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FOREWORD

Asia Steering Committee 2019 - 2021

This ILC Asia Strategy Revision is carried out on external considerations consisting of changes in the regional social, economic and political context where the influence of the ILC network operates, and internal considerations consisting of learning and recommendations from the first ILC Regional Implementation 2017-2018, and GLF and its Bangui Declaration 2018.

Most of the analysis made in the ILC Asia Strategy 2016-2021 is still relevant but the response to the situation requires changes to ensure acceleration of goals achievement, mainstreaming of land rights in Asia, building synergies of regional organisations, strong capacity, the stability and quality of internal regional governance of ILC Asia, and the availability of funds to ensure the sustainability of ILC Asia platforms.

What is new in the revised strategy?

First, this strategy encourages ILC Asia as a central role in securing land rights in the region, which connects NGOs, CSOs, and private sectors. ILC Asia can mediate as a platform that brings multiple platforms together, which bring grievances to high decision makers forums at national and regional levels. The ILC Asia also has mediating in convening annual Asia Regional Land Forum (ARLF), which can develop its ownership broadly including NGOs and private sectors. This function will be operated by the ILC Asia office, together with ILC member regional organizations in Asia.

Second, regrouping and inclusion of new platforms in the strategy. Platforms’ cornerstones have grown rapidly in the last three years so they need to be included in this strategy, towards achieving the Asia ILC strategy.

All platforms are grouped into 5 areas of concern consisting of Land Reform, Indigenous Peoples and Pastoralists Rights to Land, Women and girls access and control of Protection of Land and Environment Rights Defenders from Criminalization, Data Generation and Consolidation, and Strategic regional alliance on land rights in Asia.

Third, prioritizing the system data development to help members on reliable data to work on their respective strategies in their areas.

Fourth, resource mobilization. ILC Asia operations and its platforms in the next mission will be mainly funded by both ILC seed funds and co-funding, including the member contribution, member’s donors, and strategic partners.

Thank you,
INTRODUCTION

ILC's first triennial has ended along with the GLF event in Bandung in September 2018, as well as the moment of entering the second triennial 2019-2021. The first triennial has been evaluated and produced important recommendations for the implementation of the strategy for the next three years. This global recommendation requires the need to revise the strategy at the regional level. This change in strategy is necessary, not only to capture global recommendations, but to ensure the best operating experience and programs for the past three years can be included and improved.

Among the available relevant recommendations, adjusted recommendation for Asia include:

First, The engagement strategy with the NES and CBI platforms is considered still relevant, but it is necessary to incorporate transformative conditions to ensure a healthy growth of the platforms. Healthy and growing platform require the need for involvement and expansion of important actors to ensure transformation, and guarantee a democratic process of participation in the platform’s governance.

Second, ensuring connection between platforms is relevant for both NES and CBIs and vice versa, including CBIs with CBIs.

Third, efforts toward decentralization through strengthening regional platforms and the development of regional strategic alliances and advocacy, capacity building for FCFs, and fundraising strategies to support sustainability and to achieve the regional strategy targets.

The funding strategy will be arranged in such a way ensuring that seed funds are not the only source of budget, but must be supported by other funding (outward fund mobilization).
01.

BRIEF OF ILC ASIA

ILC Asia is a regional platform on land governance issues in Asia which believes:

1. People should be central in the policy agenda and discourse on land.
2. There should be dialogue of parties to address the land related governance and issues.
3. Local people should be empowered and organised to voice their land rights.

The coalition is established by mostly CBOs and CSOs, together with some IGOS. ILC Asia is a regional chapter of ILC global based in Italy.

ILC Asia regional platform is composed of

- 54 national and regional CSOs from 12 countries
- In terms of geographical division,
  - 5 members are based in Southeast Asia,
  - 3 members based in Central Asia,
  - and 4 members are based in South Asia.

02.

LAND ISSUES IN ASIA

The declining of democratic space in Asia in the past three years has made it increasingly difficult to fight for policy changes related to land and land reform, slowing down the protection of indigenous peoples and their territories, increasing violence, killings, and criminalisation to land and environmental activists across the region.

Massive infrastructure development is taking place both domestically and regionally, as a prerequisite for accelerating connectivity of global and regional goods and services.

Even though ILC members have encouraged the development of a shared platform, there are still many scattered strategic movements, networks, and engagements related to land that run on their own respective agendas.

the policy on land is weak, and information and data on land are scattered in various countries. As a result, vulnerable groups are becoming victims, especially

women, indigenous peoples, and rural youth.
03. STRATEGIC REGIONAL PRIORITIES

‘Bandung Declaration’ highlighted two main attentions to be addressed globally and regionally:

1. Protection for land and environmental defenders.
2. Putting back agrarian reform into national political agendas.

ILC Asia formulates a strategy by determining area of concern, control and influence in accordance with the ILC Global strategy of change.

ILC Asia connects various colors, scales and forms of different organizations under a common goal to ensure the achievement of people centered land governance at the grassroots level.

The various differences have been included in the 10 ILC commitments as a common commitment in implementing platform strategies.

3.1 Strategic Goals

It is targeted that by the end of 2021, ILC-Asia would have accomplished the following:

1. Influenced policy frameworks towards people-centered land governance where land rights of vulnerable and minority groups are enhanced and protected, and where administrative processes are fair, transparent and supported by reliable data.
2. Mobilized members, communities, CSOs, and development partners towards building a regional constituency to continually support, respond and protect land rights of vulnerable groups and communities.
3. Connected ILC members, partner communities and development partners in stopping displacement of indigenous peoples and discrimination of women and youth brought about by the growing land investments and other developmental aggression.

3.2 Main Themes, Area of Concern

The experience of operating and implementing the strategic programs especially NESes and CSIs over the past three years provides strategic learning that all operations and programs can be grouped into the common area of concerns, to incorporate the principles, capacity, expertise and resources into the same group reflecting the 10 ILC commitments, as follows:

1. Land Reform agenda in Asia
2. Indigenous Peoples and Pastoralists Rights to Land
3. Women and youth access and control over land and natural resources
4. Protecting Land and Environment Rights Defenders from Criminalisation
5. Data Generation and Consolidation on Land & Natural Resources
6. Shape Strategic regional alliance on land rights in Asia
ILC agenda on Land Reform group focus:

<table>
<thead>
<tr>
<th>Group</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group number 1</td>
<td>Articulates most of the 10 ILC commitments.</td>
</tr>
<tr>
<td>Group number 2</td>
<td>Articulates commitment number 3, 5, 9, and 10 respectively on recognition of diverse tenure systems, Indigenous rights, data, and actions against land grabbing.</td>
</tr>
<tr>
<td>Group number 3</td>
<td>Articulates commitment number 4 and 7, respectively on women rights and inclusion on land rights.</td>
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<tr>
<td>Group number 5</td>
<td>Articulates commitment number 8.</td>
</tr>
<tr>
<td>Group number 6</td>
<td>Reflects the commitment number 9 and 10.</td>
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</tbody>
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3.3 How we work; Strategic Intervention

ILC Asia operationalises its commitments through engagement strategies in:

1. National level (NES),
2. Transnationally (CBI),
3. Providing data and capacity building (Facilities) amongst the members.

All the platforms and facilities are interconnected by common goals under ILC Asia strategy, and supported by Regional Coordination Unit (RCU) that provide technical and strategical supports. The ILC Asia governance initiates regional advocacy and strategic alliance building to share and link the campaign, strategy and resources amongst regional networks.

3.4 National Engagement Strategies – NES

The goal of all NES processes is to promote a people-centred land governance at the country level.

3.5 Commitment Based Initiatives – CBIs

CBIs are initiatives shaped around a theme that relates to one or more of the ten ILC commitments to people-centred land governance, and are implemented across more than one country.

- Regional CBIs are initiatives with a regional focus, targeting key national and regional processes and actors with a high transformative potential.
- Global CBIs are global initiatives with a cross-regional focus which provide support to regional CBIs of the same theme and reform and influence global dialogues.

Member-led platforms have high network virility and are composed of the following key elements:

- A diverse platform of actors
- A transformative strategy
- An effective facilitator or focal point
- A transparent governance mechanism

3.6 Regional Campaign, Advocacy and Strategic Alliance Building

In this second term (2019-2023), campaigns, advocacy, and alliance regional strategic building needs be explicitly prioritised together with technical support toward NES and CBI services.

Main purpose of this program is:

- Ensure that the members voices are articulated and connected in the regional and global level.
- Ensure ILC Asia as the strategic regional interactor beyond ILC members in connecting strategies and resources of the regional organisations and partners.
- Ensuring the sustainability of the strategy and resources of ILC Asia.

3.7 Area of Influence

Projected until 2021,

- National platforms
  - In India, Philippines, Cambodia, Indonesia, Nepal, Bangladesh, Kyrgyzstan, and Mongolia will work to influence policy, agenda and practices in the respective countries.
### AREA OF CONCERNS

<table>
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<tr>
<th>National, Regional</th>
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</table>

#### Land Reform agenda in Asia
- **NES:** Indonesia, India, Philippines, Nepal, Cambodia, Bangladesh, Kyrgyzstan, Mongolia
- **CBR:** Family Farming, LWA, CBR910, RDI

#### Indigenous Peoples and Pastoralist’s Rights to Land
- **NES:** Indonesia, India, Philippines, Nepal, Cambodia, Bangladesh, Kyrgyzstan, Mongolia
- **CBR:** ILP/CBR 8, 4, and 5

#### Women and Youth access and control over land and natural resources
- **NES:** Indonesia, India, Nepal, Bangladesh, Kyrgyzstan
- **CBR:** CBR4, CBR7, LWA, Asia Leadership Program

#### Protecting Land and Environment Rights
Defenders from Criminalization
- **CBR910:** Asia Solidarity Fund

#### Data Generation and Consolidation on Land & Natural Resources
- **B NESes, CBR6, Land Matrix, Research Network, LWA**

#### Strategic regional alliance on land rights in Asia
- **CBR:** Annual Asia Regional Land Forum (ARLF), ILC Regional based Organizations

### AREA OF INFLUENCE - POLICY AGENDA AND PRACTICES

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### Three points of the strategic direction are as follows:

1. **From quantity focused into quality sustainable and transformative platforms.**
2. **From Members serving oriented into regional strategic alliance and advocacy-oriented building.**
3. **Embracing the ILC Asia ownership from members into public ownership.**

### ILC ASIA GOVERNANCE

**Regional Assembly and Regional Land Forum.**

The regional assembly is the highest policy making body in the region, while the Regional land forum will be a public forum to aggregate the latest state of land governance in the region, and an arena framed for regional institutions and platforms to share experiences, strategies, and resources.

**Policy Direction.**

The Asia Steering Committee provides the overall direction for ILC-Asia in consultation with the ILC Council. It will provide supervision to the Regional Coordination Unit (RCU) tasked to manage operation of ILC-Asia.
REFERENCES


Upholding the Land Rights amidst the Land Rush, Situation of BHR in Selected Countries in Asia, published by ANGOC, ILC Asia, etc., 2018.


International Land Coalition (ILC), Roadmap for the implementation of the ILC Strategy 2016-2021.

National Engagement Strategy (NES) in Indonesia, Konsorsium Pembangunan Agraria, Jakarta Selatan, Indonesia, 2014.


ANNEX

6.1 Annex 1: Expected outcomes towards promoting PCLG

REGIONAL TRENDS CHALLENGES STRATEGIC RESPONSE EXPECTED OUTCOMES

Sustained Economic Growth, Increasing Land Investments, Land Conflicts, and Criminalisation Weak policy frameworks and inefficient land administration.
• Non-recognition of P, minority, community & women’s land rights
• Bureaucratic inefficiency due to overlapping agency mandates, low budget, widespread corruption, lack of transparency

INFLUENCE Through NES, CILR and Regional Strategic Alliance building to influence.
• Land reform agenda in national and regional level
• Indigenous Peoples and Pastoralist’s Rights to Land, Natural Resources & Commons
• Rural Youth’s Rights to Land and Natural Resources

PCLG is reflected and implemented in the policies and practices of ILC’s concern areas.
RESULTS FRAMEWORK

Acknowledging the growing member initiatives in Asia region under International and Coalition platforms, ILC Asia will consistently meet the achievements expected by the ILC Global strategy 2016-2021.

In 2021, ILC Asia is expected:

- to reach at least 15 polices in 8 countries that adopting and integrating people centered land governance
- achieving 8 best practices on people centered land governance
- and 10 commitments are equally practiced regionally through program and action developed.
- in 8 countries the grassroot level farmers and indigenous people lands are recognized and legalised in.

ILC Asia will emerge as a strong, visible, regional coalition equipped with sufficient resources, a capable capacity and independently mobilizing resources for its members, and be considered as a coalition that helps to solve land problems in the region.

Every single related program under the coalition has to be connected each other, especially the cross cutting of Regional CBI initiatives, Global initiatives and the NES initiatives.

RESULTS FRAMEWORK TIMELINE

**2016**
- Members connected country based and thematic based
- Resources are mobilized
- Platforms and action plans in national and regional levels initiated
- 4 MOUs with Goats created
- ILC Asia Governance capacity is developed and institutionalised

**2018**
- PCLG is recognized and accepted in 8 policies of 5 countries
- 8 Regional transformative initiatives are selected
- Existing PCLG Best practices in 5 countries
- Peasants, local communities, and Indigenous peoples lands are recognized in 8 countries of Asia
- Regional Strategic Alliance hosted by ILC Asia is initiated
- ILC Asia Governance started to mobilize resources to the members

**2021**
- PCLG is recognized and accepted in 16 policies of 8 countries
- 8 National transformative platforms are selected
- 10 Regional transformative Platforms are selected
- Existing PCLG Best practices in 8 countries
- Peasants, local communities, and Indigenous peoples lands are recognized and legalised in 8 countries of Asia
- ILC Asia as a regional Interlocutor on land rights, connecting IGDS, CBOS, and Private Sectors
- ILC Asia Governance has capacity to mobilize resources to the members and to ILC Asia Governance
6.2 Annex 2 : Status of NES, CBI, and Facilities in ILC Asia 2018

NATIONAL ENGAGEMENT STRATEGIES (NES)

1. Land Forum of India (LFI). The platform comprises of 15 CSD members led by MARAG and SARRA.

2. LGWS (Land Governance Working Group) in Nepal is a multi-stakeholder platform on land governance in Nepal, hosted by CSRC. The platform consists of 12 members, including 4 ILC members.

3. KNPA in Indonesia. KNPA is an Indonesian CSOs platform for agrarian reform hosted by KPA. ILC members in Indonesia support KNPA by enacting national engagement strategy in line with the KNPA strategy. The technical operation of the members strategy is hosted by RMA.

4. LARBN in Cambodia. LARBN is a Cambodian CSOs platform on land led by NGO Forum, one of ILC members in the country. The technical operation of the members strategy is hosted by RMA.

5. Pasture Land Use Governance Platform hosted by KAFIU in Kyrgyzstan.

6. NES Bangladesh led by ALRI. ALRI is a network of people’s organizations and grassroots organizations, including 4 ILC members in the country.

7. NES Philippines. ILC members platform in Philippines led by ANIDOC.

COMMITMENT BASED INITIATIVE PLATFORMS AND FACILITIES

1. Asia Family Farming Initiative, led by AR Now and AFA.
   - The platform covers 10 countries: Bangladesh, Cambodia, India, Indonesia, Kyrgyzstan, Laos, Myanmar, Nepal, Philippines, Thailand.
   - ILC members participating in this initiative: AIPA, ANIDOC, CARFIL, CFA, COS, CNS, KPA, MDDI-Nepal, NIIF, PAKRANA, SARRA, STAR, Kumpatheka, SWADEPA, TRIM, UMAA, YKF.

2. Rangelands Initiative Asia, led by JASIL (CAPA) and MARAG (SAPA).
   - The initiative covers 10 countries: India, Bhutan, Afghanistan, Mongolia, Kyrgyzstan, Kazakhstan, Tajikistan, Turkmenistan, Bangladesh, Nepal.
   - The members are: JASIL, KAFIU KOI, MERA, RPS, CRI, NAMAS, Kyrgyzstan, NADO, MARAG, FEL, Prayatna Samiti, SAPA, Kompas, Dgbo Indigenous Peoples development Centre, Kaita Dary, Union.

   - This initiative covers 5 countries: Bangladesh, Cambodia, India, Indonesia and Nepal.
   - And there are 12 ILC members participate in this initiative;
     - For the non ILC members the group is planned to invite IMIF (International Women’s Rights Action Watch) Asia Pacific, WGWGO.3 by 2019.

4. Landrightsonw Platform led by AIPP. The main strategy is advancing Indigenous Peoples’ Land Rights Recognition through Evidence Based Advocacy.
   - This initiative covers 7 countries: Indonesia, India, Philippines, Cambodia, Nepal, Bangladesh and Malaysia.
   - And there are 13 ILC members participating in the initiative:
     - Society for Development of Drought Prone Area (SODPA), Consortium for Land Research and Policy Dialogue (CILARP), Bhratiya Jan Swa Acha (BJSA), Philippine Association for International Rural Development (PAIRD), NGOF, Prayatna Samiti, Asian Farmers Association for Sustainable Rural Development (AAFR), Foundation for Ecological Security (FES), Kawmee Foundation, Cordillera People’s Alliance, PACOS TRUST, JRP and PAKRANA.

5. Locally Managed Ecosystem Initiatives
   - This initiative covers 8 countries: Kyrgyzstan, Kazakhstan, Mongolia, India, Cambodia, Philippines, Indonesia, Italy.
   - There are about 16 members of ILC participating in the initiative:
     - KAFIU, UMA (Kyrgyzstan), BDEZ (Kazakhstan), JASIL, MAUL (Mongolia), Prayatna Samiti, Sawaihn, SARRA, TES (India), KPA, JEP (Indonesia), NGO Forum, Star Kumpatheka, AMRP Cambodia (Cambodia), PAKRANA, AFA (Philippines).

6. Youth Platform on Land rights; the strategy is focussing on rural youth leadership and their engagement on land rights movement.
   - This initiative is led by BM\\n
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20 2019-2021 REGIONAL STRATEGY

21
There are 4 ILC members participating in the initiative:

IRRI, Ekta Parishad, FNN and CDA.

It focuses on realizing poverty reduction, decent rural livelihoods, and enhancing food sovereignty by ensuring rural youth inclusion in land governance towards sustainable rural development in Asia region.

**Land Watch Asia**

The platform is led by ANGOC, with the main concern on sustainable, reliable and transparent data.

This initiative covers 8 countries: Bangladesh, Cambodia, India, Indonesia, Kyrgyzstan, Nepal, Pakistan, Philippines

and about 15 ILC members participating in the platform

AURD, STAR Kumpuchea, FNN, SARFA, FES, KPA, KAFUL, UNAGA, NCP, CSRC, MOGB-Nepal, KAFED, CAORC, NSP, AR Now!

**Research Network on Land in Asia**

The platform aims to connect researchers, ILC members to overview and map investment and capital on land, agriculture, and infrastructure in Asia.

The current member of the platform is

SAINS (host), AFA, ARPP, NGOF, and JAAM.

**Protection for Land Rights Defender and Engagement with Regional Institutions**

This initiative covers 6 countries: Bangladesh, Cambodia, India, Indonesia, Nepal, Philippines

and 11 ILC members participating in the initiative;

CDA, ARBAN, Stant K, SOE, Ekta Parishad, SEPPA, KPA, CSRC, NAGOC and AR Now; In term of engaging with regional action, it has initiated bridges with CHSAC, SARAD, SEAPS, and UN-Habitat.

**Solidarity Fund for Asia**

The solidarity fund is intended to prepare support for the emergency situation against farmers, land and environmental defenders. The focal point of the platform is IFAF, where the decision making mechanism included IILF Team, ASC, Kapasep and AIPP.

**Land Matrix**

Land Matrix is a global and independent land monitoring initiative. The overall goal of the initiative is to provide informed and inclusive decision making on land-based investment. In Asia, AFA and JAAM are the focal points for implementing this initiative.

**Leadership Program**

The program is intended to address capacity building for the young leaders amongst the ILC members.

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### 6.3 Annex 3: Communication Strategy 2019-2021

**CONNECT**

**OBJECTIVE 1.1**

Enhance information flow to, from and between ILC Asia members

One of the growing pains of becoming a larger network is finding the balance between a well-informed membership and an overburdened one.

**Target Audience:**

ILC membership – smaller groups within the membership, ILC Council, Regional Steering Committees, NOS & CBR Facilitators

**In collaboration with:**

Regional Media Contributors, NOS and CBR Facilitators

**Tools & Tactics:**

- **Membership:** An interactive membership online platform to promote dialogue, transparency, and cooperation within the network. In collaboration with the Corporate Sectors, frequent promotion of its use and technical support will be necessary to keep engagement levels high.

- **Monthly Newsletters:** Once a month, Asia newsletter is circulated to encourage members to “read, connect and engage” within the region, and also to flag national and regional important news.

- **Identify communications leads at country level:**

  - By establishing a working group of communication practitioners in member and partner organizations we can easily share information, strategies and request calls to action and support.

- **Face-to-face meetings:** Take advantage of existing meetings to disseminate reports, flyers for upcoming activities and events.

**OBJECTIVE 1.2**

Create spaces and opportunities for members to connect to global change makers (external)

ILC members are already interacting at various levels of intensity and complexity with change makers – formal and informal – at national, regional and global levels.

**Target Audience:**

ILC membership. In particular NOS Facilitators, opinion leaders in the areas of land rights, food security, poverty, environment, Indigenous Peoples among others, donors and strategic partners, government authorities.
In collaboration with:
Global Communication Team

Tools & Tactics:
1. Advocacy and campaigning support: create opportunities for members to engage in network-supported advocacy and campaigning activities, such as the Global Call to Action, the campaign for an International Decade of Family Farming, etc.

2. Developing key messages and identifying ILC ambassadors: identifying ILC ambassadors from the membership will help create a personality for the ILC and showcase its depth by providing a familiar and consistent image of a united network.

3. A unified and unifying identity: provide members with the resources to deliver a global visual identity, including ILC member logos, business cards, etc., to leverage the influence of a global network. We ARE stronger together!

MOBILISE

OBJECTIVE 2.1
Strengthen communications capacity of members (INT)

ILC has a special role to play in not only helping our members to recognize the value of communications but by providing the membership with the tools they need to join and advocate funds for better communications.

Target Audience:
ILC membership, smaller groups within the membership, ILC Council, Regional Steering Committees, NFG & CFI Facilitators

In collaboration with:
Multilateral, Regional Coordination Units

Tools & Tactics:
1. Promotion & dissemination of good practices in communications: ILC Asia communications should highlight and give special visibility to those who have seen exemplary results in their communication and media efforts.

2. Communications and media training and toolkits: toolkits should be made available to all NFG and CFI facilitators, and should include templates, good practices, suggested methodologies, resources, etc.

3. Social media packages: providing social media packages for campaigns, including pre-canned tweets and messages, infographics, powerful images, etc., will provide our membership with the tools they need to mobilize and stay consistent with messaging.

OBJECTIVE 2.2
Engaging and mobilising communities (EXT)

ILC should prioritise support to the engagement and mobilisation of whole communities—whether it be communities of practice or actual local communities. Mobilising communities allows the opportunity to listen to your audience and respond to emerging land issues in help achieve results and impact.

Target Audience:
Local communities, leaders and representatives of civil society organisations, local and specialised media

In collaboration with:
NFG Facilitators, Connect and Mobilise cluster

INFLUENCE

For influence to be possible, ILC Asia’s communications efforts and activities need to create the necessary conditions for change. This includes working with other sectors, such as the media and campaigns (where applicable) to be able to identify key moments and opportunities to present evidence and arguments for change.

OBJECTIVE 3.1
Increase visibility of members’ work and accomplishments (INT)

1. Media engagement and journalist award: in order to recognise their efforts and to create incentive for covering land issues in the media, ILC together with reputable news wires could offer a journalist award for outstanding land issues coverage.

2. ILC websites and social media - online marketing is a quick and effective way to reach a broad audience in a short amount of time. ILC Asia will mainly disseminate the campaign through social media.

OBJECTIVE 3.2
Raise ILC Asia’s profile & credibility while popularising concept and definition of people centred land governance (EXT)

Increased awareness and sharpened focus of the ILC Asia will help our members be more successful by making the ILC Asia more credible.

One of the first steps was creating a personality for ILC through the branding and visual identity exercise with ILC Asia’s membership.

The next step is popularizing the concept and definition of people centred land governance through the timely production of content and the building of campaigns on-the-top.

Last but not least, strengthening relationships with existing donors so that they continue to consider us a good investment while attracting new donors is essential for ILC Asia’s sustainability. What can we say, money makes the world go around.
Target Audience:
Change-makers (governments, political authorities and institutions, leaders and representatives of social movements and farmers organisations, donors and strategic partners, general public, media and journalists).

Tools & Tactics:
1. ILC website and social media - ILC’s website and social media accounts are our chance to make a great first impression on external audiences. That is why keeping an active, updated and engaging online presence based on quality content is key to keeping a high profile.

2. ILC Ambassadors - ILC Members have an important role to play when it comes to spreading the joint message and mission of the network. In particular, Council and Regional Steering Committee Members, who hold a political position in the ILC network and are representative of their constituents.

3. Op-eds - whether written by an ILC member, from within the secretariat or with other thought and opinion leaders on land rights issues, ILC should cultivate the writing of op-eds on current and high profile issues - plowing to the media for uptake and wide dissemination.

4. Multimedia - strengthening in quality multi-media content (both photos and videos) that documents land rights issues, members stories and good practices is a key component for ILC’s visual advocacy. Short 1-minute or less films can easily bring to life complex issues, opening up doors to a larger audience.

5. High quality corporate material - brochures, annual reports, public newsletters and any other promotional material are an opportunity to clearly present ILC’s added value and unique selling proposition - for strategic partners, donors and change makers alike.

INDICATORS / MONITORING
As communicators, our role is to keep our eyes and ears peaked for the small uptakes and ripple of our collective action as indicators. Has our content been shared by “change-makers” in the development and policy work?

Has it been cited by our members as a resource that they’ve used in meetings and policy discussions?

Has it shed a different perspective on an issue that has been discussed over and over again?

REFERENCE
- ILC Global Communication Strategy 2016-2021
- ILC Brand & Visual Identity Guidelines
- ILC Social Media Strategy
- ILC Web Guidelines
- ILC Slack Guidelines
- ILC Policy for Communications Requests

BACKGROUND

The estimated budget to implement the ILC Asia strategy is $5,900,000 USD. ILC secretariat pledged to secure $1,000,000 USD, therefore, ILC Asia and the platforms have to mobilise co-funding $4,900,000 USD.

The priority of the ILC Asia will be the capacity building of the Secretariat and focal points on resource mobilization, supports initiatives that align with the ILC platforms criteria, and contribute to the ILC Asia regional strategy implementation and ILC Asia priority areas.

The platforms criteria require transformative strategy with clear, high impact potential, democratic and transparent governance, high donor interest, and align with important global frameworks especially SDGs and WIGs.

GENERAL CHALLENGES
Globally donor budgets are decreasing, and there is a lot of competition for funds, inducing from ILC global members interested in land governance.

The current platforms/initiatives under ILC Asia are lack of refinement, yet some of them have strong potential to be co-funded by donors.

The limited capacity of the members on resource mobilization.

Annex 4: Resource Mobilisation Strategy