



Global Donor
Platform for
Rural Development

GDPRD COMMUNICATIONS

2024 review & 2025 outlook

Board Meeting

11 February 2025

Catalysing communications



2021-2023

Modernize communications approach, content and brand

Establish GDPRD as collective thought leader with results-driven agenda

Increase audience and engagement

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

2025

Strengthen coordination between members and partners through knowledge exchange and advocacy tools

Enhance visibility and engagement through web and social media channels

Develop value-add knowledge products relevant to international events

Flagship products

TECHNICAL NOTE

Unleashing the catalytic power of donor financing TO ACHIEVE SUSTAINABLE DEVELOPMENT GOAL 2

Oshani Perera, Carin Smaller, Kamal El Harby and Lysiane Lefebvre

SHAMBA CENTRE
for food & climate

Unleashing the catalytic power of donor financing TO ACHIEVE SUSTAINABLE DEVELOPMENT GOAL 2

Oshani Perera, Carin Smaller, Kamal El Harby and Lysiane Lefebvre

MEETING HIGHLIGHTS

2023 Annual General Assembly

20 years of rural development and aid effectiveness: Where are we now and where are we going?

26-27 October 2023
IFAD HQ IN ROME, ITALY AND VIRTUALLY

20 YEARS BRINGING DONORS TOGETHER

2024 Annual General Assembly

BACKGROUND PAPER

Financing Food Systems Transformation and Rural Revitalization: Opportunities and Challenges

DRAFT: This is a draft document prepared for the GDPRD Annual General Assembly (AGA). Following the AGA, it will be updated and reviewed before final publication. The paper is to stimulate discussion during the AGA, its contents do not necessarily reflect the positions or view of GDPRD members.

Authors: Jim Woodhill, Mandakini D. Surie and Kristal Jones
18 November 2024



ANNUAL REPORT 2023
Catalysing change and harmonizing impact: 20 years of donor coordination

2023 was a milestone year for the GDPRD as we celebrated our 20th anniversary.



Tristan Armstrong
Former GDPRD Co-Chair, 2021-2023, Australia

“20 years was that moment to reflect and ask what’s next, how the world has changed, and whether our strategies are fit for purpose and are addressing key issues.”
Read more



Conrad Rein
Former GDPRD Co-Chair, 2020-2023, European Commission

“I hope GDPRD members will become even more involved and see the Donor Platform as an important tool for coordination, for better impact on the ground and for improving the livelihoods of millions of people.”
Read more



Federica de Gaetano
Current GDPRD Co-Chair, Italian Agency for Development Cooperation (AICS)

“I have been following the GDPRD since the beginning of my career in food security. Knowledge sharing and networking among members and stakeholders are very useful for my daily work in a donor agency and keep me up-to-date on current issues.”
Read more

2024 MILESTONE: GOING PAPERLESS



The aid and development landscape has changed significantly over the past two decades.



GDPRD milestones

Events



28 March 2024
Donors as investment catalysts Webinar

Co-organizers: SAFIN, Marketlinks and USAID



28 March 2024
Agro-food Jobs for Youth in Egypt, Morocco and Tunisia Webinar

Thematic Working Group on Rural Youth Employment



26 June 2024
Decoding the Fundamentals of Development Finance Webinar



26 September 2024
Financing Food and Rural Development Webinar

Co-organizer: Shamba Centre for Food & Climate



4 November 2024
Jobs for Youth in the Agrifood Sector: Leveraging Micro and Small Enterprises Webinar

Thematic Working Group on Rural Youth Employment



14-15 October 2024
HARDs Meeting



16 October 2024
Senior Managers Meeting



26-27 November 2024
Annual General Assembly

Interviews, podcasts and media



8 January 2025
The importance of mainstreaming land in development targets



29 January 2025
Meet Genna Tesdall, new Co-Chair of GDFPRD's Thematic Working Group on Rural Youth Employment



20 May 2024
Feeding the future: Policy pathways to resilient food systems



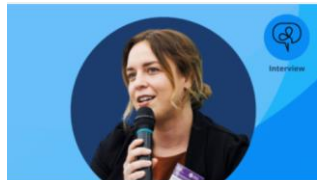
3 July 2024
Blended finance: Why now is the time to double down



8 February 2024
Interview Series on Donor Coordination: Juan Echanove, CARE International



24 January 2025
Moving Forward Together: Interview with new member UNDP



18 January 2024
Innovative and proven approaches to amplifying donor funding for agricultural development



25 October 2024
Academia's role in innovating food systems finance



30 January 2025
Sharing Donor Experiences for SDG2: Interview with new member GAFSP

Devex Global Voices 2024

“Bold decisions are paramount to making agrifood development finance more affordable and accessible.”

 **Federica de Gaetano**
Food Security Project Officer
Italian Agency for Development Cooperation

 **Bruce Campbell**
Senior Policy Advisor, Food Systems
Swiss Agency for Development and Cooperation

 Podcast

FARMS. FOOD. FUTURE.
IFAD
Innovating Agrifood Systems

Devex Global Voice 2024

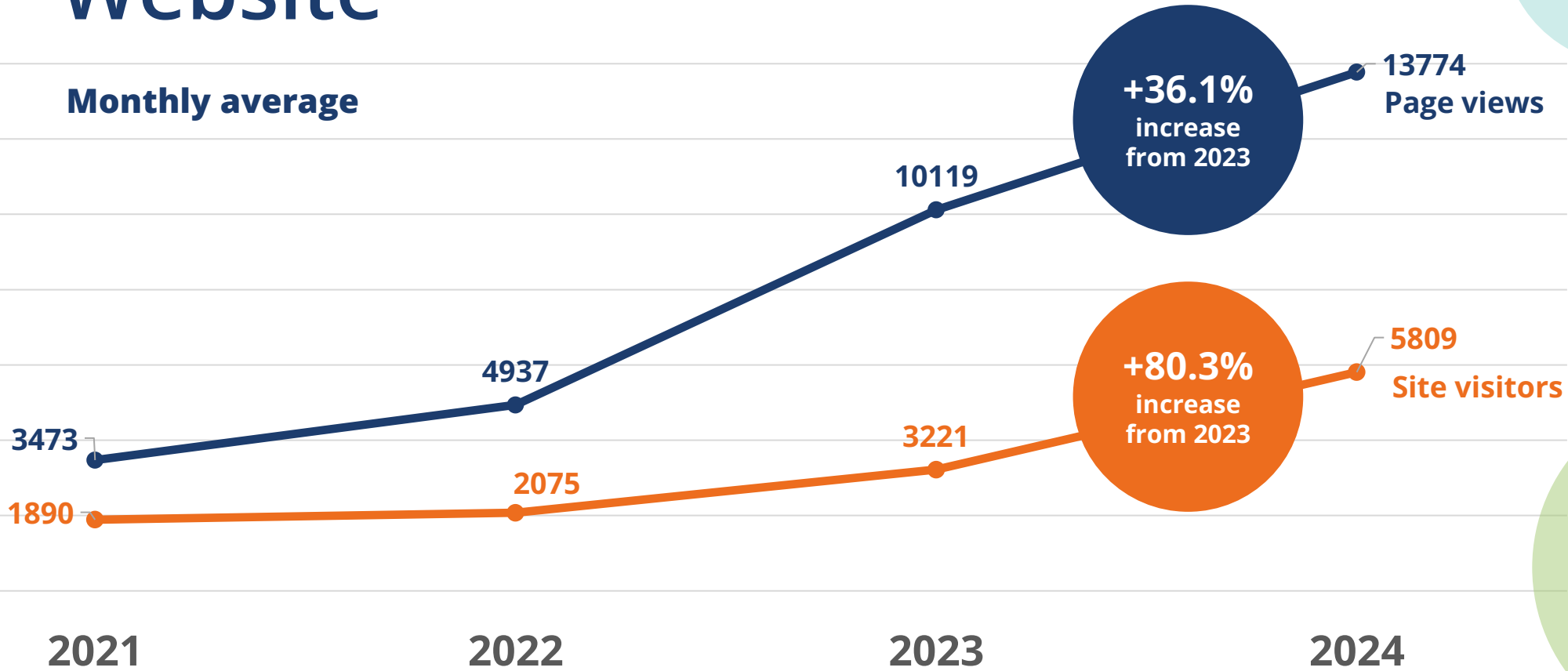
19 expert and new member interviews

10 podcasts

DIGITAL REACH AND ENGAGEMENT

Website

Monthly average

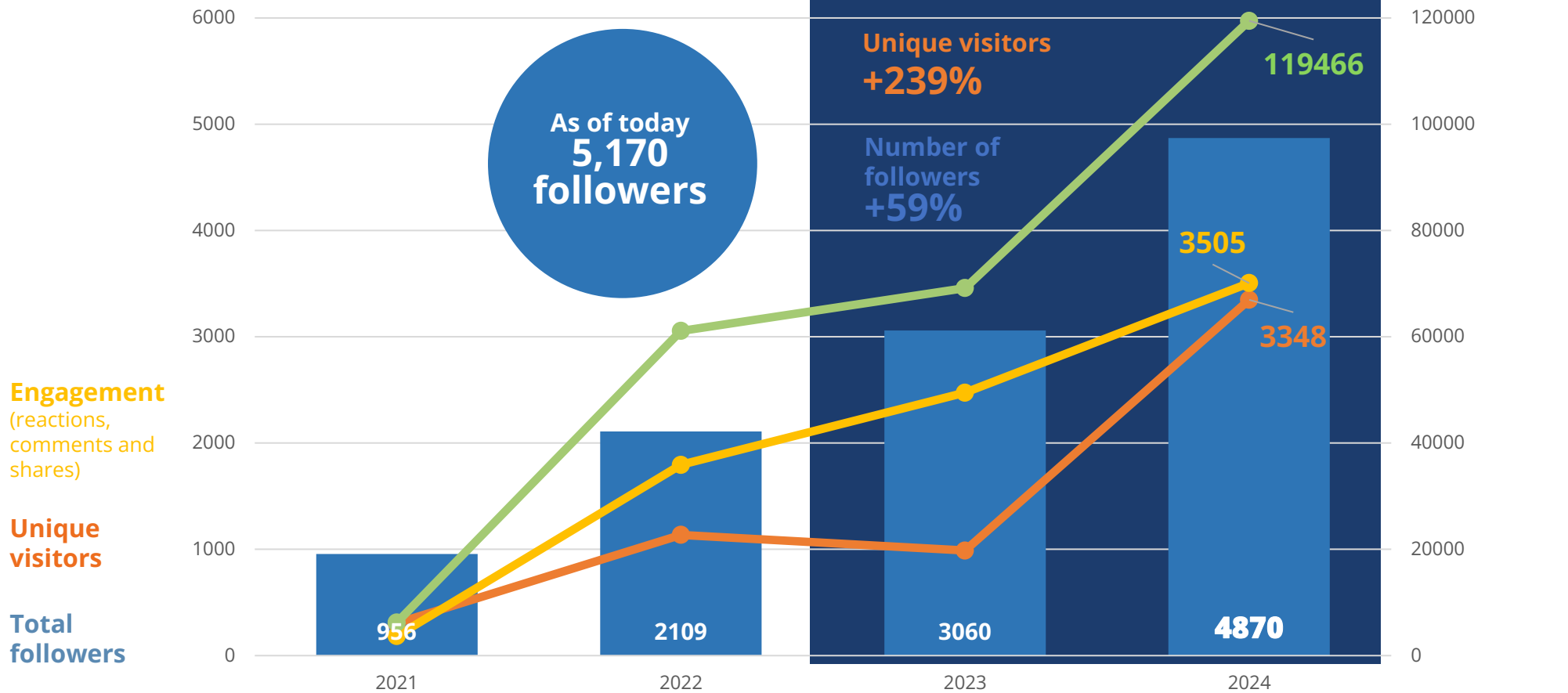


69,687
Total site visits 2024

165,290
Total page views 2024

2,774 hours or 166,444 mins
Spent on website

LinkedIn



Our LinkedIn followers

Seniority:

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

30% hold junior positions

Industry:

35% 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

6% from private sector

Instagram

donorplatform 

Launched in **June 2023**

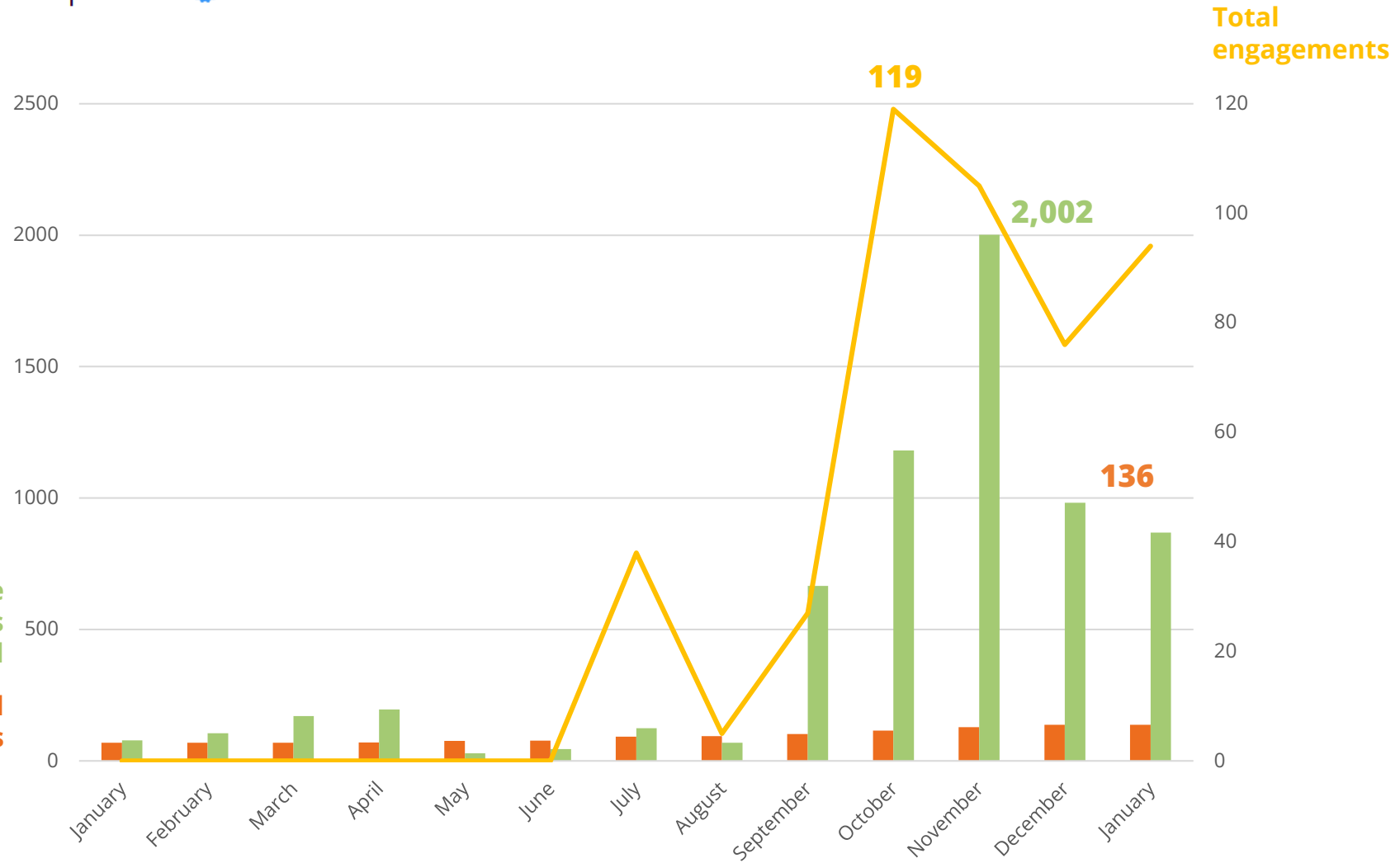
Verified badge account obtained from Meta in **August 2023**

Followers grew 103% from 69 (Feb 2024) to 140 (Feb 2025)



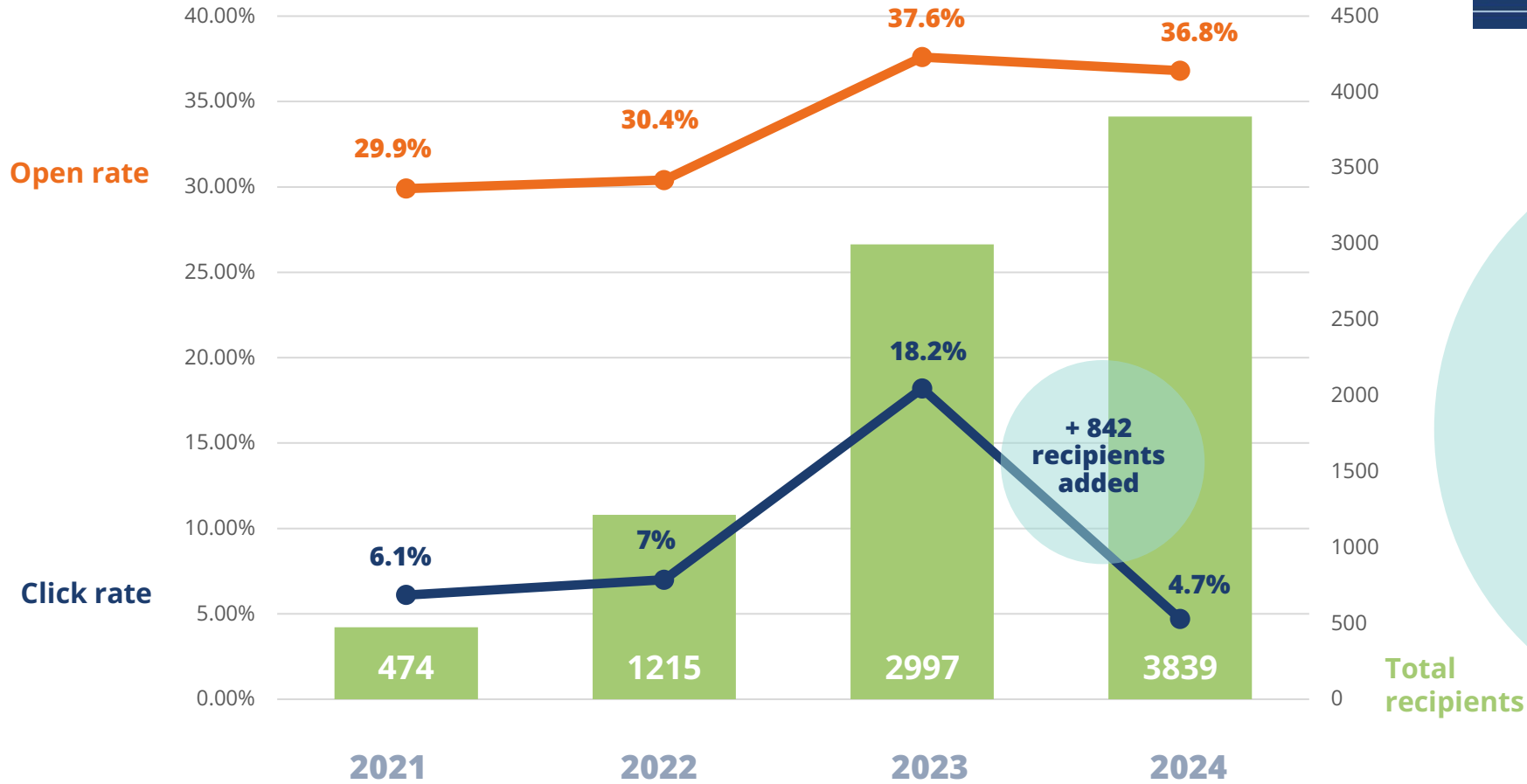
Unique accounts reached

Total followers





Newsletter



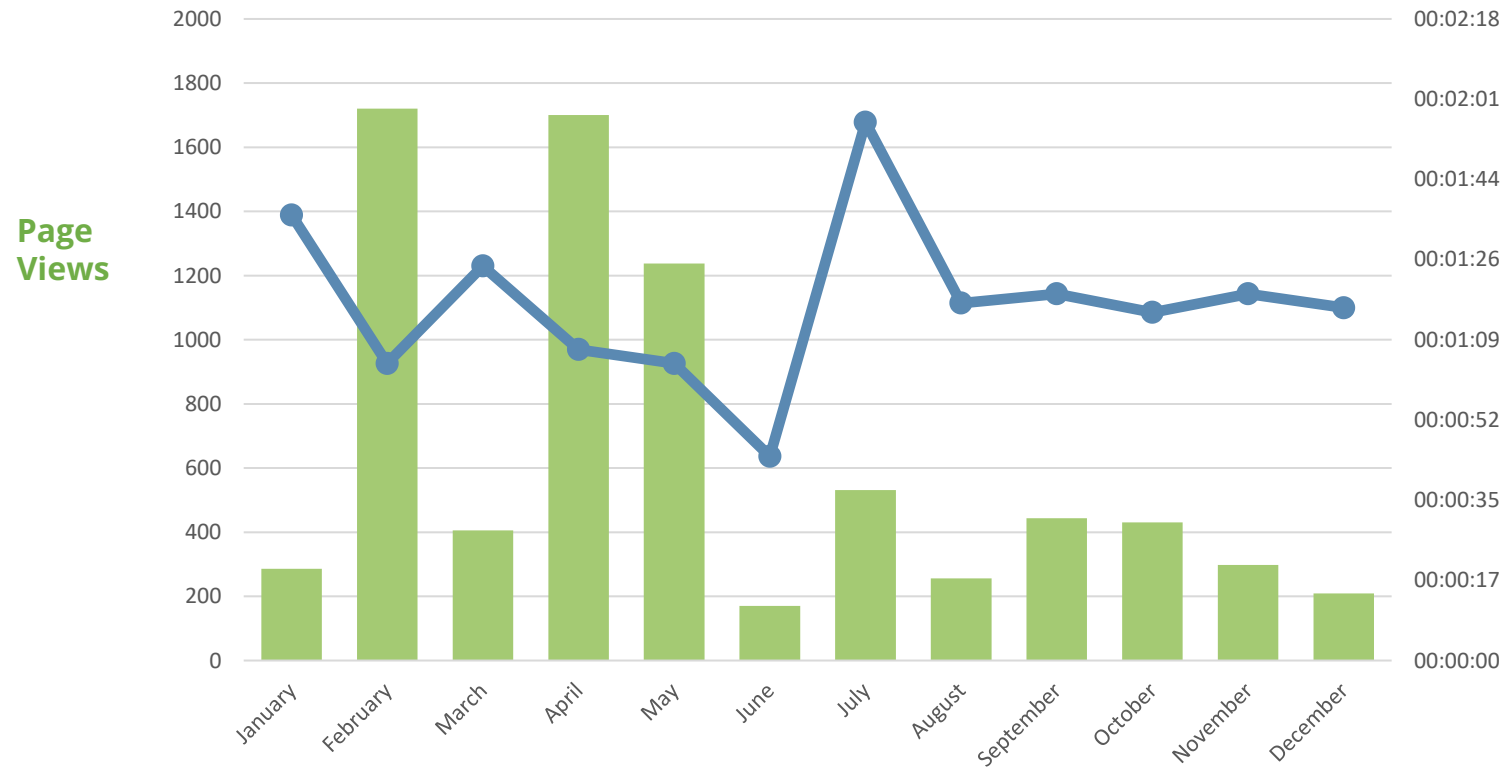
Spotlight on Winter 2024 edition

Open rate	Click rate
46.9%	8.8%

Review of mailing list → growth in engagement

Food Systems Recommendations Database

Month average in 2024



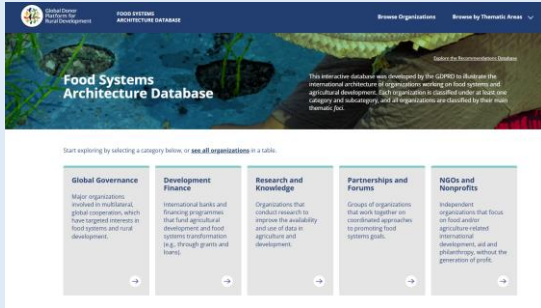
Visit duration (min:sec)



As of today, the database includes:

- 59 reports
- 2109 recommendations
- 167 clustered recommendations
- 31 themes

From 2023, average monthly page views increased by **185%**

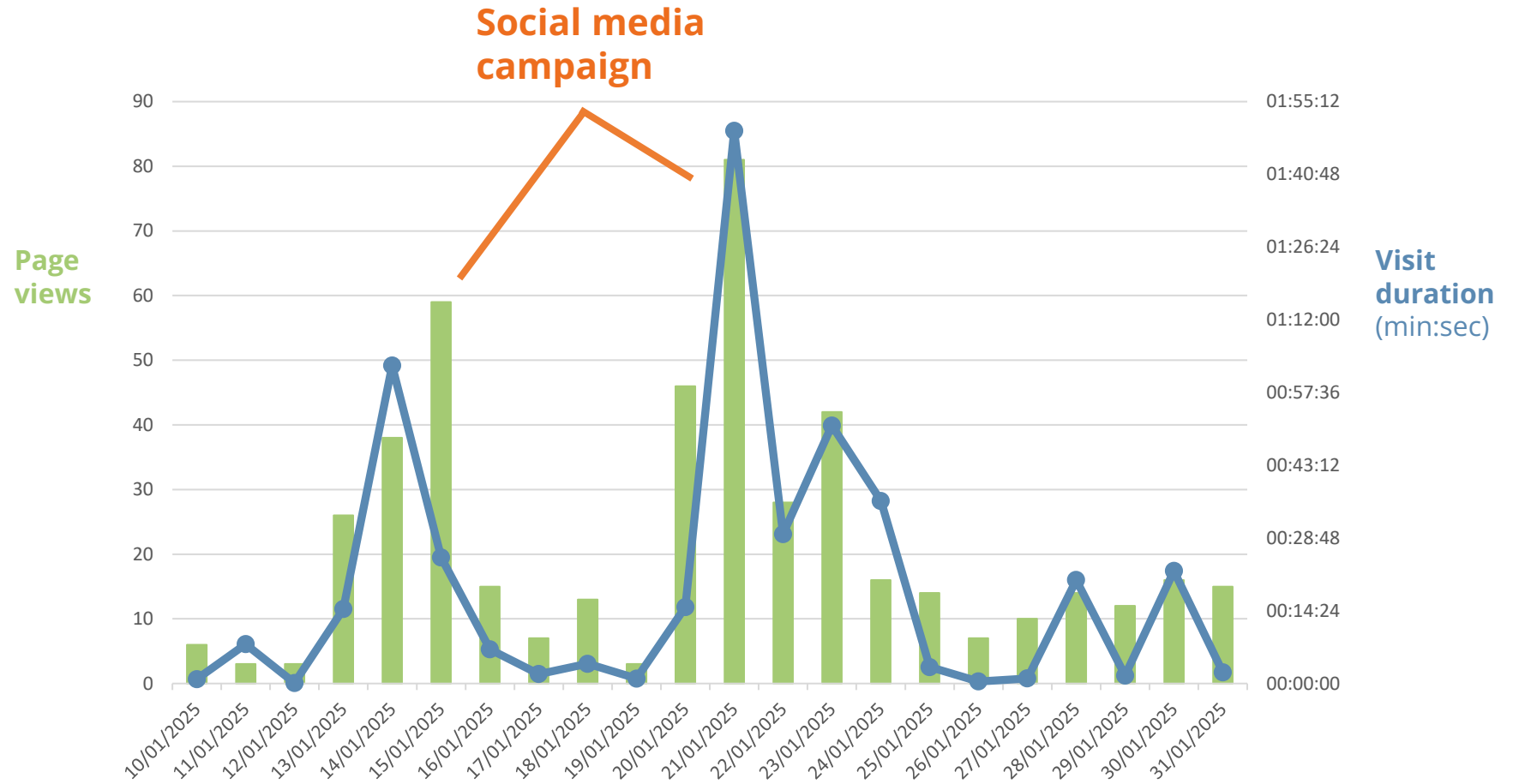


As of today, the database includes:

- 148 organizations
- 5 organization types
- 16 organization sub-types
- 10 thematic areas

49
new organizations
added in
December 2024

New Food Systems Architecture Database



Communications with a purpose

2025 WORKPLAN



SDG2 Road Map



Development Finance



Donor Coordination



Land Governance



Data



Podcasts



Blogs



Events



Publications



Rural Youth Employment



Interviews



Sustainable and Blended Finance

Communications with a purpose

2025 WORKPLAN



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

Website

Social media

Publications, newsletters, op-ed articles

Leveraging partnerships and media platforms

Expanded outreach and influencing on social media

Interviews and podcasts

AGA, thematic working groups convenings

Expert partner(s)

Mini campaigns

Strengthened knowledge sharing and advocacy tools

New membership web space for profiles and coordination opportunities

Value-add knowledge products relevant to international events

Food Systems Databases and thematic group knowledge hubs

Improved and updated advocacy tools

Expanded partnerships with communication contacts across membership, academia, research and the broader donor community

Advocacy



Presenting the
**Global Donor Platform
for Rural Development**

January 2025

Member profiles and web space



Global Donor Platform for Rural Development

GDPRD Website Member Profiles

Dear Members,

Thank you for taking the time to fill out this short form.

The website of the Global Donor Platform for Rural Development (GDPRD) is adding a new feature: [Member Profile pages](#). These pages will provide **up-to-date, relevant profiles of our members** to help donors learn more about each another.

Each member will be asked to provide information about their organization, including their thematic priorities within food systems and rural development, geographical foci, and other useful information. This will make it easier for others in the donor community to identify potential collaborations and partnerships.

We kindly ask that you provide the information listed below, to provide initial information for a personalized Member Profile on the Donor Platform [website](#).

The form is divided into two sections - Organizational Information and Engagement with the GDPRD - and **should take approximately 10-30 minutes to complete**.

On behalf of the Donor Platform Secretariat, thank you in advance for your valuable support.

mmztang@gmail.com [Switch account](#)



The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Section 1: Organizational Information

The following questions concern your organization to ensure we have the most up-to-date information and priorities.



MEMBER

Swiss Agency for Development and Cooperation (SDC)

The [Swiss Agency for Development and Cooperation \(SDC\)](#) is the agency for international cooperation of the Federal Department of Foreign Affairs (FDFA). The SDC is responsible for the overall coordination with other federal authorities of development cooperation and cooperation with Eastern Europe as well as for humanitarian aid delivered by the Swiss Confederation.

Swiss international cooperation, which is an integral part of the Federal Council's foreign policy, aims to alleviate need and poverty around the world, to foster respect for human rights, to promote democracy and to conserve the environment. It fosters economic self-reliance and state autonomy, contributes to the improvement of production conditions, helps address environmental problems, and ensures better access to education and basic healthcare services.

New policies and knowledge to share:

Agroecology Promotion Programme (APP) (LINK?)

Switzerland has been one of the front-runners positioning agroecology globally to support food systems transformation, notably following the aftermath of the UN Food Systems Summit in September 2021. This Agroecology Promotion Programme strengthens this momentum, by supporting the capacitation of, dissemination and implementation by leveraging actors to further embed agroecology within the civil society, policies and markets, globally, in Sub-Saharan Africa and South-East Asia.

Related Contents



Interview
KEEPING THE HUMANITARIAN-DEVELOPMENT-PEACE NEXUS AT CENTRE STAGE

Related Events



07 february 2025
@ 09:00 - 17:00

UNESCO World Food Systems
Chair Annual Symposium:
African Food Systems

The UNESCO Chair on World Food Systems
Annual Symposium this year focuses on African
food systems — their innovation, variety...



07 february 2025
@ 09:00 - 17:00

UNESCO World Food Systems
Chair Annual Symposium:
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Thank you

www.donorplatform.org

GDPRD Food Systems Databases

<https://www.donorplatform.org/resources/databases/>