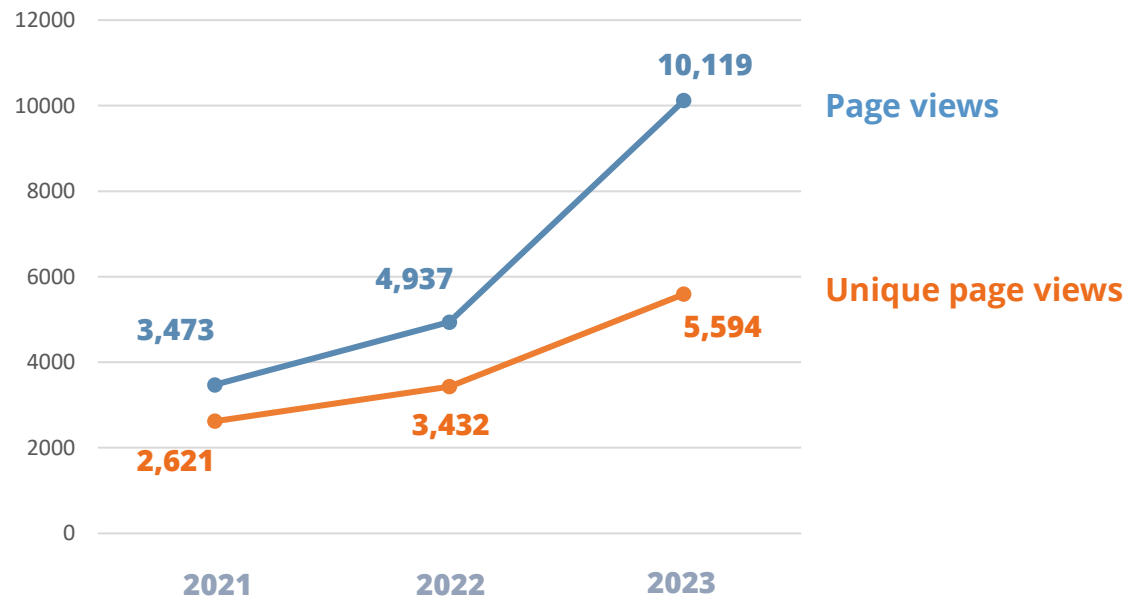
Total unique site visitors  
increased from  
18,796 to 33,958

+81% increase

Average visit duration  
4.31 mins

# Website

## Average page views per month



From 2022 to 2023

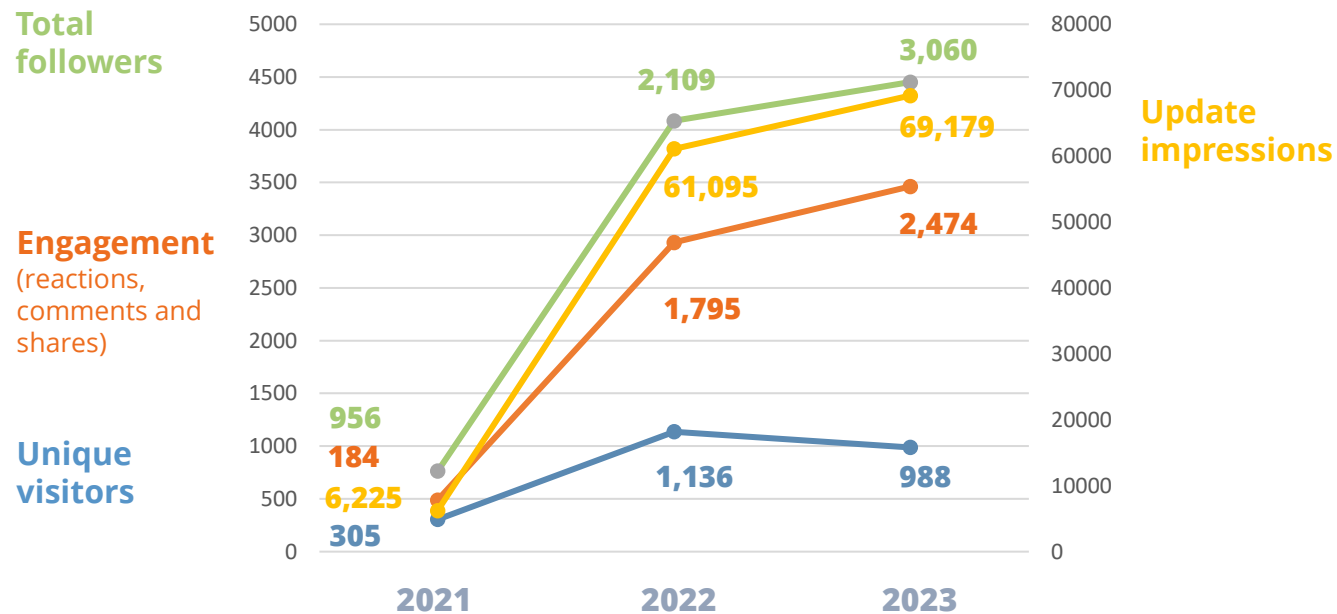
Total page views  
increased from  
59,242 to 121,425

+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

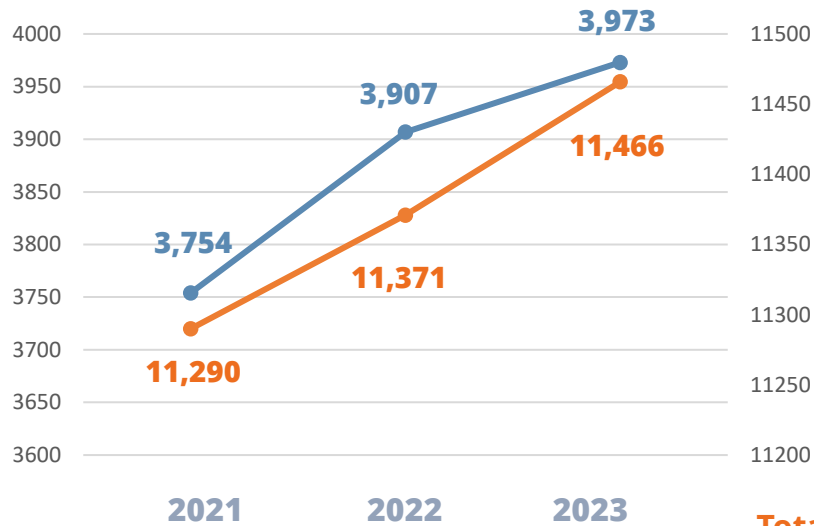
**3%** from farming



# X/Twitter

# Instagram


## Total followers



Total number of tweets and retweets



Launched in June 2023

donorplatform 

Verified badge account obtained from Meta in August 2023

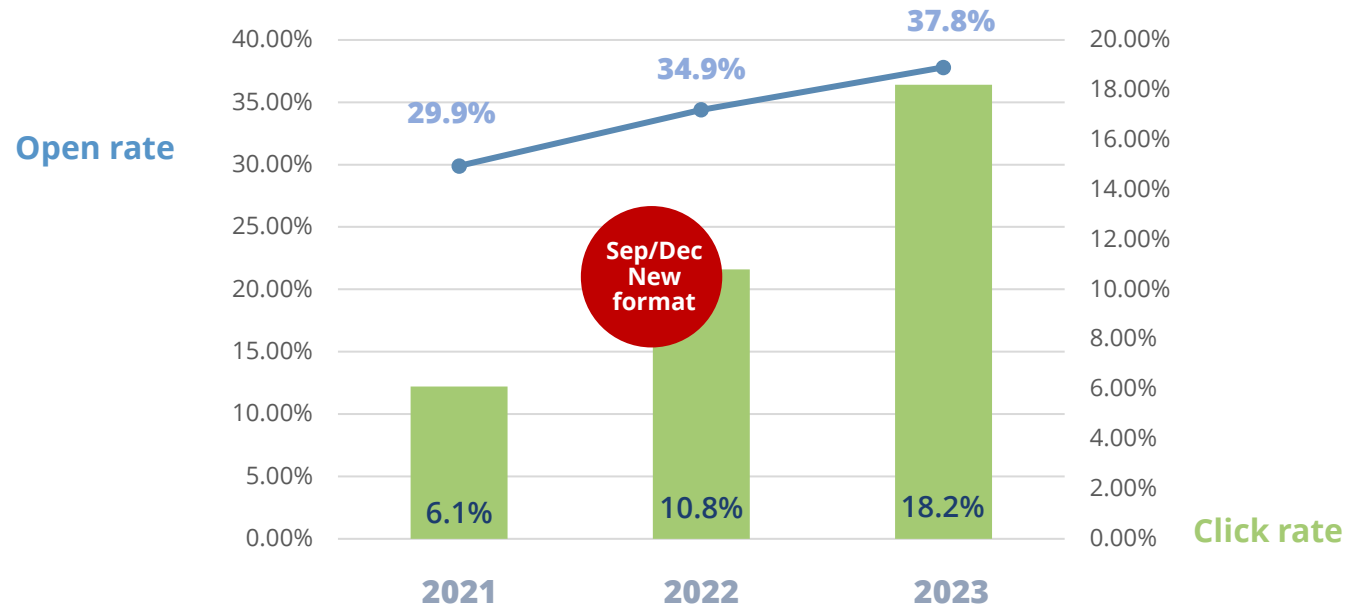
Area for growth and continued engagement with youth in 2024

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

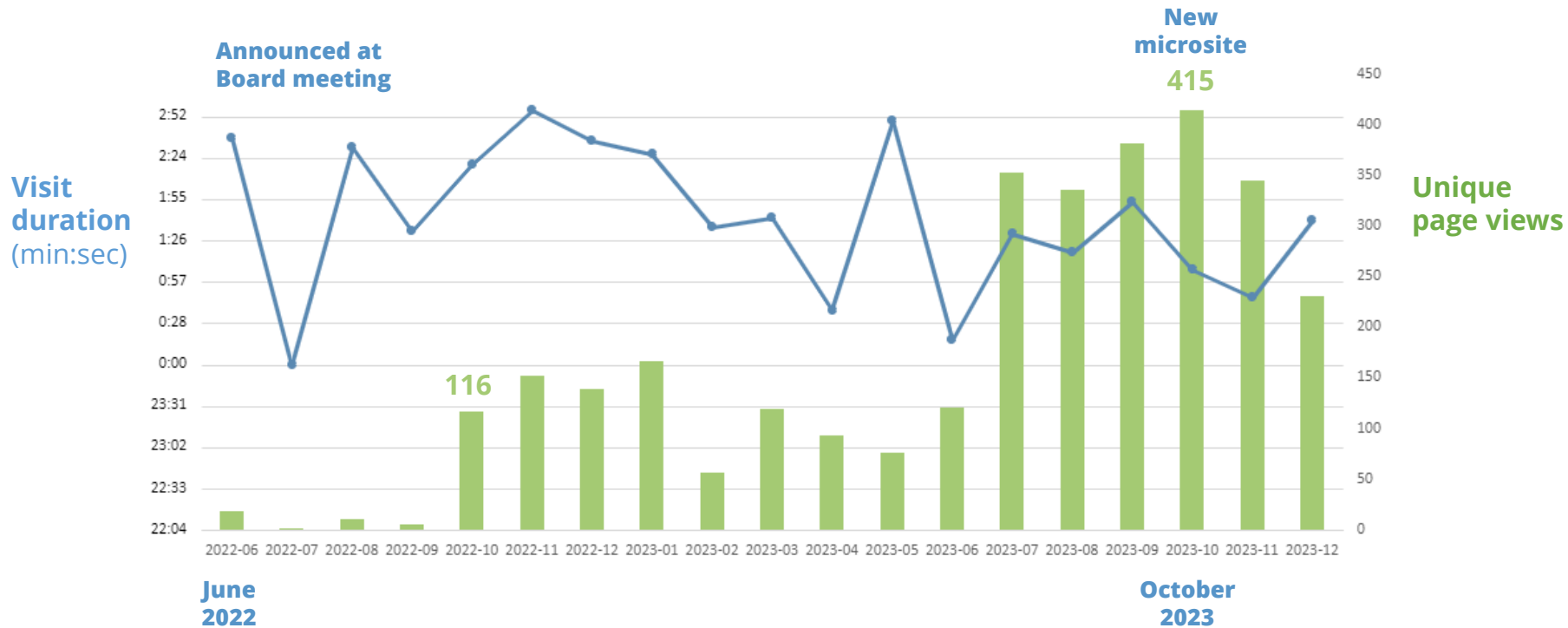
— Choose thematic —
SEARCH
✕ Clear Search

158 results ↓ DOWNLOAD CSV

Invest in education, training and universal health care services.	Thematic Area: <a href="#">Public Services</a>				
<p><b>15 linked Recommendations</b> <a href="#">View</a></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>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 150px;">Report</td> <td>FAO, 2019.</td> </tr> <tr> <td>Thematic Areas</td> <td>Nutrition</td> </tr> </table>	Report	FAO, 2019.	Thematic Areas	Nutrition
Report	FAO, 2019.				
Thematic Areas	Nutrition				
<p>Increase social protection and improve access to housing, health services and education for rural migrants and their families in urban centers.</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 150px;">Report</td> <td>Fan et al., 2013.</td> </tr> <tr> <td>Thematic Areas</td> <td>Empowerment and Inclusion Public Services Social Protection and Human Rights</td> </tr> </table>	Report	Fan et al., 2013.	Thematic Areas	Empowerment and Inclusion Public Services Social Protection and Human Rights
Report	Fan et al., 2013.				
Thematic Areas	Empowerment and Inclusion Public Services Social Protection and Human Rights				
<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>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 150px;">Report</td> <td>G20, 2016.</td> </tr> <tr> <td>Thematic Areas</td> <td>Governance and enabling business environment Public Services Training and Skills Development</td> </tr> </table>	Report	G20, 2016.	Thematic Areas	Governance and enabling business environment Public Services Training and Skills Development
Report	G20, 2016.				
Thematic Areas	Governance and enabling business environment Public Services Training and Skills Development				

# 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  
Platform for  
Rural Development

# Thank you

[www.donorplatform.org](http://www.donorplatform.org)

**GDPRD Food Systems Recommendations Database**

[www.donorplatform.org/recommendations-database](http://www.donorplatform.org/recommendations-database)