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LAND PORTAL

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The Land Portal (landportal.info) is a resource to improve land reform monitoring effectiveness. It is a tool anyone can use to find as well as share land-related information.



The Land Portal is a **hub for open data** that enables land practitioners worldwide to access highly reliable information on land, with just few clicks. It also promotes space for **stakeholders' dialogue** within the land community. It is a project partnership open to all stakeholders that want to share their knowledge with their peers.

The Land Portal is a community-driven Portal. It is open to everybody. We try to strengthen the connections between information and users—opening up data and providing free access to knowledge. The **collaborative architecture** of the Land Portal is its greatest strength because it allows the Portal to aggregate and draw upon the resources, expertise, and perspectives of participating organizations, encouraging crowdsourcing.

International organizations, governments, CSOs, and research centers are part of this partnership. In this regard, we try to integrate official documents and figures with first-hand grassroots knowledge to provide the widest range of data and perspectives on land.

Ultimately, the Land Portal is about **Connectivity, Communication and Content**.

The Land Portal is a gathering point for a community of people and organizations concerned with land issues. The Portal now has **70 partner organizations** committed to improving the flow, availability, validation and harmonization of data. This network guarantees a steady stream of new content and resources added every day. You can take advantage of this network by disseminating news and information about your activities, and by knowing what others are doing in your region.

You can also easily monitor trends in land governance and other land-related issues by **connecting with a community of experts and organizations** to discuss with peers working on similar land issues worldwide.

Recent figures show that the activity of the website grew steadily in 2012—rising to an average 10,000 visits/month. Over 1,000 users are now populating the Land Portal with content at global, regional and country levels. Through the Land Portal, you have the opportunity to **get more visibility** and better advocate for your campaigns and activities. Users also receive monthly updates through the newsletter, which is currently delivered in English, French, and Spanish.

Discussion and interaction with peers

One of our goals is to monitor land governance and land rights by **gathering the land community to debate** on key issues. In the recent past, many discussions were promoted successfully through the Land Portal. For example, we've facilitated the monitoring of best practices to secure women's land rights through an online discussion. This discussion received around 50 inputs from experts and organizations, and results were presented to the FAO–IFAD–ILC side event at the Commission on the Status of Women (CSW) in February 2012. Another example is the monitoring of effects of land reform in Madagascar, which was facilitated on the Land Portal in 2011. Reports and documents—as well as other examples of online discussion—are available on the Portal.

Content

With more than 10,000 documents and statistics from many land-related databases—the Land Portal is a great **source of data and information** for organizations, activists and academia in constant evolution. On the Land Portal, data are aggregated by category (i.e. commercial pressure on land, gender, indigenous people, etc.) and also by country.

Currently, there are 180 country profiles that regroup available data, documents and stats by geographic area. Due to this feature, you can monitor what is happening on land issues in a given country by simply visiting a single page, without consulting several websites.





HOW YOU CAN USE THE LAND PORTAL

On the Land Portal you can:

- Find reliable updated information on land and monitor trends in land governance and rights

Enter key words. Have all documents integrated. Filter by group, area, resource type. This is useful if you want to monitor specific activities of the organization or data on a specific topic. You can sort all the results.

- Disseminate news and results of your activities and aggregate your data and knowledge

You can upload documents, create news. You have the opportunity to choose. Choose a name or appealing title, and a sub-title if you want to be more precise. Give a description of the document you are uploading, so people will know the content. It is important to properly tag your resources (e.g. documents, etc.). Whenever you upload documents, do this by category and country/region. If you want to get more accessibility, upload photo. Your organization should be in the database. Attach file, select language.

- Facilitate new debates and join existing discussions

The Land Portal facilitates discussions, but you'll be the moderator. Select the proper title. Tag!

People and members can comment on your inputs, you can comment back and give a brief overview of what is going on.

DESIGNING YOUR STRATEGY

ELEMENTS OF A SUCCESSFUL ADVOCACY CAMPAIGN

Tin Geber

This is an excellent cheat sheet for remembering those critical factors that spell success for our advocacy campaigns.

AN EFFECTIVE CAMPAIGN SHOULD

- A** Attract attention
- I** Generate interest
- D** Encourage a desire to respond
- A** Prompt action

ELEMENTS

1. Goal
2. Objectives
3. Research
4. Target audience
5. Power analysis
6. Tactics
7. Timeline
8. Outcome evaluation

2. Objectives

Make them **SMART**

- S**pecific
- M**easurable
- A**chievable
- R**ealistic
- T**ime-bound

1. Goal

- ▷ The basis for your campaign
- ▷ As specific as possible

Proposition statement

- ▷ What is the problem? What do you think is the solution?
- ▷ A couple of concise sentences
- ▷ May need changes over time

3. Research

- ↻ Background research
- ↻ Previous work
- ↻ Context mapping





4. Target audience

If a campaign targets everyone, it reaches no one in particular.

- ▷ Who can actually make the change you want to see?
- ▷ Audience profiling
 - ➔ Demographics
 - ➔ Geography
 - ➔ Attitudes
 - ➔ Media habits
 - ➔ Culture

5. Power analysis

Define your stakeholders.

- ➔ Champions
- ➔ Blockers
- ➔ Swingers

6. Tactics

Best approaches to reach your objectives.

- ➔ Petitions
- ➔ Group mobilization
- ➔ Data visualizations
- ➔ Exposing key figures

7. Timeline

Release when need is greatest.

- ➔ Map planning and production
- ➔ Create release dates
- ➔ Grow progressively
- ➔ Relate to important events
- ➔ Be realistic

8. Outcome evaluation

Make sure your campaign was a success.

- ➔ What worked? What didn't?
- ➔ Use outcomes for campaigning
- ➔ Document your impact



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