



Food and Agriculture  
Organization of the  
United Nations



INTERNATIONAL YEAR OF  
**CAMELIDS**  
2024

**COMMUNICATION  
HANDBOOK AND TOOLKIT**

# COMMUNICATION HANDBOOK AND TOOLKIT INTERNATIONAL YEAR OF CAMELIDS (IYC) 2024

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# 1. INTERNATIONAL YEAR OF CAMELIDS (IYC 2024)



# 1. INTERNATIONAL YEAR OF CAMELIDS (IYC 2024)

## 1.1 International Year of Camelids (IYC)

The United Nations declared 2024 the International Year of Camelids (IYC 2024). The Year will highlight how camelids are key to the livelihoods of millions of households in hostile environments across over 90 countries, particularly Indigenous Peoples and local communities. From alpacas to Bactrian camels, dromedaries, guanacos, llamas, and vicuñas, camelids contribute to food security, nutrition and economic growth as well as holding a strong cultural and social significance for communities across the world.

Camelids play an important role in advancing the **Sustainable Development Goals** (SDGs) related to the fight against hunger, the eradication of extreme poverty, the empowerment of women and the sustainable use of terrestrial ecosystems. From providing milk, meat and fibre for communities to transport for products and people, and organic fertilizer, camelids thrive where other livestock species cannot survive.

Camelids play a key role in the culture, economy, food security and livelihoods of communities in Andean highlands and in the arid and semi-arid lands in Africa and Asia, including Indigenous Peoples. Even in extreme climatic conditions they continue to produce fibre and nutritious food. Indeed, camelids can contribute to building resilience to climate change – particularly in mountains and arid and semi-arid lands.

The International Year of Camelids 2024 aims to build awareness of the untapped potential of camelids and to call for increased investment in the camelid sector, advocating for greater research, capacity development and the use of innovative practices and technologies.





## What are camelids?

Camelids include Bactrian camels, dromedary camels and wild camels as well as South American camelids, namely domesticated llamas and alpacas, and wild vicuñas and guanacos. South American camelids were the main livestock in pre-Hispanic times and are considered as unique indigenous mammals on the continent. Other camelid species such as Bactrian camels and dromedaries are crucial for nomadic life and communities living in drylands. They are used as domesticated animals that are trained to carry people or goods. They are called “ships of the desert” because of their capacity for survival in challenging circumstances, travelling vast distances often through harsh conditions, and surviving long periods without water. Camelids play a key role in the culture, economy, food security and livelihoods of communities across the world, including Indigenous Peoples. Even in extreme climatic conditions they continue to produce fibre and nutritious food.



**Bactrian camel**



**Dromedary camel**



**Llama**



**Vicuña**



**Alpaca**



**Guanaco**

## 1.2 International Year of Camelids around the world

The International Year of Camelids is being officially launched on **4 December 2023**.

A detailed programme and registration links will soon be available on the [IYC website](#). Many other events will take place throughout the year and will be posted on an events section of the website.

## 2. COMMUNICATING THE INTERNATIONAL YEAR OF CAMELIDS (IYC 2024)



## 2. COMMUNICATING THE INTERNATIONAL YEAR OF CAMELIDS (IYC 2024)

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### 2.1 Slogan

EN

**Heroes of deserts and highlands:  
nourishing people and culture.**

AR

**أبطال الصحارى والمرتفعات:  
تغذية الناس والثقافة.**

ZH

**沙漠和高地英雄：  
支持生计发展，背负文化传承。**

FR

**Héros des déserts et des hauts plateaux,  
ils nourrissent les peuples et les cultures**

RU

**Герои пустынь и высокогорий: на стыке  
продовольственной безопасности и культуры**

ES

**Héroes de desiertos y alturas:  
alimento para pueblos y culturas.**

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## 2.2 Theme

Amid global agrifood system challenges, such as hunger and malnutrition, climate change and the depletion of natural resources as well as threats from global financial shocks, risk of transboundary and emerging animal diseases, the International Year of Camelids sheds light on the economic, social and cultural importance of these mammals. They are heroes of deserts and highlands that have huge potential to support **livelihoods, nutrition** and the **environment**. They offer a rich array of products and services – **meat, milk, fibre, fertilizer** and means of **transport** – supporting local communities and Indigenous Peoples in **arid** and **semi-arid lands**. Beyond these aspects, camelids are also intricately linked with local identities and **cultures**, underpinning the traditional and modern knowledge of these societies, which have upheld, maintained, and protected genetic diversity. These benefits help support better production, better nutrition, a better environment and a better life for all, leaving no one behind. Camelids play an important role in advancing the **Sustainable Development Goals** (SDGs) related to the fight against hunger, the eradication of extreme poverty, the empowerment of women and the sustainable use of terrestrial ecosystems.

The IYC 2024 aims to **build awareness** of the untapped potential of camelids and to call for **increased investment** in the camelid sector, advocating for greater **research, capacity development** and the use of **innovative practices and technologies**. The Year aims to **strengthen science-policy interaction, empower stakeholders** to take action, and to build new **partnerships** while strengthening existing ones.

**Everyone has a role to play** - from governments, private sector companies, international organizations and NGOs to the general public and even youth. We need to work towards recognizing and valuing the economic, social and cultural importance of camelids in the lives of communities, especially those that are highly vulnerable to extreme poverty.





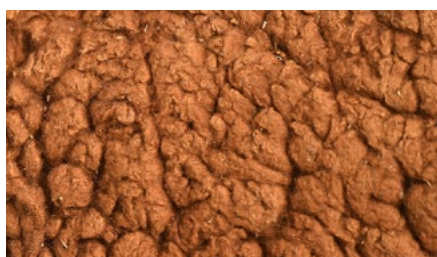
## 2.3 Quick facts



Camelids include **Bactrian camels**, **dromedary camels** and **wild camels** as well as South American camelids, namely domesticated **llamas** and **alpacas**, and wild **vicuñas** and **guanacos**.



Camelids are key to the **livelihoods** of millions of households in over **90 countries**, particularly Indigenous Peoples and local communities.



Camelids are a key source of **meat**, **milk**, **fibre** and **fertilizer in deserts and highlands**.



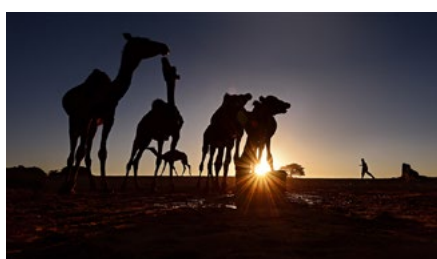
Bactrian camels and dromedaries are called “**ships of the desert**” for their capacity to survive in challenging circumstances, travelling vast distances often through extreme conditions, and surviving long periods without water.



Camelids first appeared in America **45 million years ago**. South American camelids are considered unique indigenous mammals from the continent. Llamas and alpacas were the main livestock in pre-Hispanic times used as work animals and for the production of meat and fibre.



In South America, there are approximately **7.5 million alpacas**, **4 million llamas**, **350 000 vicuñas** and **600 000 guanacos**. **200 000 families** breed and manage these animals in the Andean highlands. Alpaca and llama breeding has spread to other regions such as Asia, Europe, North America and Oceania.



In the past two decades, the global population of **Bactrian camels** and **dromedary camels** has almost doubled, from 22 million heads in 2001 to **39 million** heads in 2021. **87%** of these camels are found in Africa and almost **13%** in Asia.

## 2.4 Key messages

Below is the list of key messages that should be communicated for the IYC 2024.



**Greater support to the camelid sector can accelerate progress towards achieving Zero Hunger and the Sustainable Development Goals (SDGs).** Camelids play an important role in advancing the SDGs related to the fight against hunger, the eradication of extreme poverty, the empowerment of women and the sustainable use of terrestrial ecosystems.



**The livelihoods of many communities around the world depend on camelid products and services.** Camelids are a main source of meat, milk, fibre and fertilizer. They serve as working animals, supporting Indigenous Peoples and local communities throughout South America's Andean highlands, and deserts of Africa and Asia. Recognition, advocacy and support for the promotion of their products and services is paramount for community livelihoods and fostering sustainable jobs and equality.



**Camelids are of strong social and cultural importance.** We need to recognize the key role of camelids in the spiritual identity and culture of Indigenous Peoples and local communities in Andean highlands and in the arid and semi-arid lands of Africa and Asia.



**Camelids contribute to the sustainable use of terrestrial ecosystems and build resilience to climate change.** We need to acknowledge the many virtues of camelids in addressing the challenges of climate change. They have the ability to harness the natural resources available in hostile and harsh environments, including mountains and arid and semi-arid lands.



**We need to invest in capacity development, research and outreach to develop the camelid sector.** Governments and policymakers should invest more in camelid-related research and outreach as well as innovative practices and technologies. They should also invest in developing the capacities of local actors in the camelid sector, prioritize participatory approaches, as well as maintain, revitalize and protect traditional knowledge, practices and heritage of Indigenous Peoples and local communities.

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## 2.5 Take action

A set of actions has been developed for various sectors. This list is not exhaustive: if you come up with additional actions, we would love to hear about them! FAO offices and partners are encouraged to focus their events around taking action. See section 3 on how to feature your 'My actions' human-interest stories on digital platforms, at events and exhibitions worldwide.

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### Governments and policy makers

- Develop tailored camelid development policies that recognize the role of camelids as a way to fight hunger, build resilience to climate change, and conserving biodiversity and ecosystems.
- Take actions to support the livelihoods of communities that depend on camelids by developing and implementing policies to increase their access to markets, resources and services, emphasizing the role of youth and women.
- Build public awareness about the importance of camelids by developing and promoting awareness campaigns.
- Protect the traditional knowledge, practices and heritage of Indigenous Peoples and local communities that depend on camelids.
- Promote camelid products to improve the livelihoods of vulnerable rural populations, create decent jobs and greater equality.
- Actively engage young people to work in the camelid sector.
- Strengthen the organizational and leadership capacities of camelid producers.

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### Camelid producers

- Learn about good practices for producing and processing camelid products to ensure the highest quality, and increase income derived from production and processing, and from the marketing of fibre, meat and hides.
- Strengthen and promote the conservation and sustainable management of camelids and natural pastures, including biodiversity, considering the reduced feed and water availability due to the deterioration of natural resources and climate change.
- Join forces and form producer organizations to have more of a say in government policies; gain better access to markets, resources and services; and add value to your products.

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### Non-governmental organizations (NGOs), cooperatives and civil society

- Provide producers with practical support, training and ways of adding value to their products, connecting them to traditional and alternative markets.
- Share information related to camelids with a broad range of audiences, including through the organization of events and campaigns.
- Form networks and action groups to promote the availability, accessibility and affordability of camelid products.
- Strengthen negotiating capacities of producers and sensitize value chain actors in a win-win culture that leaves no one behind, and considers the rights, culture and traditional knowledge of Indigenous Peoples and local communities.
- Support the review and documentation of indigenous and local practices for camel breeding, husbandry, disease control, and marketing, among others.
- Develop the capacities of camelid producers in climate change adaptation.

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### Development partners

- Develop and implement programmes and projects that include camelid-related activities to improve food security and nutrition, eradicate poverty and enhance the sustainable use of natural resources.
- Support the development of fair and equitable value chains that enable camelid producers to benefit from markets by addressing limitations in processing and marketing, including a lack of access to financial services.

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### Researchers and academic institutions

- Innovate the camelid sector by dedicating resources to researching camelids, the nutritional benefits, properties and characteristics of camelid products, as well as to practices and innovations that can make camelid production more sustainable.
- Gather and disseminate evidence related to camelids that can inform relevant management and development approaches, including for climate change adaptation and improved contributions to nutrition, food security and environmental sustainability in a participatory manner, taking into account traditional knowledge.



## The general public

- Learn more about and better understand camelids and their cultural, social and economic importance, particularly for Indigenous Peoples and local communities. Recognize the role of camelids in conserving biodiversity and cultural heritage.
- Purchase more goods produced from camelids, including edible goods and clothes made of natural renewable fibres.
- Spread the word about the #YearofCamelids on social media and in your communities throughout 2024 and beyond.
- Value camelid products, taking into account their contribution to the sustainable management of livelihoods and ecosystems.

## 2.6 Visual identity

To increase the impact of IYC 2024 celebrations, we ask you and all IYC partners to use the visual identity as much as possible in all your activities and events, also on digital platforms!

To help you get started, we have prepared **two guides on how to use the IYC 2024 visual identity**:

- The **Guidelines for the use of the IYC 2024 [visual identity and waiver of liability](#)** give detailed instructions on how to use the logo and who may use it.
- The **[Visual identity guidelines for graphic designers](#)** give precise instructions on branding, use of the logo for different materials, and tips for inserting the logos of partners working with you on joint activities and events.

**Do you need the visual identity in other languages?** We can also work with you to create different language versions of the visual identity. You can send a request to [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org). Our graphic design team can advise you on any additional issues you may have when using the visual identity, from logo arrangements to different format requirements (size or layout).

A detailed list of communication products to promote IYC is available in the Toolkit provided in **section 4**.





# 3. IYC FOOD HEROES – HUMAN INTEREST STORIES



# 3. IYC FOOD HEROES – HUMAN INTEREST STORIES

We are calling on FAO Representations to identify human-interest stories linked to the production and advocacy of camelids to be published on the IYC and FAO websites and digital channels; and to be used in events, exhibitions and for pitching to global media.

We need your help to identify stories that show:

- someone who has contributed to the **promotion of camelids** (a farmer, public or private sector employee, extension worker, researcher, student, etc.);
- the importance of camelids for **agrifood systems, livelihoods, culture, environment**; and
- how camelids can contribute to the **eradication of hunger, reduce poverty, protect the environment, build resilience to climate change**, or boost social and economic development.

Your story could be about a small-scale producer, a teacher, influencer or someone who works in the public or private sector.

The story should include one-two quotes from the person featured, information on the **project or programme** in question, **key facts** and **figures**, and include at least **three high-resolution photos**. Sample interview questions, a template for the story and photo caption instructions are provided in the template [here](#).

The deadline to receive stories is **28 February 2024**.



# 4. COMMUNICATIONS TOOLKIT



# 4. COMMUNICATIONS TOOLKIT

## 4.1 What is the IYC asset bank?

The IYC [Asset Bank](#) contains a wide range of digital and print-ready communication materials to help you, and your partners, promote IYC 2024. These materials are available in all FAO official languages and we can work with you to **customize them in your national language**.

If you have any difficulties accessing the files, contact us at [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org).

## 4.2 Poster

The IYC poster can be downloaded from the [Asset Bank](#). The standard measurement is 700 x 500 cm with both horizontal and vertical formats as available. Other measurements can be provided upon request to the IYC Team if you write to [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org).

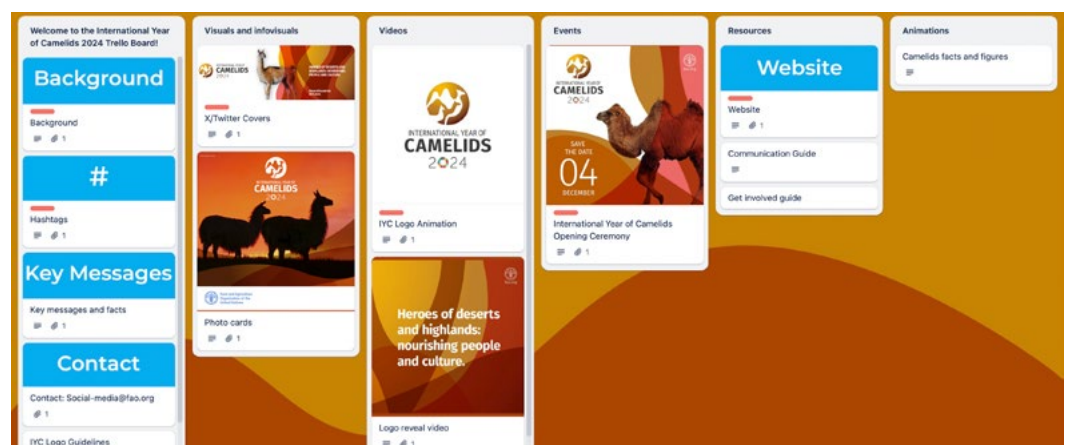
## 4.3 Website and web buttons

The [IYC 2024 website](#) is action-oriented and provides useful information to help you promote the year. A range of communications materials can be produced locally or customized to your needs and translated in additional languages. [Contact us](#) if you need a different format or language to help you promote the Year.

Be sure to **add all your IYC-related events** to the website's events section and keep track of what is happening near you. To add your event, fill in the form on the events section on the [IYC website](#) or contact [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org). You can download the IYC web buttons and backdrops in six languages from the [Asset Bank](#).

## 4.4 Social media trello board

The [IYC Trello board](#) contains a set of graphics that can be shared on social media to promote the Year. See section 5.4 for some suggestions on how to promote IYC on your social media channels.



## 4.5 Virtual backgrounds for meetings or events

Virtual backgrounds for IYC events are provided in the Asset Bank. If you need help with in-person events, contact us at [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org) and we can send digital files for simple roll-up banners or backdrops.



## 4.6 Promotional video

A promotional video is available [here](#) in all UN languages for use in promotional activities related to the IYC 2024. We would encourage FAO offices and partners to approach TV stations, online media, public transport partners and other large outdoor screen coordinators. Remember that many TV stations require up to six months' notice in advance of the actual screening time. You can also ask the IYC team to provide the promo video in additional languages. Please write to us as soon as possible, with a brief description of the outreach potential in this extra language. We would only ask for your support with the translation and final check.

## 4.7 Gadgets and promotional items

The [IYC Asset Bank](#) provides graphics for the local printing or production of:

- Carboard camelid gadgets;
- T-shirts;
- Caps;
- Mugs;
- Water bottles; and
- Bags.



## 4.8 IYC presentation

An IYC PowerPoint presentation is available for FAO staff who need to give an overview of the Year, from its objective to how to get involved. You can download it [here](#).

# 5. HOW TO PARTICIPATE



# 5. HOW TO PARTICIPATE

## 5.1 Plan your event or outreach activity

If you wish to organize an event or outreach activity, we can provide you with a range of materials and tips to plan it. We have promotional materials in several languages - posters, event banner and website – many of which are downloadable from the IYC 2024 [Asset Bank](#).

If you want to hold an event or start a local campaign, get some inspiration from the examples below.

The IYC 2024 is an action-oriented campaign so start by reading the actions for countries, the private sector, and all individuals, and encourage partners to get involved. Keep us updated about your calls to action!



### Spread the word online

Start spreading the word on social media and help us get the IYC hashtags trending in all languages. The [IYC Trello board](#) will be coming soon and will have multilingual creative content for promoting the Year online.

### Organize an event or activity

Get people thinking about camelids! Start planning your IYC event for 2024 that not only showcases how remarkable camelids are, but also brings your community closer. From marathons and hunger marches to exhibitions, cultural performances, contests and concerts, there are endless ways to engage your audience. Make sure to follow the [visual identity guidelines](#) when promoting your event.

### Lectures, panels and roundtables

Organize, sponsor or participate in a public lecture with leaders, educators, scientists and specialists of camelids. Use your lecture to promote the key messages of the year and host a question-and-answer session to inspire participants and encourage involvement.

### Get youth involved

The young generation needs to be inspired to become change makers and they need to know about how camelids can be part of creating a more sustainable and food-secure future. Get in touch with local schools and speak with educators to organize a lesson about the IYC and the importance of camelids.

### Involvement the media and brand your city

Start approaching journalists or advertising contacts, TV stations, outdoor advertising agencies or municipalities as early as possible to promote the IYC in 2024. Share content such as the promotional video, posters, social media assets and more. Write to the IYC team to let us know where you hope to place any promo material, and we will produce it in the language you need.

### Are you an influencer?

If you're passionate about camelids, help us raise awareness about how camelids contribute to poverty reduction, addressing the impacts of climate change – particularly in arid and semi-arid lands, as well as food security and nutrition. By using your platform, you have the power to inspire, educate, and mobilize the public to get involved.

### Let us know about your IYC event!

As you can see, there are a lot of ways to celebrate the IYC. Remember to tell us about your events or efforts to promote the global campaign by uploading your event details on the website. Photograph and/or record your event and send us your best photos so we can feature them in an IYC Flickr Album. All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them. Remember to use the IYC visual as much as possible in your events and activities!

## 5.2 Partnerships

The IYC global impact would not be possible without a network of strategic partnerships, including not only FAO offices and other stakeholders, but also the private sector (transport, entertainment or advertising companies) and municipalities. These partnerships involve the **exchange of visibility, co-marketing, and the sharing of communication resources**, all with the aim of reaching out to a broader audience.

Examples of exchange of visibility could be:

- co-marketing of an event, through FAO and the partner's marketing channels;
- branding of an event or a specific company product with the IYC visual identity or exchange of logos or visual identities on key communication materials by both partners;
- featuring the partner's brand on the IYC website;
- promotion of the video, visual animation and other communication material; and
- making use of each other's social media channels (reposting messages, retweets, engaging influencers to further promote the messages etc.).

Partners providing pro bono outreach, such as placement of the promotional video, or billboards with the IYC poster (printed or digital), will be featured on the IYC website as supporters.

If you would like to nominate an IYC supporter, let us know about the activities they are planning by writing to us!

## 5.3 Traditional media outreach

In addition to promoting the IYC promotional video with national and regional media contacts, you can also share information and materials on a regular basis and inform the media about **events and activities** that are set to be organized locally in 2024.

**Pitching products and stories** to media and influencers is key to building public interest in camelids. It may be possible to invite **FAO Goodwill Ambassadors** (GWA) to join field visits or promote the importance of camelids online or at events (GWA visits should always be coordinated with the Regional Communications Officer and FAO Goodwill Ambassador team at FAO HQ at: [GoodwillAmbassadors@fao.org](mailto:GoodwillAmbassadors@fao.org)).

A range of activities can be organized with media, such as:

- **talk shows** and **discussion panels** with FAO experts;
- **press conferences** and **media briefings**;
- **radio/TV** call-in shows; and
- pitching **local spokespeople for interviews** on IYC.

A list of spokespeople is provided in **Annex 1**.



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## 5.4 Digital outreach

Through the digital narrative we can make IYC 2024 a platform for building awareness of camelids and their many benefits for nutrition, health, smallholder farmers and the environment.

Help spread the word on digital channels! Before you start, take a look at **section 2.4** on IYC Key messages that you can promote. Include the official hashtag when you tweet, post about, promote or share the theme or any of the IYC materials. For the complete list of hashtags in FAO official languages, please see here:

EN: #YearOfCamelids

:AR #السنة\_الدولية\_للإبلات

ZH: #驼科动物年

ES: #AñoDeLosCamélidos

FR: #AnnéeDesCamélidés

RU: #МеждународныйГодВерблюдовых

**#IYC2024** is the second hashtag for the year and remains the same in all languages.

You can start now by using the graphics provided on the [IYC Trello board](#).

### List of FAO's main social media accounts:

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#### Facebook

<https://www.facebook.com/UNFAO> (FAO Corporate account)

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#### X

<https://twitter.com/FAO> (Primary/Corporate account)

<https://twitter.com/FAOKnowledge> (Corporate account)

<https://twitter.com/FAONews> (Corporate account/Media)

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#### LinkedIn

<https://www.linkedin.com/company/fao> (FAO corporate page)

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#### Instagram

<https://www.instagram.com/fao/>

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#### YouTube

<https://www.youtube.com/c/UNFAO>

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#### Weibo

[https://weibo.com/unfao?refer\\_flag=1005055014](https://weibo.com/unfao?refer_flag=1005055014)

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#### WeChat

Search "FAOChina" on WeChat

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FAO Social Media Guidelines are available from:

<http://www.fao.org/2/socialmedia>

For specific queries related to FAO social media, an email can be sent to [Social-Media@fao.org](mailto:Social-Media@fao.org).

**6. USEFUL LINKS**

**7. CONTACTS**

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**ANNEX 1**



## 6. USEFUL LINKS

- IYC [website](#)
- IYC [Asset Bank](#)
- IYC [visual identity guidelines for graphic designers](#)
- IYC [Trello board](#)
- IYC [logo toolkit](#)
- IYC [photo library](#)

## 7. CONTACTS

The IYC team coordinates the celebration of the Year and related activities for global outreach and is available for regular consultation with country representations and stakeholder groups to help develop and optimize national and regional IYC campaigns.

Contact for general information: [IY-Camelids@fao.org](mailto:IY-Camelids@fao.org)

## ANNEX 1

<b>Spokesperson</b>	<b>Division/Office</b>	<b>Languages</b>
Thanawat Tiensin	NSA	English
Badi Besbes	NSA	Arabic, English, French
Gregorio Velasco Gil	NSA	English, French, Spanish
Mohammed Bengoumi	FAOSNE	Arabic, English, French
Andrés Gonzalez Serrano	FAORLC	English, Spanish

