



Firoz Lalji Institute
for Africa



United Nations
Convention to Combat
Desertification



G20 GLOBAL
LAND INITIATIVE

STRATEGIC COMMUNICATION OF LAND RESTORATION

MASTERCLASS

The G20 Global Land Initiative (GLI) and the London School of Economics and Political Science (LSE) are offering a **fully funded, 5-day Masterclass for communicators, in London.**

Designed to equip communicators with the skills and tools needed to raise awareness on land degradation and restoration, the program supports GLI's mission to reduce degraded land by 50% by 2040.

WHAT WE OFFER



Introduction to land restoration—the problems and the solutions



Power and systems thinking for effective public influencing



Strategic communications and effective narrative-building



Media strategy development in a crowded public sphere



Exploring advanced communication media like VR, AI, digital platforms, etc.



Site visits to land restoration projects in the UK

SUBMISSION GUIDELINES

Submit any one communication collateral on a land restoration initiative in your country

Blog: 600 words max | **Vlog:** 3 minutes max

Photo Essay: 12 images (300 words max) | **TikTok/Instagram Reel:** 3 minutes max

Podcast: 5 minutes max | **Mini-Documentary:** 3 minutes max





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SUBMISSION PROCESS



SCAN THE
QR CODE TO
SUBMIT YOUR
APPLICATION

OR

SUBMIT YOUR
APPLICATION
ON THIS LINK
<https://bit.ly/4gCT1IY>

Deadline For Submission

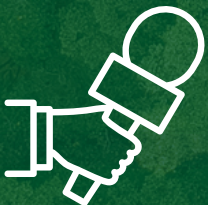
30 November 2024, 11:59 pm CET

NOTE

All submissions should be made in English.

Participants will develop communications strategies around land restoration in their respective countries, out of which the best one will be awarded funds to implement them after the course ends

WHO SHOULD APPLY**



Journalists



Podcasters



Social Media
Influencers



Photographers
& Videographers



Environmental
Communicators

*** The course is not open to activists and advocates who are not fully engaged in communication nor is it open to issue experts who are not the lead communicators in their organizations.*

For key resources on
land restoration, [click here](#)