Global Campaign to Achieve 80% Security of Tenure by 2030

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TS05A: Fit-for-Purpose in the Global Diversity

Global Eradication of Infectious Diseases

- The global eradication of infectious diseases through highly coordinated campaigns has been successful.

- Smallpox affecting humans was officially eradicated in 1980.

- Rinderpest, affecting ruminants, was declared completely eradicated in 2010.

Source: http://hub.jhu.edu/2015/01/12/smallpox-exhibit-welch-medical-library/

Under Way

Security of Tenure – A Human Rights Issue

- Although insecurity of tenure is not a disease, its impact is devastating in terms of trapping people in poverty, displacing communities, and reducing food security and creating hunger.

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Global Campaign to Eradicate Insecurity of Tenure

Can we go to scale and achieve 80% global security of tenure by 2030?

What are the Campaign Drivers?

What are the Campaign Drivers?

70% world's population have no access to formal Land Administration services

Only 25% of the 6 billion land parcels worldwide are formally registered and have robust security of tenure.

Source: http://reliefweb.int/map/world/world-food-security-risk-index-2013
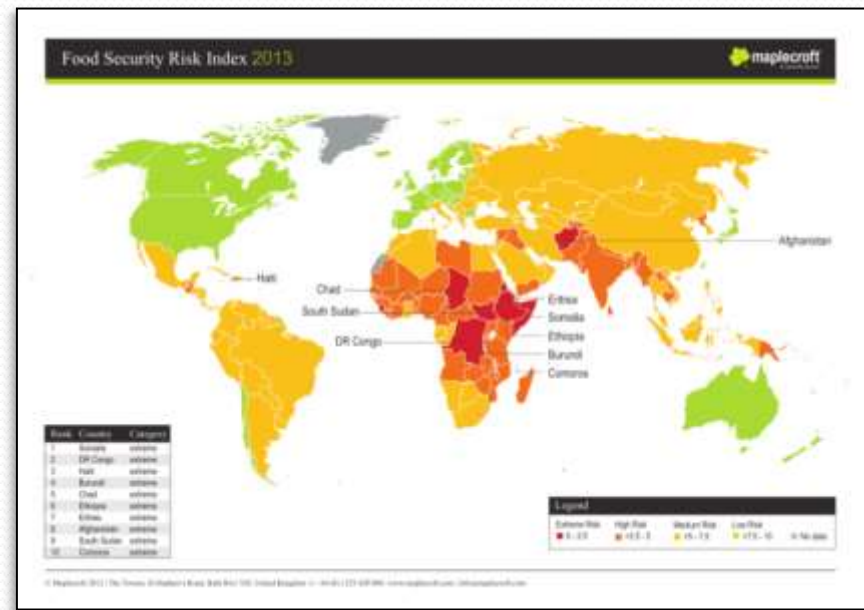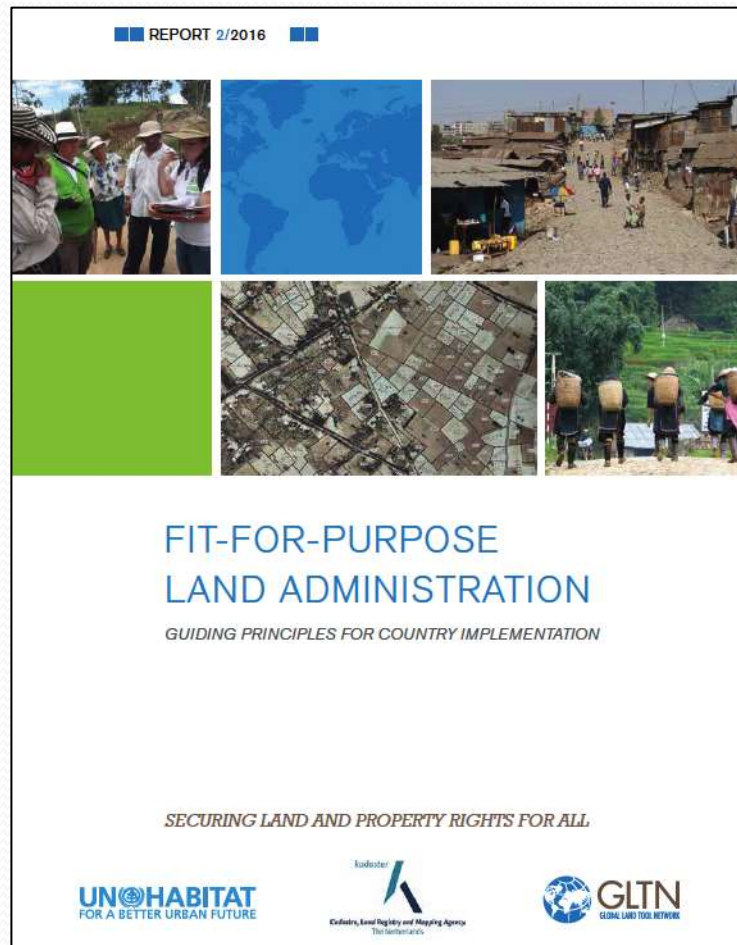
What are the Campaign Drivers?

The Post 2015 Agenda

What are the Campaign Drivers?

Fit-For-Purpose Land Administration

What are the Campaign Drivers?

Global Initiatives

VOLUNTARY GUIDELINES ON THE
Responsible Governance of Tenure
OF LAND, FISHERIES AND FORESTS IN THE CONTEXT OF NATIONAL FOOD SECURITY

UN-GGIM
UNITED NATIONS INITIATIVE ON GLOBAL GEOSPATIAL INFORMATION MANAGEMENT

OGC®
Open Geospatial Consortium, Inc.

Land Administration Standards

GLTN
GLOBAL LAND TOOL NETWORK

Global Land Indicators Initiative

What are the Campaign Drivers?

Significantly Increased Land Sector Capacity

Locally Trained Land Officers

Para-Legals

Land Entrepreneurs

Knowledge Workers

Trusted Intermediaries

Barefoot Surveyors

Source: USAID

Para-Surveyors

What are the Campaign Drivers?

New Global Players

- Facebook has used its AI tools to identify human-made structures in 20 countries in Africa.

- It will make highly detailed maps of places where it believes people are living available to the public later this year.

- 14.6 billion satellite images analysed covering 20 countries.

- Resulted in 350TB of data with a spatial resolution of 5m.

- Inform its Internet.org initiative

Source:
http://www.bbc.com/news/technolo
gy-35633915

What are the Campaign Drivers?

… and of course there is some good technology around!

How can we Make it Happen?
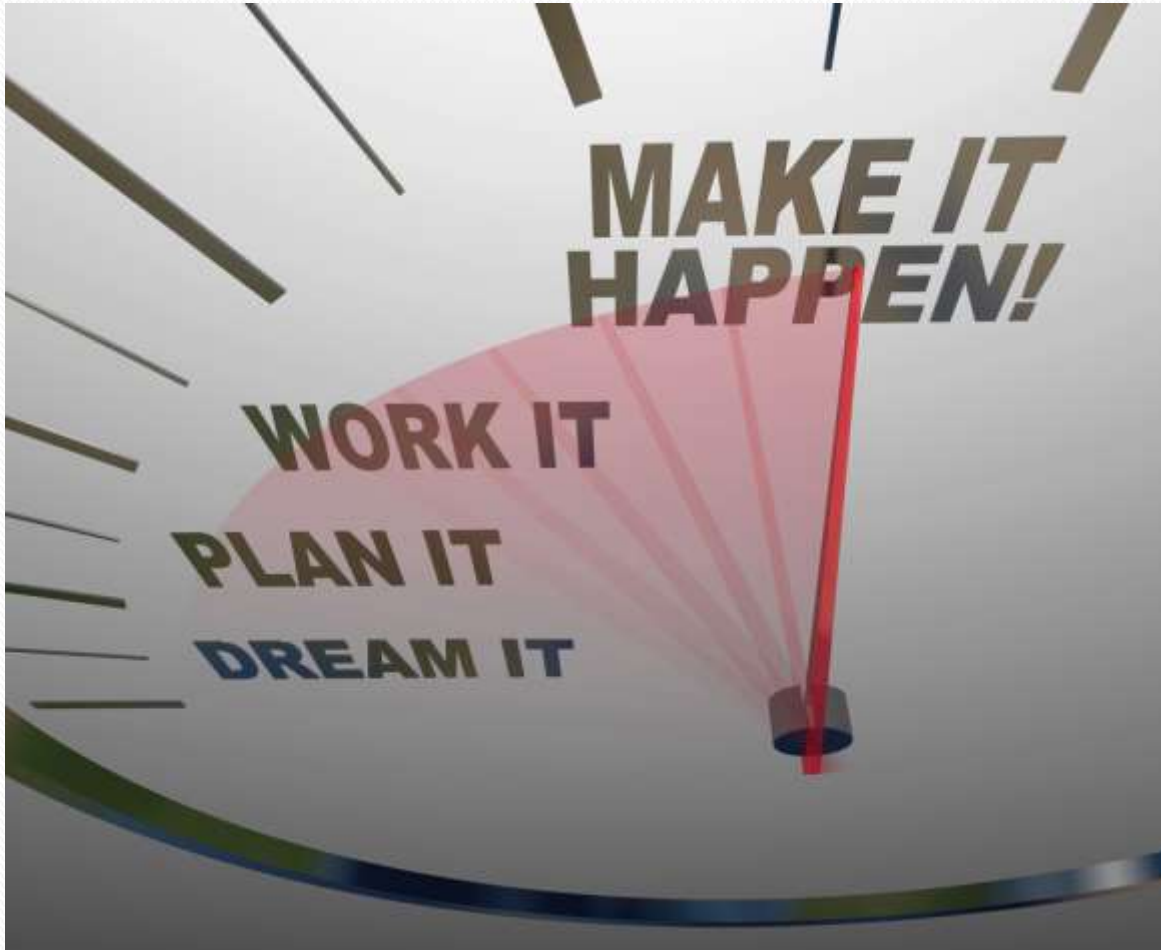
Making the Campaign Work

The key global institutions need to fundamentally believe in this campaign, step up to take the lead and promote the campaign

Making the Campaign Work

Source: http://worldofdtcmarketing.com/

New Leaders & Celebrity to Front Campaign

"Climate change is real. It is happening right now ... We need to support leaders around the world who do not speak for the big polluters or the big corporations, but who speak for all of humanity."

Leonardo DiCaprio,
Oscars Speech 2016

New Perspectives and Stories

Making the Campaign Work

Global campaign fundamentally supported by scalable Fit-For-Purpose Land Administration
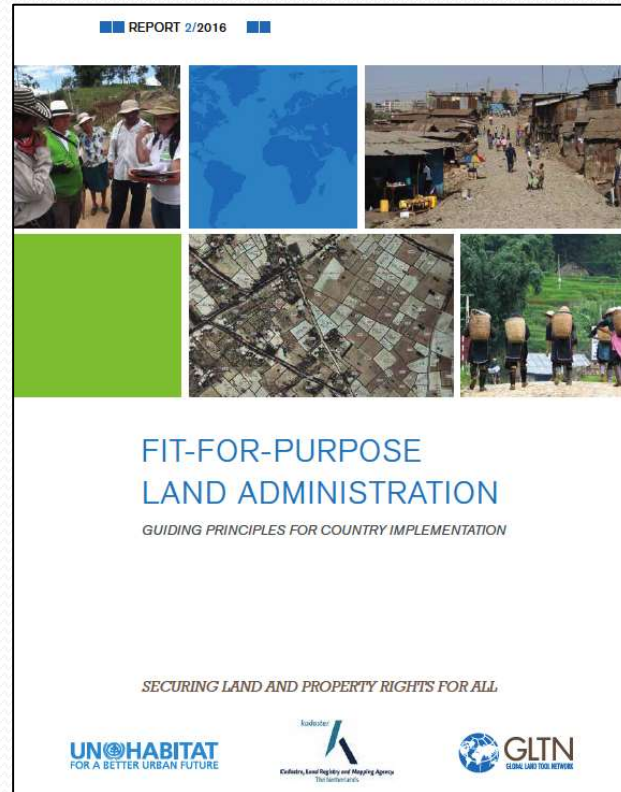
Making the Campaign Work

Create and test country specific strategies for FFP land administration

- The FFP guidelines published by GLTN provide structured guidance to support the formulation of country specific strategies for FFP land administration.

- There is a need to quickly provide support to early adopter countries to create and test country specific strategies for FFP land administration.

- Share this best practice.

Making the Campaign Work

Consistent messages and approaches from UN family and donors

Making the Campaign Work

Support and change of mindset of Land Professional Organisations

Land Surveyors

Project Managers

Lawyers

Financial Services

Planners

Valuers

Making the Campaign Work

Identify and target priority countries / areas through determining perception of insecurity of tenure

Social Media

Crowdsourcing

Market Research SMS Surveys

PrIndex

Satellite Imagery AI Analysis

Official Sources

Big Data

tomnod   South Sudan: Food security   ⓘ 💬   Sign In   📖 3 📍 0 ⊛ 0   🔔

Help us find...

📍 Permanent dwelling

Making the Campaign Work

Advocacy at the political levels

- The politicians and decision makers in the land sector are key in this change process and need to become advocates of change through understanding the social, environmental and economic benefits of this journey of change.

Making the Campaign Work

Need a variety of touch points to influence

- In many developing countries land issues are highly political and controversial.

- Therefore, drivers for change will have to be initiated through influencers at other entry points in the network of stakeholders across the land sector.

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Source:
http://cdn2.hubspot.net/hubfs/455513/touchpoints-

Making the Campaign Work

'Bottom-up Pro-Poor Land Rights Initiatives also Important

Making the Campaign Work

Trusted Intermediaries endorsed by FIG to build capacity

- FIG needs to actively promote FFP Land Administration.

- Should FIG create a new *genre* of Land Professional to provide a home for Trusted Intermediaries?

Making the Campaign Work

Network of FFP Land Administration transforming experience into knowledge

Making the Campaign Work

Country Campaigns

Targeted

Highly Coordinated

Sustainable Solutions Maintained

The Perfect Storm of Change

FFP Land Administration

VGGTs

OGC Standards

Scalable Solutions

New Global Players

New Leaders

Social Media

Trusted Intermediaries Capacity

Pro-Poor Land Rights Tools

Support Land Sector Key Stakeholders

SDGs

The time is right to launch a Global Security of Tenure Campaign

Thank You

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