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## CELEP Activity Report 2019–20





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## CELEP action plan 2020 (revised June 2020)

### Events

CELEP ACTION PLAN 2019–20				June 2020 update
CELEP events (participation / own events)				
What	Who	When	What is needed	
<b>CELEP film festival – request to organise it at several places including Wageningen, Witzenhausen, IGC/IRC 2020 in Nairobi; possibility to organise it in Germany with European Shepherds Network (ESN – contact through Evelyn)</b>	Film-festival team: Margareta (DITSL), Ann (Agregol) and Koen (VSFB) It was suggested that, each time a festival is organised, someone from the film-festival team tries to join.	Throughout the year, depending on the opportunities	Budget + HR (time investment from the film-festival team)	Planned showings were postponed to 2021: LANDac, IGC/IRC. Showings this year might still be possible at the pastoralist days/weeks. The core-group will follow up on these options including organising an online film festival.
<b>IGC/IRC 25–30 Oct 2020</b>	Individual members to propose posters and oral presentations (LPP interested)			Postponed to 2021
· Propose posters and oral presentations	For the other activities: Mary (SNV), Anthony (WHH), Merciline (Cordaid) and Ken/Irene (RECONCILE)	Deadline for submitting abstracts and posters: 15 Nov ( <i>extended to 23 Dec</i> )	Budget for printing publications and CELEP poster + participation of CELEP members/partners	
· Film festival (above)				
· Booth (both CELEP publications and those of the members and partners)				
<b>Meeting FAO PKH + ILC RI Global meeting, 18–21 Nov in Rome</b>	Ken and Koen coordinate	Koen & Ken decide on participation; check with Gregorio & Fiona	Travel funds	2019
<b>Conference on Land Policy in Africa, Abidjan, Côte d'Ivoire + regional assembly ILC RI</b>	Ken/Irene and Edward (UCRT) coordinate; other CELEP members & partners welcome	21–24 Nov: ILC RI regional assembly 25–29 Nov: land policy Africa conference	CELEP posters	2019



<b>Conference in Addis Ababa on FAO technical guide to apply VGGTs in pastoral areas</b>	Koen coordinates with FAO & ILC to seek participation of CELEP members & partners	Early December		2019
<b>Pastoralist Days in Ethiopia (to be discussed with PFE as main organisers) and Kenya. Possibilities to have policy declarations, booths, etc.</b>	Ethiopia: PFE	To be announced	Budget, support, coordination	The core-group decided to follow up on this and is seeking ways to be active during the pastoralist days/weeks.
	Kenya: Ken/Irene, Merciline and Anthony	Dec 2019/Jan 2020		
<b>Training on process of developing community bio-cultural protocols on indigenous breeds/animal genetic resources, for national &amp; county policymakers &amp; facilitators</b>	Evelyn (LPP) together with interested CELEP members & partners and link with KALRO & Jacob Wanyama through Evelyn	Before next Annual General Meeting (AGM)		The core-group decided to look into this and, in particular, the possibility of setting up a working group.
<b>Addis meeting on EU-Africa Research &amp; Innovation on Food and Nutrition Security and Sustainable Agriculture</b>	Ann sends info and asks interested people to register; organisers promised to fund	Registration before 24 Oct		2019

## Publications

CELEP ACTION PLAN 2019–20			June 2020 update
CELEP publications			
Theme	Type of publication	Who will do it	
Climate change	Policy brief or manifesto/statement	Margareta (DITSL), Ann & Wolfgang (Agrecol), Priscilla (Coventry University) and Cecilia (Concern), Ced	The core-group decided to focus on this and to try to adapt the CELEP baseline text into a position paper on pastoralism and climate change.
	Proposal for additional research		
Pastoral development orientation framework	Depending on resources, the introduction could be used to develop a more general tool on pastoralism or a publication; it could also be the basis to add more information on interactive maps on the CELEP website	Saverio, Evelyn (LPP), Ann (Agrecol) & Koen	This was transformed into a 3-page basic paper for CELEP. During a webinar, the text will be discussed with all members and partners to come to a joint understanding of pastoralism. As a second step, CELEP will explore opportunities of sharing the text with pastoralist CSOs to open a debate on understandings of pastoralism.



<b>Conservancies</b>	Not defined during the meeting but it could be a policy brief	Shoba (PWHE) & Sadia (PENHA/ ESAPN) + CRDD	Postponed to 2021.
<b>Conflict and peacekeeping</b>	Policy brief	IIED has a first draft; CELEP core-group could see if it would be interesting to use for CELEP purposes	The core-group decided to follow up on this. Regarding conservancies, a working group will be set up. Regarding conflict, IIED will follow up with the CELEP European Focal Point.

EU lobbying and advocacy

CELEP ACTION PLAN 2019–20			June 2020 update
CELEP European Union (EU) lobbying and advocacy			
What?	Who?	When?	
Official visit of DEVE Committee to Ethiopia – possibility to organise a <b>side event</b> (visit to cattle market), with aim to give them a correct image of pastoralism (they will visit a refugee camp in Somali Region with mainly agropastoralist refugees and we are afraid they might get the wrong image)	Abdulkadir Maah (PAPDA), Eyasu Yonas & Bekele Moges (ECC), SODDO, Cordaid, AfD action 4 development through WHH, VSFG and Tezera (PFE)	28 Oct – with MEP Neuser 1 Nov – with MEP Rivasi	2019
<b>An event in the European Parliament: Following our annual lunchtime conference, Mr Mizzi suggested to organise an event in the Parliament on pastoralism before the end of the year, as there is now an important momentum to do so; this could be a breakfast meeting, briefing, roundtable or the like</b>	Coordination by Koen as European Focal Point in collaboration with Cordaid (Kim Ogonda), WHH and perhaps CIDSE? Suggested speakers include: Misereor Director Dr Brueckelmann-Simon, Saverio Krätli (researcher), someone from grassroots organisation -> EA partners (Simon Longole), BMZ -> S. Schmitz, Commission, Member of European Parliament (MEP) -> Chair Themes: Food security and nutrition, climate change, services etc.	Before end of year	We could transform this into a webinar-style event with MEPs and the Commission, for instance. Koen to follow up with Misereor.



<b>Increase engagement with EU delegations in Kenya, Tanzania, Uganda and Ethiopia</b>	Kenya: lead through RECONCILE, together with Mary, Merciline & Anthony		Follow-up and contacts facilitated by CELEP in Uganda (and Somaliland). For the other countries, contacts exist already but CELEP will make a background note with info for local partners and members.
	First action point: to become part of the official mailing list of the delegation		
<b>Organise new MEP visit to Kenya in 2020: This would be different from the official visits of the DEVE Committee and would be organised by CELEP (planning, financing etc).</b>	Coordination by Focal Points in Europe and Eastern Africa, in collaboration with Merciline, Mary & Anthony for programming, funding etc	March–April 2020, depending on MEPs' interest and availability	Postponed to 2021
	Topics and themes will depend on the political context in both EU and Kenya.		
	A field visit to the PRM project sites in Baringo should be part of the MEP visit.		

### Institutional development

CELEP ACTION PLAN 2019–20			June 2020 update
CELEP institutional development			
What?	Who?	By when?	
<b>Explore possible expansion into West Africa.</b> Make an assessment including a stakeholder mapping, costs involved, different scenarios (possibilities), etc.	CELEP core-group	Next AGM	The core-group decided to work on this and include it in the evaluation. Based on this, options could be explored to expand or not.
Evaluation of CELEP	CELEP core-group	Next AGM	
Develop tools to tell the CELEP story	CELEP core-group	Next AGM	The European Focal Point will make sure there is a new CELEP flyer and a CELEP report with a nice layout before the end of the year.
Make sure the CELEP AGM can be streamed online	CELEP core-group	Next AGM	The European Focal Point will make TORs for the CELEP AGM with an online possibility and a physical meeting. At end of August 2020, the core-group will decide which option to develop.



## Projects

CELEP ACTION PLAN 2019–20				June 2020 update
Projects				
Action/area of work	Strategy/steps needed	Timing	Lead & partners	
<b>Participatory Rangelands Management (PRM) and NRM for pastoralism – capacity building of CELEP members</b>	CELEP members share relevant experiences, models, approaches, reports on PRM/NRM via email or by organising a webinar: pastoralist–crop farmer competition, bio- and socio-cultural protocols, land title registration (good or bad?), mining and extractive industry etc	Throughout 2019–20	Simon, Lomoe, Shoba, Sadia, Salih, Cecilia, Priscilla & all CELEP members	Ongoing; proposal by Cecilia (Concern) to organise a webinar as part of CONCERN activities. Possibility to have two on PRM: one focused on learning and another one on advocacy.
	Organise site visit to EU-funded CELEP/ RECONCILE-led programme on PRM in Kenya through: <ul style="list-style-type: none"> <li>- site visit within Concern Worldwide workshop on livestock</li> <li>- other opportunities of CELEP members visiting Kenya</li> </ul>	Some time in 2020	Cecilia, Ken (& RE-CONCILE colleagues) & other interested CELEP members	
	Position paper on NRM for pastoralism that could be used for advocacy purposes	Towards end of 2020	Cecilia, Priscilla, Ann, Margareta, Saverio etc	
<b>Management of <i>Prosopis</i> and other invasive species</b>	CELEP members share experiences, models, approaches and reports on how to manage <i>Prosopis</i> : <ul style="list-style-type: none"> <li>- via email or by organising a webinar</li> <li>- regional exchange (IGAD)</li> </ul>	Throughout 2019–20	PENHA & other interested CELEP members	The core-group to ask the other members and partners if there is still an interest in developing these themes. If there is no reaction and nobody proposes to take on the work on these topics, CELEP will no longer work on them in 2020.
	Based on Margareta’s study on constraints of livestock markets in northern Kenya, build capacities of CELEP members around ways to facilitate linkages and add value in pastoral livestock markets through: <ul style="list-style-type: none"> <li>- exchanging information/reports/via email (e.g. SNV experience on market co-management)</li> <li>- exploring Somalia’s mobile banking</li> <li>- ICTs for market facilitation (social platforms for prices, livestock traders etc)</li> <li>- CELEP to apply for funds to develop the above?</li> </ul>	Throughout 2019–20	All CELEP members	



## Activities

### Events, projects and publications

2020 was the year of COVID-19. Events initially planned at the CELEP AGM in 2019 were therefore postponed to 2021 or transformed into online events, webinars etc organised by CELEP.

Events that were postponed to 2021 include:

1. The planned showings of the CELEP pastoralist film festival ([www.pastoralistfilmfestival.com](http://www.pastoralistfilmfestival.com))
2. CELEP's contributions to the pastoralist celebrations in East Africa in 2020 (Pastoralist Days/ Weeks)
3. The International Grasslands and Rangelands Congress (postponed to October 2021 – <https://www.internationalgrasslands.org/>)

The Kenya Pastoralist Week took place shortly after the CELEP AGM 2019: CELEP was very involved in this. The CELEP secretariat (VSF Belgium), RECONCILE, SNV and Cordaid supported the organisation on the event. Pastoralist Women Health and Education and other Eastern African members also joined the festivities. A report on the Kenya Pastoralist Week 2019 can be found [in the update for December 2019](#).

### Webinars

In addition to postponing some of the planned events to 2021, some were transformed into webinars. In total, CELEP organised six webinars between September and December 2020, holding one webinar almost every two weeks – thus at a very intense speed.

The topics of the webinars and a link to the reports of these webinars can be found below.

	<b>Title</b>	<b>Link to the report</b>
1	Understanding pastoralism: building a narrative for advocacy	<a href="http://www.celep.info/report-on-celep-webinar-on-understanding-pastoralism/">http://www.celep.info/report-on-celep-webinar-on-understanding-pastoralism/</a>
2	Lessons on Participatory Rangelands Management from East Africa	<a href="http://www.celep.info/report-on-celep-webinar-on-participatory-rangelands-management/">http://www.celep.info/report-on-celep-webinar-on-participatory-rangelands-management/</a>
3	Addressing animal health challenges in pastoral areas	<a href="http://www.celep.info/celep-webinar-on-addressing-animal-health-challenges-in-pastoral-areas/">http://www.celep.info/celep-webinar-on-addressing-animal-health-challenges-in-pastoral-areas/</a>
4	Pastoralism and conflict: rethinking the phenomenon?	<a href="http://www.celep.info/celep-webinar-of-pastoralism-and-conflict/">http://www.celep.info/celep-webinar-of-pastoralism-and-conflict/</a>
5	Towards an enabling policy environment for African pastoralists	<a href="http://www.celep.info/celep-webinar-on-enabling-policy-for-pastoralists/">http://www.celep.info/celep-webinar-on-enabling-policy-for-pastoralists/</a>
6	How pastoralism adds to improved food security and nutrition	<a href="http://www.celep.info/celep-webinar-on-pastoralism-and-food-security-and-nutrition/">http://www.celep.info/celep-webinar-on-pastoralism-and-food-security-and-nutrition/</a>

Some of the webinar topics were highlighted during the AGM in 2019 as topics for further activity development, e.g. conflict, PRM. In that sense, they can be considered as at least partially handled within the 2019–2020 period.

The webinar on “Understanding pastoralism...” should be mentioned explicitly in this regard. This webinar aimed to stimulate exchange on the use of words and language when talking about pastoralism and what this entails for advocacy and lobbying. This webinar grew out of the Pastoral Development Orientation Framework developed by Saverio Krätli for MISEREOR. Based on this framework, [CELEP developed a three-pager to become part and parcel of CELEP's orientation](#). Prior to the “open” (public) webinar, a “closed” webinar involving only CELEP members and partners was organised to discuss the





content of this basic document to be used by the Coalition. In 2021, the work on this document will be finalised, and it will also be transformed into an animated video, which will hopefully become an important tool for raising awareness in both Europe and Africa about pastoralism in Africa.

Some webinar topics, including climate change and prosopis management, were postponed to 2021. A survey among all participants in the 2019 webinars will reveal what topics could be covered in further webinars in 2021. A more detailed analysis of webinar participation is given in the section of this report on indicators.

### Publications

In the action plan, several publications were planned for 2020, based on some earlier defined topics, e.g. policy briefs on conflict and on climate change. VSF Belgium (VSFB) has already made a policy brief on pastoralism and conflict, but focused on the Sahel. A brief focused on conflict in Eastern Africa may still be needed. CELEP member IIED has already made a policy brief on climate change, which CELEP has shared with EU lobbying targets. This could form a basis for the webinar on pastoralism and climate change, which had originally been planned for December 2019 but was postponed to 2021. After this webinar, the necessity for a CELEP policy brief on this topic will be discussed.

Several activities were planned under the Participatory Rangelands Management (PRM) project in which CELEP is involved through both VSFB and RECONCILE. These included several publications as well as [an informative short video](#); the latter is now available online and explains how PRM is being piloted in Kenya and Tanzania.

In addition, CELEP made some publications/tools regarding the International Year of Rangelands and Pastoralists (IYRP), the COVID-19 pandemic and as a reaction to the proposed EU–Africa strategy. As these were used within CELEP lobbying/advocacy activities, they are reported on in that section.

## EU lobbying and advocacy

### Activities planned under the 2020 action plan

During AGM 2019, it was suggested that CELEP organise another MEP visit to Eastern Africa as part of its lobbying activities. CELEP had arranged such a visit for two MEPs back in 2015, which resulted in a close working relationship between CELEP and these MEPs. However, the MEP trip in 2020 was cancelled because of COVID-19.

In late 2019, a few months before COVID-19 paralysed most of the world, CELEP did manage to organise field activities for two MEPs who were visiting Ethiopia as part of their mission with the Development (DEVE) Committee of the European Parliament: Michèle Rivasi, who represents the Greens for France, and Norbert Neuser, who represents the Socialists and Democrats for Germany. They visited a cattle market near Addis Ababa. Norbert had travelled with CELEP to Uganda back in 2015. A detailed report on the cattle market visit of the two MEPs can be found [in the CELEP update of December 2019](#). It is important to note that this led to a close working relationship with Mrs Rivasi in particular.

Throughout the year, CELEP has worked on [increasing engagement with EU delegations in Eastern Africa](#) and identified entry points at the EU delegations in Kenya, Uganda, Tanzania and Ethiopia. In the case of Kenya and Uganda, the contacts are good both through the CELEP Focal Points and local organisations. In Ethiopia, contacts were established before through the publication in Ethiopia of the Pastoral Orientation Development Framework. In Tanzania, contacts need to be revived, as in other Eastern African countries.



## EU engagement on COVID-19 affecting pastoralists in Eastern Africa (link with the outbreak of desert locusts)

In May 2020, CELEP published a [statement](#) in reply to the EU response to the COVID-19 crisis in pastoralist areas, drawing specific attention to the situation of pastoralists in Eastern Africa in terms of coping with the COVID-19 pandemic and the consequences of the measures that are/were taken to deal with it. This statement was then shared with lobbying targets and CELEP members and partners. Shortly before finalising the statement on COVID-19, CELEP also co-signed a statement on “[Addressing the double crisis of locusts and Covid-19 in the Horn](#)”.

To follow up on this, CELEP posed a written question in the European Parliament in July, linking the COVID-19 situation up to the locust crisis. The answers that CELEP received from the European Commission (EC) included that the EC “*earmarked EUR 51 million (EUR 41 million from humanitarian funds and EUR 10 million from development funds) to address the locust scourge and its negative impact on food security in the Great Horn of Africa through mitigation measures, food aid and livelihood support*”. The EC stated further in its answer that it will undertake actions that take into account the constraints linked to the COVID-19 pandemic and its economic impact on food security and nutrition. They also stated that they will address movement restrictions that may disrupt supply chains. The EC works with the African Union in the framework of the [AU-FAO Task Force on the impact of COVID-19](#) on food security and nutrition in Africa to develop actions to address the current crisis. In addition, the EC specifically answered that they are developing for pastoralists “*funding measures to ensure their livelihoods, such as providing cash; subsidised fodder and supplementary feed in areas where desert locusts have had a large-scale impact on grassland; and quality raw materials that can help farmers optimise harvests. Examples are the livestock recovery packages in Somalia or the agricultural resumption packages in Ethiopia*”.

In the following months, CELEP continued pursuing this with the European Parliament, which issued a first draft of [a report on how the COVID-19 crisis has impacted EU development and humanitarian aid](#). This draft includes specific references to pastoralism. CELEP was invited to a session of the DEVE Committee, organised as part of the discussion on this report, to explain how COVID-19 has affected pastoralists in Eastern Africa. CELEP’s intervention can be found on the CELEP website <http://www.celep.info/celep-invited-to-speak-about-covid-19-to-european-parliaments-development-committee/>. The MEP Caroline Roose made a compilation of CELEP’s intervention and the discussion in French and posted this on YouTube (<https://www.youtube.com/watch?v=uoodVZ4AsgQ&t=2s>).

Thus, CELEP’s activities related to COVID-19 have already had an impact on EU decision-making in 2020 (with the inclusion of CELEP concerns in the Parliament’s draft report). There is a need to follow this up in 2021 to see if these concerns will also be included in the final version of the report.

## EU–Africa strategy

In April, CELEP published [a statement](#) on the proposed EU–Africa strategy, which will define how the EU will take Africa into regard in the years to come. The aim of the statement was to highlight some of the issues that were not or were insufficiently taken into account in the joint position of the EC and the European Council. With its statement, CELEP sought to influence the positioning of the European Parliament, which is drafting a report on this. Issues highlighted by CELEP included a lack of taking hunger, food security and nutrition into account; a very restricted definition of sustainability; and a lack of references to pastoralism and rangelands. Prior to the publication of the Parliament’s positioning, CELEP took action and informed the Parliament, which included some of the references in its [draft report on the EU-Africa strategy](#). In addition, CELEP managed to influence some of the opinions that were published by the different parliamentary committees including [the AGRI Committee](#), which explicitly copied one of the suggested amendments made by CELEP: “*(..)Regrets the lack of recognition of the strategic importance of rangelands, which cover about 43 % of the African land surface and are*



*therefore important carbon sinks; calls on the Commission to develop, together with local communities and local stakeholders, a strategy to optimise this potential through sustainable grazing management such as by pastoralists(...).*

The final report was initially scheduled to be discussed at the end of November. However, because of COVID-19 the EU–AU summit planned to launch the strategy was postponed and therefore also the report at the Parliament, which is now scheduled for a discussion in plenary in early February 2021 ([https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?reference=2020/2041\(INI\)&l=en](https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?reference=2020/2041(INI)&l=en)).

### New EU focus: pastoralism and conflict

Thus far, CELEP has been targeting pastoralism in EU policies from a food security and agriculture perspective. This is the primary way that the EU has been considering pastoralism. However, pastoralism also becomes increasingly relevant within an EU focus on conflict and, more specifically, regarding the relationship between development/humanitarian interventions and security. The European Parliament (EP) recently drew up [a report](#) focused on security in the Horn and the Sahel. For CELEP, this was a good occasion to connect with some MEPs and draw attention to the need to recognise the value and importance of pastoralism in holistic approaches to security in the Horn and the Sahel.

Within CELEP, there is some capacity and experience on this issue, including [a recent IIED publication on “Farmer-Herder Conflict”](#) by Saverio Krätli and Camilla Toulmin. That is why CELEP decided to inform several MEPs on the importance and value of pastoralism prior to their vote on the EP report. At this briefing, Camilla Toulmin presented the IIED paper; Delina Goxho – independent security analyst for the Open Society Foundation – gave more background information about what the EU is doing in the Sahel in terms of military interventions; whilst Gilles Vias – regional director for VSFB – described what a pastoralist approach towards security could/should entail, relating the whole issue to the recent coup in Mali. Several MEPs and assistants joined the call, providing new opportunities for CELEP lobbying. These include Maria Arena (BE, Socialist group), Pierrette Herzberger-Fofana (GE, Greens) and Alviina Alametsa (FL, Greens). You can find a report of the briefing [here](#). This focus on conflict was also further developed through a webinar focusing more on pastoralism and conflict in Eastern Africa.

### Breakfast meeting on pastoralism in the German Parliament on 30 September

As part of CELEP’s efforts to lobby the EU and its member states in favour of pastoralism in Eastern Africa, MISEREOR – which has provided extensive support to CELEP and also developed a pastoral development orientation framework last year – organised a breakfast meeting on pastoralism in the German Parliament. The meeting was facilitated by MISEREOR’s representative in Berlin. German CELEP members provided support in preparing the meeting, which was held on 30 September with the parliamentarian group that focuses on Eastern Africa. Four German Members of Parliament joined: Anita Schäfer (Christian Democrats) as head of the group, Ms Weber (Social Democrats), Ms Anne-Marie Schreiber (Left party) and Ms Kordula Schulz-Asche (The Greens). Abdulkadir Noor from Partnership for Pastoralist Development Association (PAPDA) was the keynote speaker. You can find his presentation [here](#). Saverio Krätli, author of the framework (mentioned above) also joined the meeting, and Sabine Dorlöchter-Sulser from MISEREOR introduced Abdulkadir and facilitated the discussion.

### CELEP’s involvement for an International Year of Rangelands and Pastoralists (IYRP)

CELEP has been very much involved in the lobbying effort to have an IYRP proclaimed by the United Nations (UN). CELEP’s involvement in the International Support Group (ISG) to the Mongolian Government’s proposal for an IYRP has been carried mainly by Ann Waters-Bayer, representing Agrecol Association in the core-group. At the end of September 2020, a major step was taken forward during the online meeting of the Committee on Agriculture (COAG) of the UN Food and Agriculture Organization (FAO), in which CELEP took part as observer. The Mongolian Government presented its



proposal to declare 2026 as a year to promote rangelands and pastoralists through awareness-raising and other activities. The COAG endorsed the proposal with no objections. In early December 2020, the FAO Council also endorsed the proposal. The next hurdle is the FAO Conference in June 2021, which then recommends it for official designation by the UN General Assembly in late September 2021.

In a united global effort, numerous national governments, research and teaching institutes and – above all – civil society organisations, including associations of pastoralists, sent support letters and logos for the “online booth” set up especially for the virtual COAG meeting ([www.iyrp.info](http://www.iyrp.info)), with a great deal of input from CELEP (particularly VSFB and Agrecol). By the time the Mongolian Government’s proposal was discussed in the meeting, more than 150 organisations from all continents had expressed support. The Yolda Initiative, a Turkish NGO, organised a massive social-media campaign aimed at the COAG delegates. CELEP took part in this campaign, specifically addressing EU representatives, which led the German ambassador at FAO – representing the EU Council, as Germany has the EU presidency until the end of year – to explicitly support the proposal for an IYRP. His tweet was as follows “As EU and member states we acknowledge that rangelands and pastoralism have a great potential to contribute to SDG 1, 2 and 15. We therefore agree to the submission of the related draft resolution to the FAO Council, requesting the consideration of declaring 2026 as IYRP”. One of the inputs made by CELEP for this campaign was a [video testimonial by MEP Rivasi](#), expressing support for pastoralists. CELEP was also involved in making [the opening video of the IYRP](#).

CELEP will follow up on these different entry points to reinforce its lobbying in favour of pastoralism in Eastern Africa. In 2021, several regional IYRP support groups (RISGs) will continue planning and implementing activities to promote the IYRP. Many CELEP partners and members have joined the RISG for Eastern & Southern Africa, to which CELEP will provide support through communication and networking and through its lobbying at EU level.

## Institutional development

### Evaluation

In the action plan for 2019–20, CELEP suggested a series of activities under “institutional development”. These were centred on an external evaluation of CELEP, analysing both what impact CELEP is having and how CELEP is functioning as a coalition. Once the decision was taken to undertake such an external evaluation, terms of reference (ToR) were drafted and circulated. Some core-group members ranked the various applications received and selected John Q Rowley to conduct the evaluation.

John made the evaluation based on extensive research of CELEP archives and interviewing all sorts of people with whom CELEP had engaged over the years, including lobbying targets, collaborators from outside of CELEP, Google group members, core-group members, European members and Eastern African partners. He also designed a survey to ask questions to members, partners and Google group members on their use and opinion of the different CELEP communication tools.

You can find the final report of the evaluation [here](#) as well as [the annexes](#) including the ToR, John’s proposal, the list of documents and sites consulted, people interviewed, TOR checklist, advocacy against instead of advocacy for, website notes and inception report.

### CELEP AGM 2020

In order to decide on how to follow up on the conclusions of the evaluation, CELEP decided to organise its entire 2020 AGM around the findings. During a two-day meeting on 25–26 November, members and partners discussed the different issues that John had raised. You can find the AGM report [here](#).

On the first day, John presented the main findings of his evaluation and his conclusions based on four topics: impact/approaches to advocacy, CELEP activities in West Africa, communication, and institutional/organisational development. On the following day, the participants were assigned to three



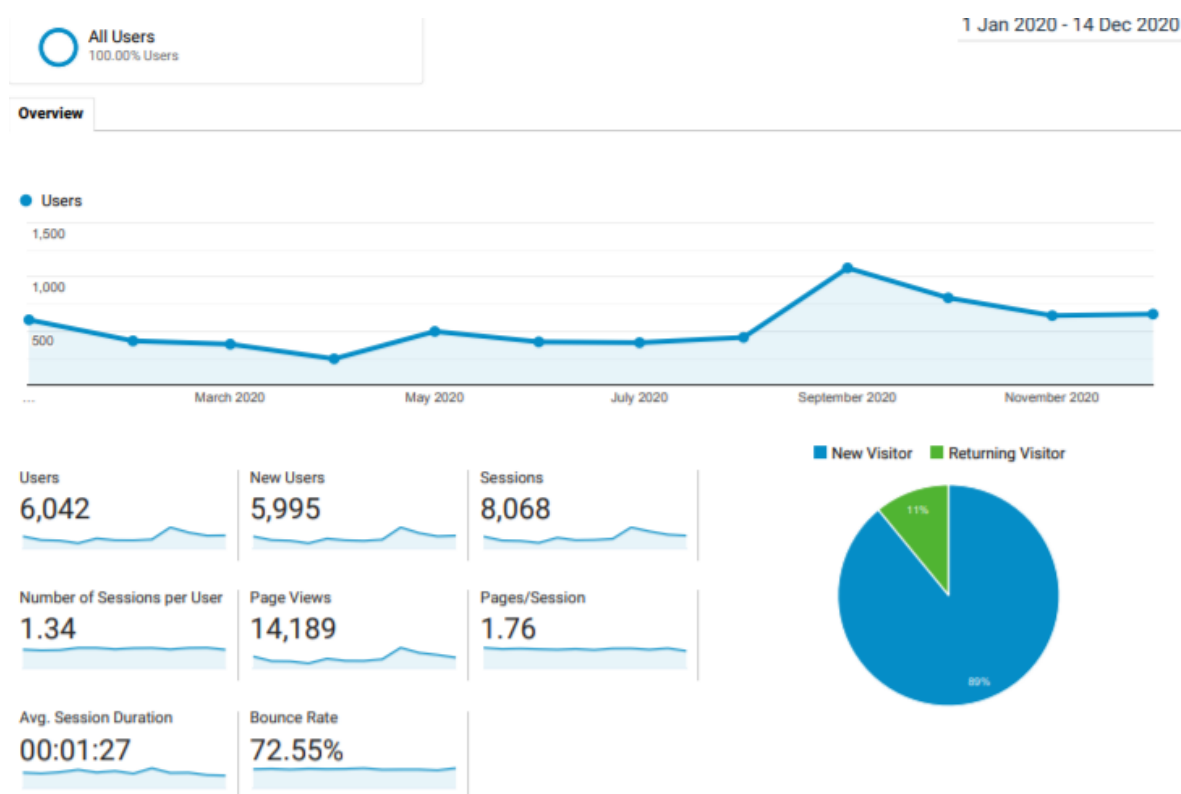
working groups, each of which worked on two of the above-mentioned topics. The working groups then reported to the plenary. Here, it was decided that the core-group should define the specific follow-up actions to be developed, based on the evaluation report, and these actions should be discussed during another AGM in January. During this second part of the AGM, past activities of CELEP should also be presented, and members and partners should have the possibility to present what they have done in the past year related to pastoralism. 2021 will therefore start with Part 2 of the 2020 AGM.

## Indicators

### Communication

#### CELEP website

As in previous years, CELEP was very active in 2020 in making sure that information related to pastoralism in Eastern Africa was spread through its communication channels, mainly the Google group and the CELEP website. In terms of the CELEP website, the statistics below provide some insights<sup>1</sup>.



<sup>1</sup> The indicators related to the website are explained below:

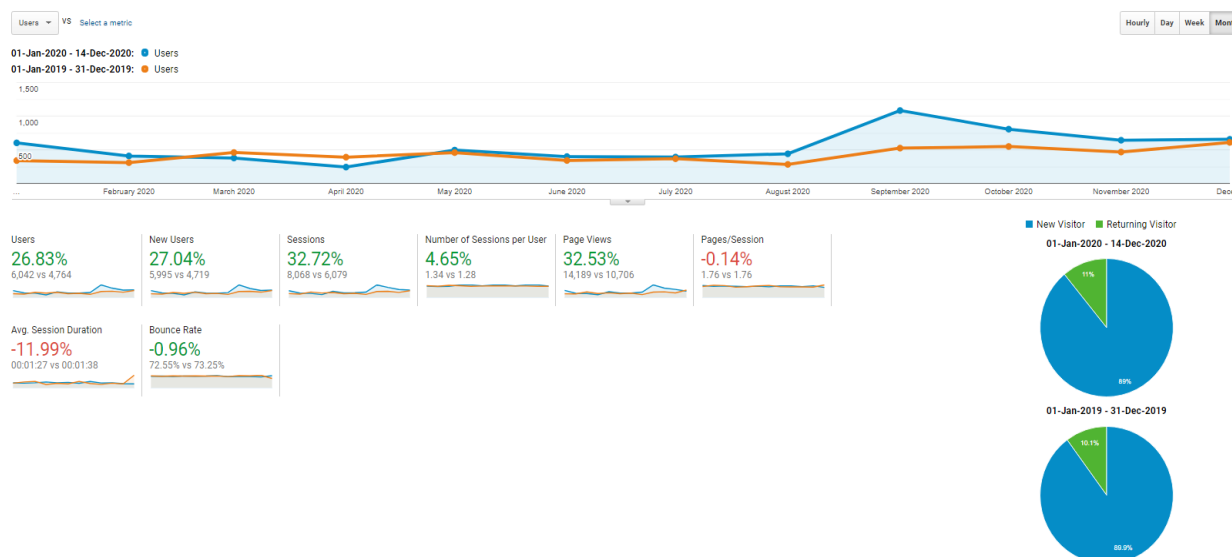
**Users:** the number of new and returning people who visit your site during a set period of time. The first time a person visits your site, a Google Analytics cookie will be set and a unique identifier will be assigned to them. This will help distinguish the person as a “new user”.

**Session:** a group of interactions one user takes within a given time frame on your website. Google Analytics defaults that time frame to 30 minutes. Meaning whatever a user does on your website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.

**Page view** (or pageview hit, page tracking hit): an instance of a page being loaded (or reloaded) in a browser. “Pageviews” is a metric defined as the total number of pages viewed.



This means that, in 2020, 6042 people consulted the CELEP website at least once, which resulted in 8068 sessions. During each session, they consulted 1.76 pages and, in total, the CELEP webpages were viewed 14,819 times. The main users had their IP addresses based in the United States of America (USA), Kenya and the Netherlands. Below is a comparison with 2019.



The number of users and sessions rose in 2020 as well as the number of sessions per user. We can see a peak/rise in September/October, which is when the webinars were announced on the CELEP website. In addition to the figures in the above, Google Analytics also provides some insights on where the servers of the users of the website are based. As many servers are based in the USA, this probably explains why the majority of visitors seem to be located in the USA, whereas this is likely not to be the case in reality. It is interesting to note that, according to these data, about 23% of the users of the website are based in Eastern Africa (Kenya, Ethiopia and Uganda).

Country	Users	% Users
1.  United States	902	14.72%
2.  Kenya	782	12.76%
3.  Netherlands	434	7.08%
4.  Ethiopia	410	6.69%
5.  United Kingdom	402	6.56%
6.  Finland	323	5.27%
7.  France	288	4.70%
8.  Germany	244	3.98%
9.  Uganda	227	3.70%
10.  China	187	3.05%

When looking at the cities where users are based, Nairobi actually is listed right at the top, while Addis Ababa and Kampala are among the top six.

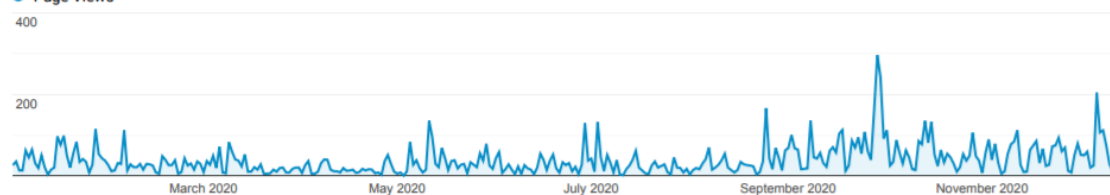


City	Users	% Users
1. Nairobi	701	11.17%
2. (not set)	640	10.20%
3. Amsterdam	344	5.48%
4. Helsinki	321	5.11%
5. Addis Ababa	225	3.58%
6. Kampala	216	3.44%
7. Paris	195	3.11%
8. Vienna	168	2.68%
9. London	160	2.55%
10. Beijing	113	1.80%

The statistics below show how many times the different pages of the CELEP website were consulted, which gives an idea on which pages are most popular. Most of the page views were obviously for the home page and then for the webinar section, the post on COVID-19 and the knowledge repository. The specific call to the EU to adapt the COVID response to pastoralists was also well consulted.

#### Overview

##### Page Views



Page Views  
**14,189**

Unique Page Views  
**11,501**

Avg. Time on Page  
**00:01:54**

Bounce Rate  
**72.55%**

% Exit  
**56.86%**

Page	Page Views	% Page Views
1. /	3,720	26.22%
2. /webinars/	1,227	8.65%
3. /repercussions-of-covid-19-for-pastoralists-in-eastern-africa/	640	4.51%
4. /about/	536	3.78%
5. /eastern-african-partners/	402	2.83%
6. /knowledge-repository/	380	2.68%
7. /call-to-eu-to-adapt-covid-19-response-in-pastoral-areas/	287	2.02%
8. /launch-of-the-misereor-orientation-framework-for-working-with-small-scale-producers-in-pastoral-systems-in-ethiopia/	286	2.02%
9. /?webinars=lessons-learned-from-participatory-rangelands-management-in-eastern-africa	221	1.56%
10. /european-members/	214	1.51%



### CELEP Google group

Regarding the CELEP Google group (GG), in 2020<sup>2</sup>, 267 messages were posted on 192 topics. On 16 December 2020, the GG had 484 members; this means an increase of 15 new members this year, which is about the same number of people who joined last year (16 new members added in 2019). The number of topics – which refers to the number of times someone started a discussion in the GG – has further decreased, from 222 in 2019 to 192 in 2020. Nevertheless, the Google group remains a relevant communication too, as confirmed by the external evaluation of CELEP and also by the number of messages that were sent (267).

CELEP Google group figures 2020		
	Posts	Topics
January	29	19
February	21	16
March	25	19
April	13	12
May	29	23
June	15	11
July	19	18
August	10	8
September	39	17
October	29	23
November	19	14
December	19	12
<b>Total</b>	<b>267</b>	<b>192</b>

### Website on Pastoralist Film Festival

To promote the different showings of the Pastoralist Film Festival, CELEP made a dedicated online webpage on [www.pastoralistfilmfestival.com](http://www.pastoralistfilmfestival.com). However, because of the outbreak of the pandemic, no showings were organised in 2020; therefore, there is no need to measure any indicators for the film festival here.

### Indicators as part of the CELEP engagement strategy

Type of indicator	Value
Visitors to the CELEP website (number)	6042 people visited the website at least once in 2020, compared to 4764 in 2019 and 3677 people in 2018. This means that the website is attracting more visitors (60% rise between 2018 and 2020).
Number of communications sent through the Google group	267 on 192 topics
Number of new Google group members	15, as compared with 16 the year before

<sup>2</sup> Figures analysed on 16/12/2020





## Knowledge management

### Webinars

Though the webinars should be considered as adding to both learning and advocacy, in terms of monitoring impact, they can be best integrated here. The table below summarises some key figures regarding the webinars.

Number of webinars organised in 2020	6	
Total number of registered people	579	
Total number of participants	394	
Average number of registered participants per webinar	97	
Average attendance per webinar	66	
Regional division of participants	44.7% Africa	46.14% Europe

In addition to an analysis of the Zoom reports (which provided the figures in the above), a survey after completion of the webinars also provided some insights in terms of impact of CELEP on learning. Of the respondents who completed the survey, 89.3% indicated to have learned something new by joining the webinars and 96.2% of these respondents indicated that they would use this new knowledge for advocacy in favour of pastoralism. 53.6% of the respondents indicated that they had become aware of certain things that made them change their perception related to pastoralism. When asked in an open-ended question what exactly made them change their perception, some of the responses mentioned:

- The extent to which pastoralists benefit from an enabling policy/legal environment
- The role of pastoralism in fighting food and nutrition insecurity
- The need to consider pastoralists in all livelihood programmes implemented in areas where pastoralism is practised, through a landscape approach
- How pastoralism is slowly being recognised and how advocacy around pastoralism should build on the positive energy
- How participatory rangeland management can be applied to approaches to grazing in Eastern Africa to improve livestock productivity and stability and livestock management practices.

Respondents were also asked to provide input for future topics for webinars. The suggestions included:

- The role of pastoralists' indigenous knowledge
- Pastoralist land tenure
- The role of international agencies such as UN, OIE etc in supporting pastoralists.
- Pastoralism and livestock trade and developing value chains
- Gender
- Issues around community consent and participatory research design
- Pastoralism in relation to climate change
- Pastoralist innovation
- Health/education services for pastoralists.



## Indicators

Type of indicator	Value
Number of documents published	3: – COVID statement/paper – Statement on the EU-Africa strategy – Statement on the Desert Locust Crisis (co-signed)
Number of new uploads on the website	Jan–Dec 2020: 55
Number of visitors to the knowledge repository	386 (up from 330 last year)
Number of CELEP-facilitated participants to international conferences	As all/most of the events took place virtually in 2020, it would be difficult to measure.

## Lobbying and advocacy

Indicator name	Value
Number of meetings of EU decision-makers with Eastern African pastoralist CSO representatives	Briefing on conflict with MEPs – participation of EU officials in webinars (2) – participation of CELEP in DEVE committee meeting – exchanges in Kenya/Uganda with EU Delegation – DEVE visit in Ethiopia (Dec 2019)
Number of regulatory documents influenced in favour of Eastern African pastoralism:	3 reports in the Parliament (ongoing, finalisation planned in 2021) <sup>3</sup> : i. EU–Africa strategy ii. Impact of COVID-19 on EU humanitarian and development aid iii. Impact of climate change on vulnerable populations in developing countries
Reflection of positioning documents in regulations (keyword search)	A keyword search of pastoralism/pastoralists reveals where CELEP made an impact.
Positive answers on written European Parliamentary actions	2 – as reactions to parliamentary questions

<sup>3</sup> References for these reports:

- EU–Africa strategy  
[https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?reference=2020/2041\(INI\)&l=en](https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?reference=2020/2041(INI)&l=en)
- Impact of COVID-19 on EU humanitarian and development aid  
[https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?lang=en&reference=2020/2118\(INI\)](https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?lang=en&reference=2020/2118(INI))
- Impact of climate change on vulnerable populations in developing countries  
[https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?lang=en&reference=2020/2042\(INI\)](https://oeil.secure.europarl.europa.eu/oeil/popups/ficheprocedure.do?lang=en&reference=2020/2042(INI)) – inclusion of pastoralism through amendments [https://www.europarl.europa.eu/doceo/document/DEVE-AM-657479\\_EN.pdf](https://www.europarl.europa.eu/doceo/document/DEVE-AM-657479_EN.pdf)