Global Campaign to Achieve 80% Security of Tenure by 2030

Dr Robin McLaren
Prof Stig Enemark
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/
POLIO
ERADICATION INITIATIVE

Under Way

Source: http://www.unicefrosa-progressreport.org/eradicatpolio.html

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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.

Source: http://blog.chemonics.com/know-your-sdgs:-land-matters-for-sustainable-development ©KnowEdgeLtd
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

Source: https://sustainabledevelopment.un.org/?menu=1300
What are the Campaign Drivers?

Fit-For-Purpose Land Administration

FIT-FOR-PURPOSE LAND ADMINISTRATION
GUIDING PRINCIPLES FOR COUNTRY IMPLEMENTATION

SECURING LAND AND PROPERTY RIGHTS FOR ALL

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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
- OGC® Open Geospatial Consortium, Inc.
- GLTN Global Land Tool Network

Land Administration Standards

Global Land Indicators Initiative
What are the Campaign Drivers?

Significantly Increased Land Sector Capacity

- Locally Trained Land Officers
- Land Entrepreneurs
- Barefoot Surveyors
- Para-Legals
- Knowledge Workers
- Trusted Intermediaries
- Para-Surveyors

Source: USAID
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.

What are the Campaign Drivers?

... and of course there is some good technology around!
How can we Make it Happen?

Source: http://www.reddrivingschool.com/2013/01/10-steps-to-pass-your-test-step-9/make-it-happen_original/
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

Source: http://www.ecowatch.com/
New Perspectives and Stories

As Senegal’s coast crumbles, residents ponder move to safer ground

Mexican authorities urged to boost security after indigenous activists killed
Tracy Barnett

Unequal rights for indigenous, rural women endanger forest lands
Rina Chandran

Crimean lawyer fighting 'unwinnable' cases wins human rights award

Exclusive: Inside the world’s five biggest slums
Special series from PLACE

Best of the web: Tenants fight back
Best of the web

Source: http://www.thisisplace.org
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
- Market Research
- SMS Surveys
- Crowdsourcing
- Satellite Imagery
- AI Analysis
- Official Sources
- Big Data

Source: http://www.tomnod.com/campaign/
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.

Source: http://cdn2.hubspot.net/hubfs/455513/touchpoints-600x400.jpg
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?

Source: http://www.govloop.com/community/blog
Making the Campaign Work

Network of FFP Land Administration transforming experience into knowledge

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Making the Campaign Work

Country Campaigns

Targeted

Highly Coordinated

Sustainable Solutions Maintained

Source: https://en.wikipedia.org/wiki/Africa–China_economic_relations

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The Perfect Storm of Change

FFP Land Administration
Social Media
Pro-Poor Land Rights Tools
Support Land Sector Key Stakeholders

VGGTs
New Global Players

OGC Standards
New Leaders

Scalable Solutions
Trusted Intermediaries Capacity
SDGs

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