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|  | **A black background with red and blue text  AI-generated content may be incorrect.** |  |
|  | **Crosscutting work area:**  **Convening, Advocacy and Communications** |  |
|  | **UN-REDD Multiyear Programming Document 2026–2030 Illustrative Support Overview** |  |
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|  | **Prepared by UN-REDD Programme**  **June 2025** |  |
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|  | *This brief has been prepared by the UN-REDD Programme team based on preliminary analysis, internal assessments, and strategic insights from prior engagements and consultations. It is intended to provide illustrative information on potential areas of UN-REDD support for the 2026–2030 period. The content, including indicative budgets and activities, is for donor engagement purposes only and has not yet been discussed or consulted with the respective country authorities. As such, it does not represent an official position or commitment from the country concerned or from the UN-REDD Programme.* |  |

# Crosscutting work area: Convening, Advocacy and Communications

# The Challenges

In today’s new world order, climate action is under intense pressure. Donors, governments, and citizens demand visible, credible, and fast-moving progress. Results are no longer optional—they are expected. But meaningful results are not achieved through technical solutions alone. **In reality, many climate efforts stall not only because of a lack of knowledge, capacity, or finance, but also due to fragmented priorities, low trust, political hesitation, and poor communication.**

This is especially true for REDD+. It is a complex, multi-dimensional solution that delivers on climate mitigation, biodiversity protection, sustainable livelihoods, and finance. But its full potential is often misunderstood or sidelined. REDD+ competes for attention in crowded policy spaces, where narratives are often shaped more by perception and politics than by evidence. This is where communications, advocacy, and convening become not just helpful—but fundamental. What we say, how we say it, and who hears it determines whether REDD+ is treated as a central solution or as an optional add-on. Clear, compelling, and strategic communication is essential to show how forest solutions connect to broader national goals—economic resilience, social inclusion, food security, and energy transition.

**The challenge is to communicate REDD+ in a way that is simple but not simplistic, credible but accessible, technical but relatable. Doing this well builds trust, unlocks ambition, and moves REDD+ from the margins to the mainstream.**

At the same time, policy change does not happen in a vacuum. Political will must be built. Advocacy helps elevate REDD+ as a national and international priority, shifting it from a technical proposal to a political commitment. It helps align incentives across sectors and constituencies and keeps forests on the agenda during critical decision-making windows. Without this kind of sustained advocacy, even the best ideas remain on paper.

Convening is the glue that holds it together. REDD+ requires collaboration between actors who often do not speak the same language—environment ministries, finance ministries, Indigenous Peoples, investors, farmers, civil society, and more. UN-REDD provides a neutral, credible platform to bring these actors together. Not just to talk—but to align, to negotiate, to co-create. In a fragmented landscape, this ability to broker trust and facilitate consensus is essential to unlock implementation at scale.

# The value proposition

UN-REDD has a unique and tested niche in this space. With over a decade of experience in more than 60 countries, it has built deep relationships, trust, and legitimacy. Its joint UN identity—across UNEP, UNDP, and FAO—gives it access to both technical systems and political leadership. Its role is not just to provide support but to connect the dots: between knowledge and action, between political narratives and field realities, between country ambitions and global expectations.

All of this is backed by the latest tools and insights. UN-REDD’s work draws on the [UN Secretary-General’s 2.0 Quintet of Change](https://www.un.org/two-zero/en), especially the use of data, digital technologies, and behavioral science. It uses evidence to shape decisions, stories to change minds, and dialogue to create durable consensus. In doing so, it ensures that REDD+ is not only understood—but supported, resourced, and implemented.

In the current global landscape, communications, advocacy, and convening are not add-ons. They are foundational. They determine whether REDD+ is able to deliver on its promise—and whether the world sees forests as the climate solution they truly are.

# Scenarios

| **Deliverables** | **Types of activities** |
| --- | --- |
| 1. Developing intelligent narratives & messaging frameworks for REDD+ | 1. **Applied narrative research:** perception mapping among business, finance, and political stakeholders 2. **Messaging frameworks co-designed with target groups** (e.g., ministries of finance, ESG investors) 3. **Language guides and narrative** packages tailored for integration into national development and climate communication 4. **Multi-format dissemination** (toolkits, talking points, media templates, briefs) |
| 1. Enhancing visibility and mobilizing support for forest actions | 1. **Campaign design:** Use social norms, emotional triggers, and incentives to influence decision-making and advocate for changes in support of forest conservation. **Global and regional media campaigns:** Collaborate with media outlets to amplify REDD+ / UN-REDD through compelling narratives, data-driven content, and expert voices. 2. **Storytelling and human impact:** Collect and share stories from REDD+ countries, supported by the UN-REDD Programme, with a focus on Indigenous Peoples, local communities, and gender equity. 3. **Digital and visual tools:** Use websites, videos, infographics, interactive dashboards, and AI-assisted content to simplify complex REDD+ topics and reach wider audiences. |
| 1. Building consensus and evidence-based advocacy for systemic change | 1. **Bi-annual high-level Forest Solutions Forum *(Davos-style; co-hosted with key regional actors):*** High-level discussions between ministers, finance leaders, and development partners to tackle bottlenecks and unlock ambition. **Advocacy at global fora:** Position REDD+ prominently at UNFCCC COPs, GCF board meetings, G20 climate tracks, and high-impact global events. 2. **Coalition and champion building:** Support regional and global REDD+ champions, including ministers, civil society leaders, and private sector influencers. **Convening dialogues/think tank meetings:** Closed-door political dialogues to build consensus on structural issues as well as to identify key challenges and solutions. |