



# #HerLand

A multimedia outreach UNCCD publication to support women-led initiatives in land restoration and drought resilience

For printed and digital launch  
at the 16th session of the  
Conference of the Parties to the  
UN Convention to Combat  
Desertification (UNCCD  
COP 16) in December 2024



**United Nations**  
Convention to Combat  
Desertification

Photo: Inna Modja, UNCCD Goodwill Ambassador, and Association Jiriso for the visuals created as part of #HerLand campaign.





# #HerLand campaign

Together with partners, activists and influencers, UNCCD is spearheading the campaign #HerLand to promote inspiring examples of women and girls' leadership in sustainable land management, mobilizing support to secure land rights for women and girls across the world.

## **All of us can do our part:**

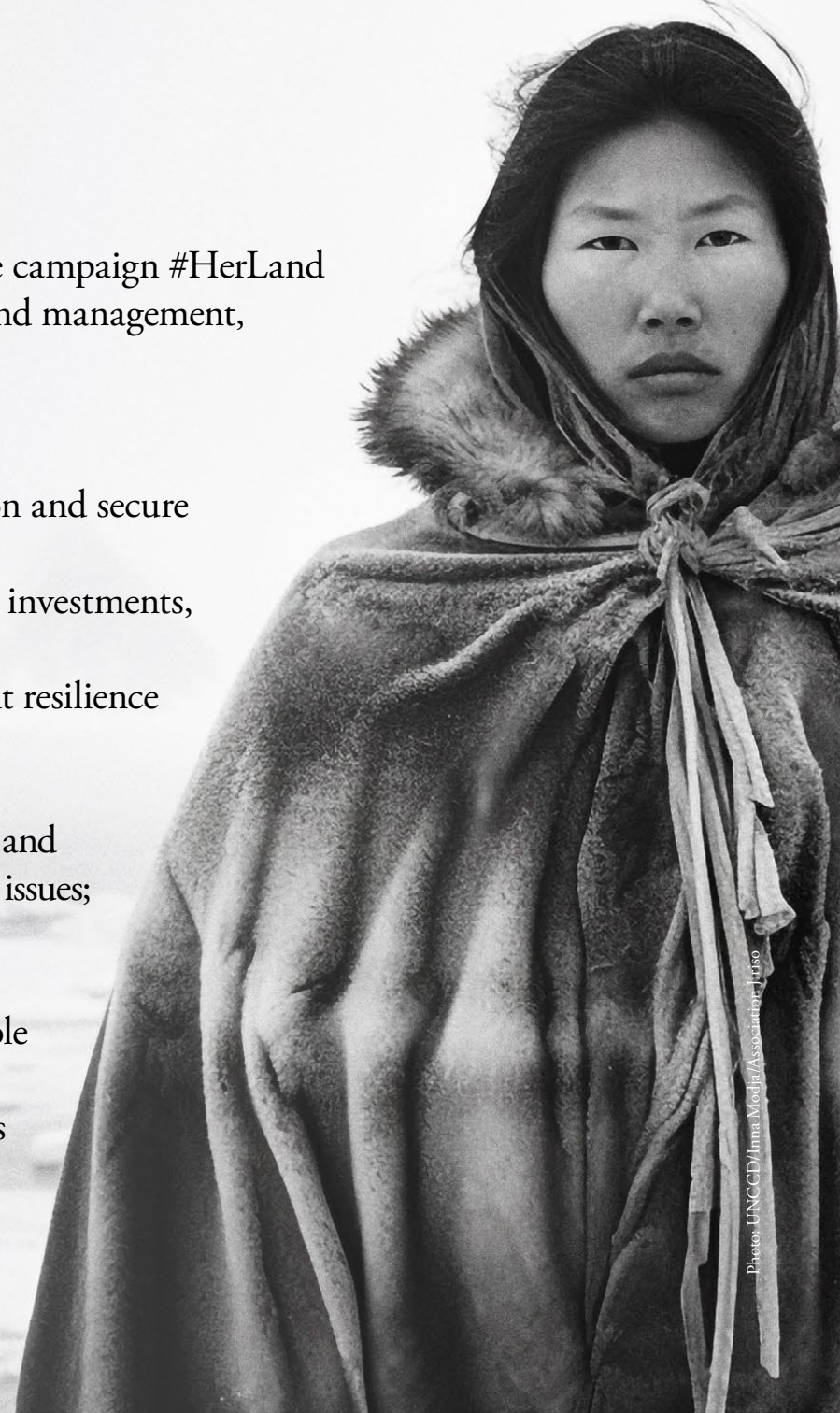
- Governments can promote laws, policies and practices that end discrimination and secure women's rights to land and resources
- Businesses can prioritize gender equality and women's empowerment in their investments, facilitating access to resources and technology
- Individuals can support women-led initiatives in land restoration and drought resilience

## **Campaign objectives**

Raise awareness of the disproportionate impact of desertification, land degradation and drought on women and girls and the barriers they face in decision-making on land issues;

- Illustrate, through the lens of women and girls, the impacts of desertification, land degradation and drought
- Highlight successful examples of women and girls' contributions to sustainable land management and broader Sustainable Development Goal.
- Call to action for stronger female leadership and decision-making power on issues that affect them in the context of desertification, land degradation and drought.

For more information about the campaign, please click [here](#)



# #HerLand outreach publication

The publisher HDF/Tudor Rose is pleased to confirm an outreach media publication for United Nations Convention to Combat Desertification (UNCCD). This follows successful collaborations for the United Nations Decade for Deserts and the Fight Against Desertification and subsequently for SDG Goal 15.3, which aims to achieve Land Degradation Neutrality.

This new venture is focused fully on the #HerLand campaign, spearheaded by UNCCD and partners, and will promote inspiring examples of women and girls' leadership in sustainable land management, mobilizing support to secure land rights for women and girls across the world.

The intention is to raise awareness of the disproportionate impact of desertification, land degradation and drought on women and girls and the barriers they face in decision-making on land issues. Authors will illustrate, through the lens of women and girls, the impacts of desertification, land degradation and drought. They will highlight successful examples of women and girls' contributions to sustainable land management and broader Sustainable Development Goal 15. It will act as a call to action for stronger female leadership and decision-making power on issues that affect them in the context of desertification, land degradation and drought.



Photo: UNCCD/Inna Modja/Association Jiriso

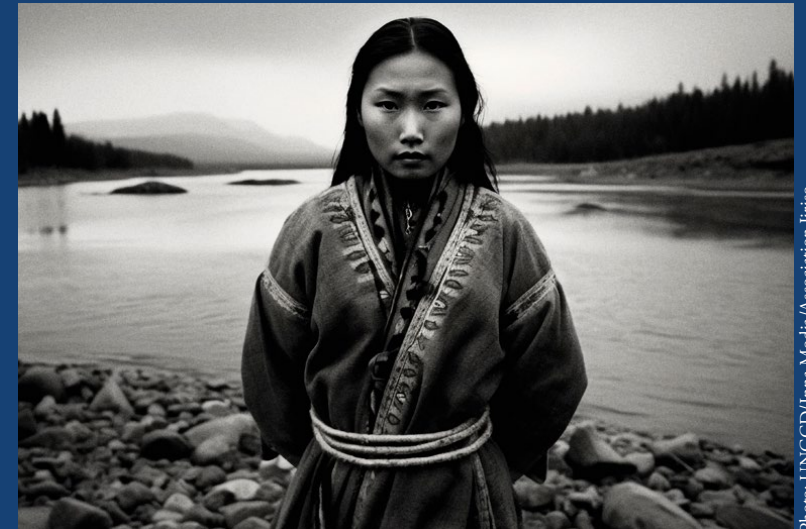


Photo: UNCCD/Inna Modja/Association Jiriso



# #HerLand

The book will run to up to 160 pages, comprising up to 40 reports from authors and their institutions relating their work in active efforts to ensure land rights for women and girls across the world. Their commentaries will draw upon experiences around the world at international, regional, national and local community levels of activity.

A broad range of contributors to include:

- UN and its entities showing how the #HerLand campaign is driving forward their own commitment to secure land rights for women and girls across the world.
- Governments on laws, policies and practices that end discrimination and secure women's rights to land and resources.
- Businesses on how they prioritize gender equality and women's empowerment in their investments, facilitating access to resources and technology.
- Civil Society Organizations on how they advocate for gender equality and women's land rights.
- Academic Institutions on how they drive research and education to support gender equality in land management.

Above all reports must show how actions above are showing real people in real communities benefiting from healthy land, greater gender equality and more secure access to land and associated resources, in support of #HerLand campaign.



Photos: UNCCD/Inna Modja/Association Jiriso



The sixteenth session of the Conference of the Parties (COP16) of the United Nations Convention to Combat Desertification (UNCCD) will take place in Riyadh, Saudi Arabia, from 2 to 13 December 2024.

As the global voice for land, the UN Convention to Combat Desertification (UNCCD) is the world's foremost platform where governments, businesses and civil society come together to discuss present-day challenges and chart a sustainable future for land.

The COP will work with partners to promote gender positive policies and governance, community awareness raising and advocacy, and documenting progress by capturing and championing transformative action.

We are pleased to confirm that the landmark publication #HerLand will be launched digitally and in print at this essential meeting.

“We depend on land for our survival. Yet, we treat it like dirt.”

*UN Secretary-General António Guterres*





# UNCCD and Gender Equality



**United Nations**  
Convention to Combat  
Desertification

Gender equality is vital to deliver sustainable, progressive, and meaningful action to avoid, reduce, and reverse land degradation. UNCCD's goal is to make sure women and girls are empowered in the global efforts to achieve land degradation neutrality.

We cannot achieve land degradation neutrality without gender equality and equity. Gender inequality is pervasive. In a majority of the world's countries, laws or customs hinder women's access to land or ownership. Widely, women are denied equal inheritance rights. Gender inequality affects women's access to resources and their ability to control resources or knowledge. It limits their access to financial and support structures. It lowers their influence in community, cultural and formal networks. It reduces their input into collective decision-making processes.

When land becomes degraded and usable land is scarce, rural women are usually worst affected. But when women are empowered, entire families and communities benefit, and these benefits can be passed onto youth and to future generations. The UNCCD's Gender Action Plan places gender equality firmly at the core of its mandate as a vital catalyst of environmental progress.



Photo: UNCCD/Inna Modja/Association Jiriso

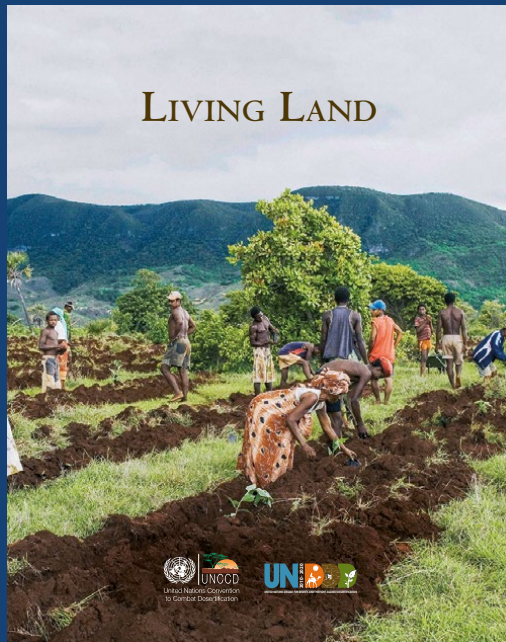


Photo: UNCCD/Inna Modja/Association Jiriso

# Collaborations between HDF and UNCCD

## LIVING LAND

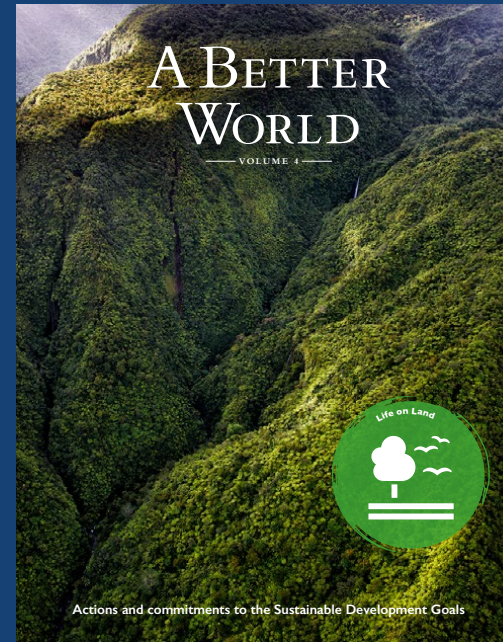
HDF/Tudor Rose collaborated with UNCCD to publish this book for the United Nations Decade for Deserts and the Fight Against Desertification (2010–2020).



To view the full publication please click the image above.

## A BETTER WORLD

HDF/Tudor Rose collaborated with UNCCD to publish this 4th edition of A BETTER WORLD, which covers Sustainable Development Goal 15.3, aiming to achieve Land Degradation Neutrality globally by 2030.



To view the full publication please click the image above.

# Human development stakeholders

Over two decades, we are proud to have partnered with many leading human development organizations across the three principle stakeholder groups including the United Nations and its agencies, UN member states and civil society institutions worldwide. Our mission is to create landmark publications for the purpose of engaging these organisations to collaborate in addressing critical international issues.

## UNITED NATIONS AND AGENCIES



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## CIVIL SOCIETY





# What United Nations' lead agencies say about our publications



“Congratulations on a successful completion of the project *Together We Stand*.”

Myriam Kusayanagi, World Humanitarian Summit,  
United Nations Office for the Coordination of Humanitarian Affairs (OCHA)



“*Agree to Differ* looks great – superb layout, thanks a lot!  
And thanks for our collaboration, which I enjoyed.”

Ann-Belinda Preiss, Bureau of Strategic Planning, UNESCO



“Many thanks for working together with FAO on *Family Farming*. Your all-round publishing and logistical support has been much appreciated”

Rachel Tucker, Office for Corporate Communication, Food and Agriculture Organization of the United Nations

# Contact Us

To discuss more fully a contribution to this project or any other outreach solutions that you may seek, please contact Sean:

+44 11 63 18 0735 (O) or +44 79 74 69 66 73 (mobile and WhatsApp)

 @humandevforum  linkedin.com/company/humandevforum

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## #HerLand PUBLICATION COORDINATION



**For HDF/Tudor Rose**

**Sean Nicklin**

Publisher, *A Better World*

[sean.nicklin@humandevdevelopmentforum.org](mailto:sean.nicklin@humandevdevelopmentforum.org)



**For UNCCD**

**Xenya Scanlon**

Chief of Comms,

External Relations and Partnerships

[xscanlon@unccd.int](mailto:xscanlon@unccd.int)



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