



Food. Feed. Fibre.
Sustainable production and consumption



17 June 2020

**DESERTIFICATION
AND DROUGHT DAY**

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E-Celebration

DESERTIFICATION AND DROUGHT DAY 2020

Production and Consumption for Sustainable Land Management

Monday 22 June 2020, 2:00pm – 3:30pm, Beirut Time (GMT+3)

Background

On 17 June, the World will be celebrating the Desertification and Drought Day (formerly World Day to Combat Desertification). The chosen theme for this year is “Food. Feed. Fibre. Sustainable Production and Consumption.” The aim is to highlight the challenge on the land – land degradation and land loss – resulting from people’s unsustainable production and consumption patterns. The vicious cycle is expected to continue as the population keeps growing, and settles more and more into cities. This nexus will lead to an increased demand for land to produce food, to feed animals, to produce ingredients for our clothing and housing and to be settled upon. Safeguarding the increasingly challenged lands is paramount to ensure current and future productive activities in support of food security and livelihood. The challenge is even greater in the Arab region, a region characterized by limited and fast degrading soils in an arid environment where a better stewardship of the land is urgently needed.

In celebration of the 2020 Desertification and Drought Day, ESCWA and FAO are joining forces in raising awareness on this issue through an e celebration to discuss with experts on issues of land degradation, water scarcity and production and consumption patterns. The celebration will highlight innovative ways to address the challenges facing the region and promote further actions aimed at sustaining our lands.

The e celebration will be informed by a short technical material/brochure prepared by ESCWA on the occasion, which builds on UNCCD proposed response options with a regional perspective. It will discuss and show how sustainable production and consumption of Food, Feed and Fibre impacts positively the sustainability of natural resources, by presenting selected measures to address desertification and preserving land.

Moreover, the e celebration will highlight the urgency to act promptly, which becomes naturally evidenced by the alarming situation of the current covid-19 outbreak. It will focus on the imperative to re-adjust human behavior to live in harmony with nature in a more sustainable world focusing on Arab

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region. This is reasonably feasible, should we start instigating measures that adhere to the principles of responsible production and consumption, materialized on the ground by simple but efficient actions that proved to enhance both earth and human wellbeing.

Representatives from academia, regional organizations, youth and civil society organizations will participate to raise awareness on combating desertification and to discuss successful response measures that are socially, economically, politico-culturally and environmentally benefiting both the nature and the people in the region.

Agenda and Speakers

Moderator: Ms. Reem Nejdawi

2:00-3:30 pm Beirut time

Introductory remarks:

- **Mr. Abdessalam Ould Ahmed**, Assistant Director-General & Regional Representative – FAO RNE
- **Ms. Roula Majdalani**, Leader, Climate Change and Natural Resources Sustainability Cluster, UN-ESCWA

Short film ("انكشها، افلحها، ازرعها واسقيها") by **Nadine Labaki**, Director of the Film (2:45 minutes)

Mr. Fidele Byiringiro, Economic Affairs Officer - ESCWA:

Regional perspective to Food. Feed. Fibre. Sustainable Consumption and Production in the Arab region (3 minutes)

Speakers: *interventions to deliver a brief message highlighting how SCP and Food, Feed, Fibre are addressed in their work (30 minutes)*

- **Mr. Omar Itani**, General Manager - FabricAID, Lebanon
- **Ms. Zainab Momani**, Head - Specific Union of Female Farmers, Jordan
- **Ms. Aurore Assaker**, Project Manager and Science Communication Manager, Faculty of Bioscience Engineering - University of Ghent, Belgium
- **Mr. Seoud Al-Salmi**, Omani Sidr Association, Oman

Maya Atie, ESCWA, launching a call for competition

