

ABS Implementation and the Communication Challenge



Side Event
Montréal 8 June 2011
1.15 – 2.45 pm
Room 5, Level 3



Objectives of this Side Event

- Sharing the draft concept of a new Guide on "Strategic Communication for ABS Implementation"
- Gathering feedback for the further development of the Guide

The Relevance of Strategic Communication for ABS Implementation

A few voices:

- Gemedo Dalle (Ethiopia)
- Geoff Burton (UNU)
- Keith Wheeler (IUCN CEC)

Later also: Pierre du Plessis (Namibia),
Prudence Galega (Cameroon)
Soeren Mark Jensen (Denmark)

The ABS Capacity Development Initiative for Africa

The IUCN Commission on Education and Communication welcomes you at this side event. The Nagoya protocol has enriched the world with yet another biodiversity acronym: “ABS “ Now the challenge is not only to make it known by and more and more people, but also to spread the message of ABS and brand it with an overall feeling that these are good rules for fair use and trade of genetic resources that make ‘biopiracy’ a thing of the past.

The ABS Capacity Development Initiative is a very timely partnership to also develop communication tools and messages to explain the potential of ABS to all actors. To get them on board and engaged in making ABS operational. To promote that ABS is not only about lawmaking against biopiracy – but much more, it’s about partnerships and win- win situations between, local communities and industry, between North and South and finally between business and nature conservation.

The IUCN Commission on Education and Communication has been involved in supporting the Convention on Biological Diversity on matters of communication and education since the mid nineteen nineties. The Commission plays a key role in strengthening the capacities of Parties in strategic communication and has been engaged in ABS since a few years.

Therefore the Commission is ready to support the ABS Initiative to further develop ABS communication tools and instruments. I wish you a fruitful discussion.

Keith Wheeler, Chair CEC



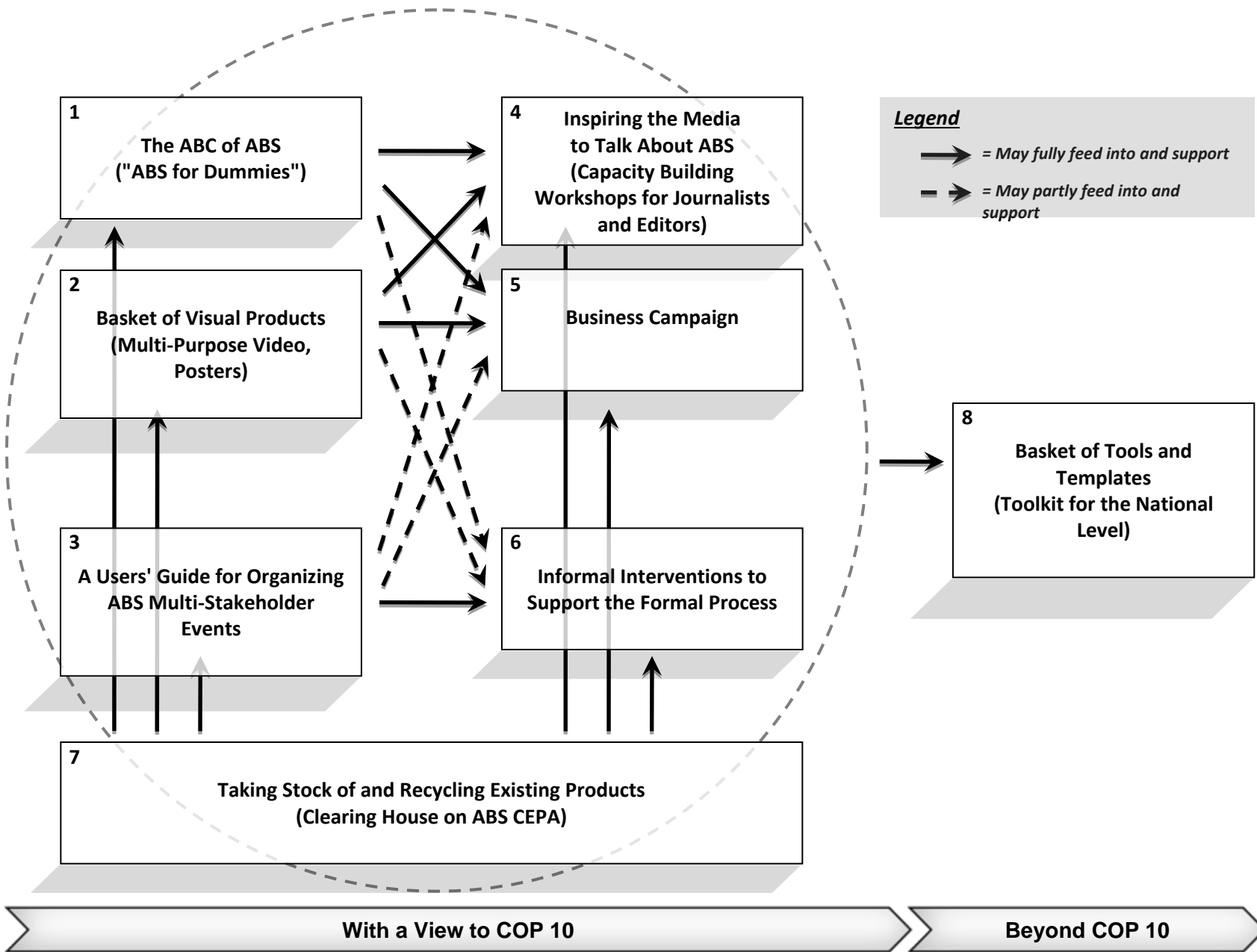
Where do we come from?

Some of the things that have been done so far:

- Paper "ABS Spoken here?", Oct 2008
- Discussions at various regional and pan-African workshops, 2008-2010
- Special ABS CEPA workshop in Nairobi, Mar 2009
- ABS CEPA Task Force developed recommendations, Jun 2009, for a set of CEPA projects and products

Full documentation at www.abs-africa.info

Projects and Products recommended by ABS CEPA Task Force, June 2009



Where are we going?

Current step:

- Work on **CEPA Guide** for ABS implementation

(Task Force Recommendation No 8:

Basket of Tools & Templates/ Toolkit for the National Level)

- > Discussion CEPA Experts group in Bonn , March 2011

ABS CEPA Guide: For whom?

Target group of the Guide

People who are **formally in charge** of ABS implementation, such as

- National Focal Points
- National Competent Authorities

People who are **otherwise involved** in ABS implementation, such as

- Individual officers in the responsible Ministries
- Anyone who has a need to communicate about ABS

ABS CEPA Guide: For what?

Purpose of the Guide

- Assist people in charge of ABS implementation with **guidance and tools** for strategic communication.
- Help non-experts of communicators come to grips with the **relevance** of CEPA in ABS implementation.
- Help people involved in ABS to communicate their **interests**.

Intended benefits for the target group

- Gain a broader idea of what communication can **do for you**.
- Have a range of **strategic communication options** at hand that support ABS implementation.
- Get hand-on **ideas, examples, orientation, sound bites, ...**

Basic proposition: Communication is to serve as 'lubricant' for ABS implementation.

ABS implementation requires	Policy objective in that phase	How Communication can help
Ratification/ Implementation	Decide whether or not to ratify NP	Support government to make informed decisions on ratification
Overall Policy/ Strategy	Clarify national ABS approach	Collect and consider relevant views
Legislation/ Regulations	Create legal certainty	Provide clarity about ABS for legal drafters and decision makers
Stakeholder involvement	Ensure commitment & compliance of different stakeholders	Make diff. stakeholders aware of their rights, roles & responsibilities
Institutional arrangements	Facilitate implementation with clear institutional responsibilities	Facilitate operational coordination
Traditional Knowledge	Facilitate benefit-sharing with TK holders	Empower TK holders to understand and exercise their rights and opportunities
Trans-boundary issues	Avoid conflict and create synergies	Enhance clarity about rights and obligations across borders
Valorization	Turn the potential economic value of GR and aTK into actual income and economic development	Provide the information needed on and by different sectors to make investment decisions

**ABS implementation requires action
in several different policy fields.**

**Ratification/
Implementation**

**Defining overall ABS
policy/strategy/-ies**

**Putting in place domestic
ABS legislation**

Stakeholder involvement

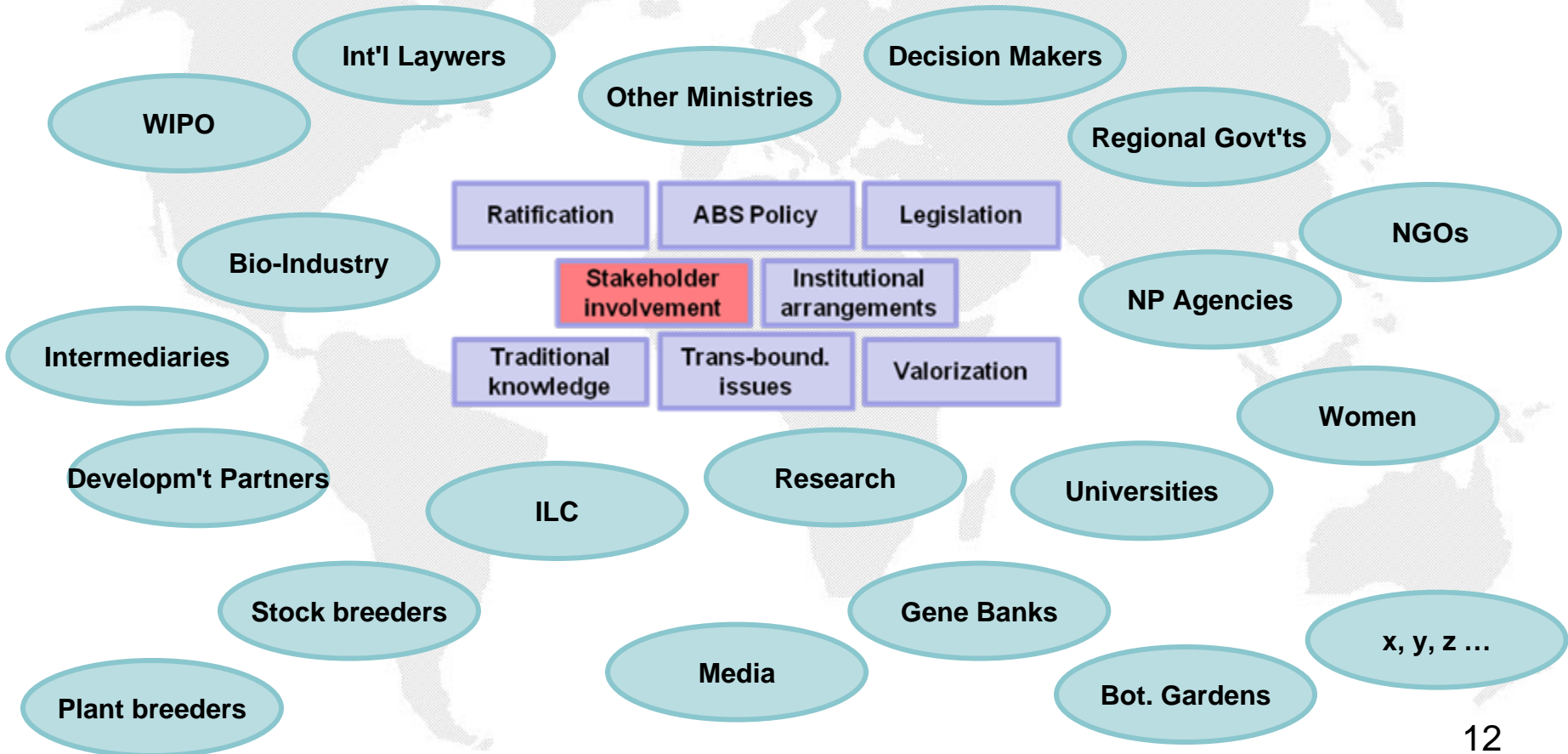
**Establishing institutional
arrangements, including
CNA**

**Dealing with traditional
knowledge**

**Dealing with trans-
boundary issues**

Valorization Strategy

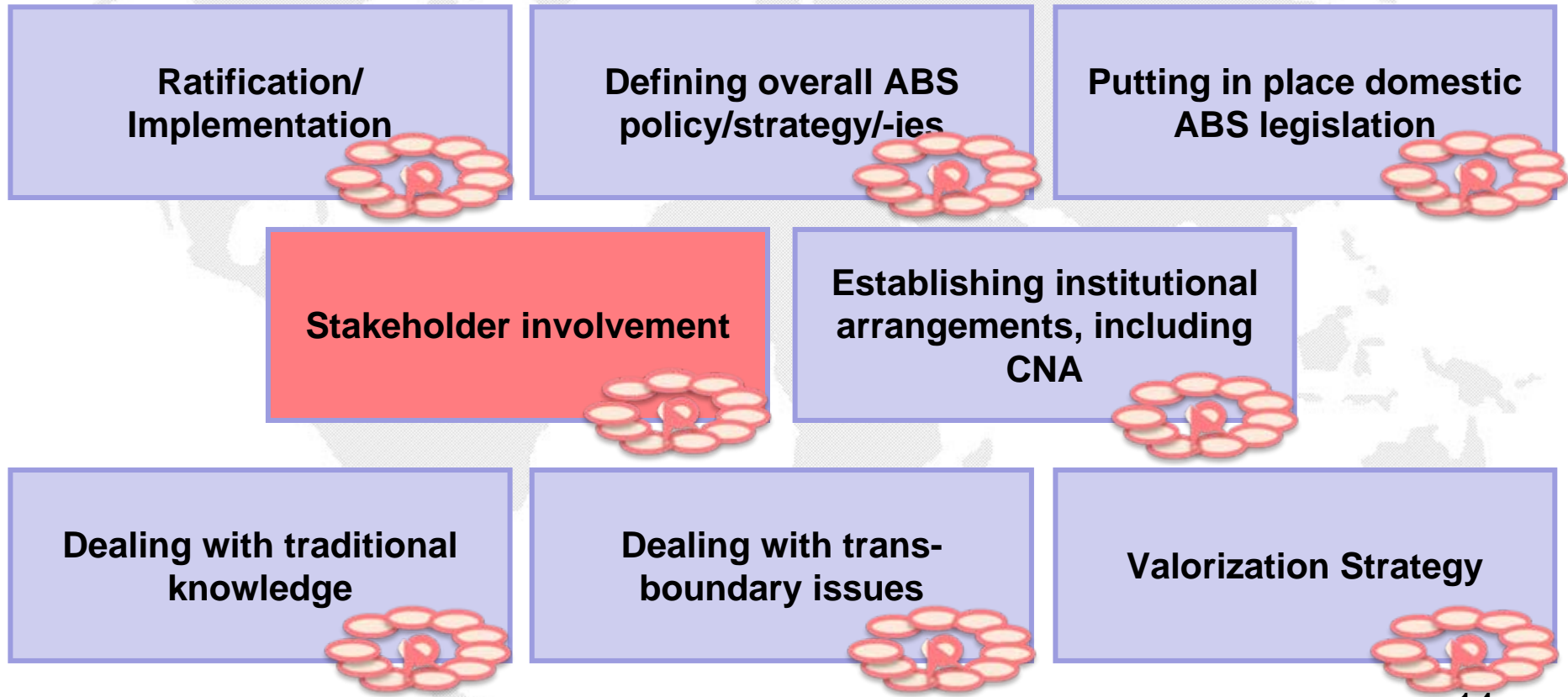
There are many players involved in ABS – all with their own perspectives, interests, and communication needs.



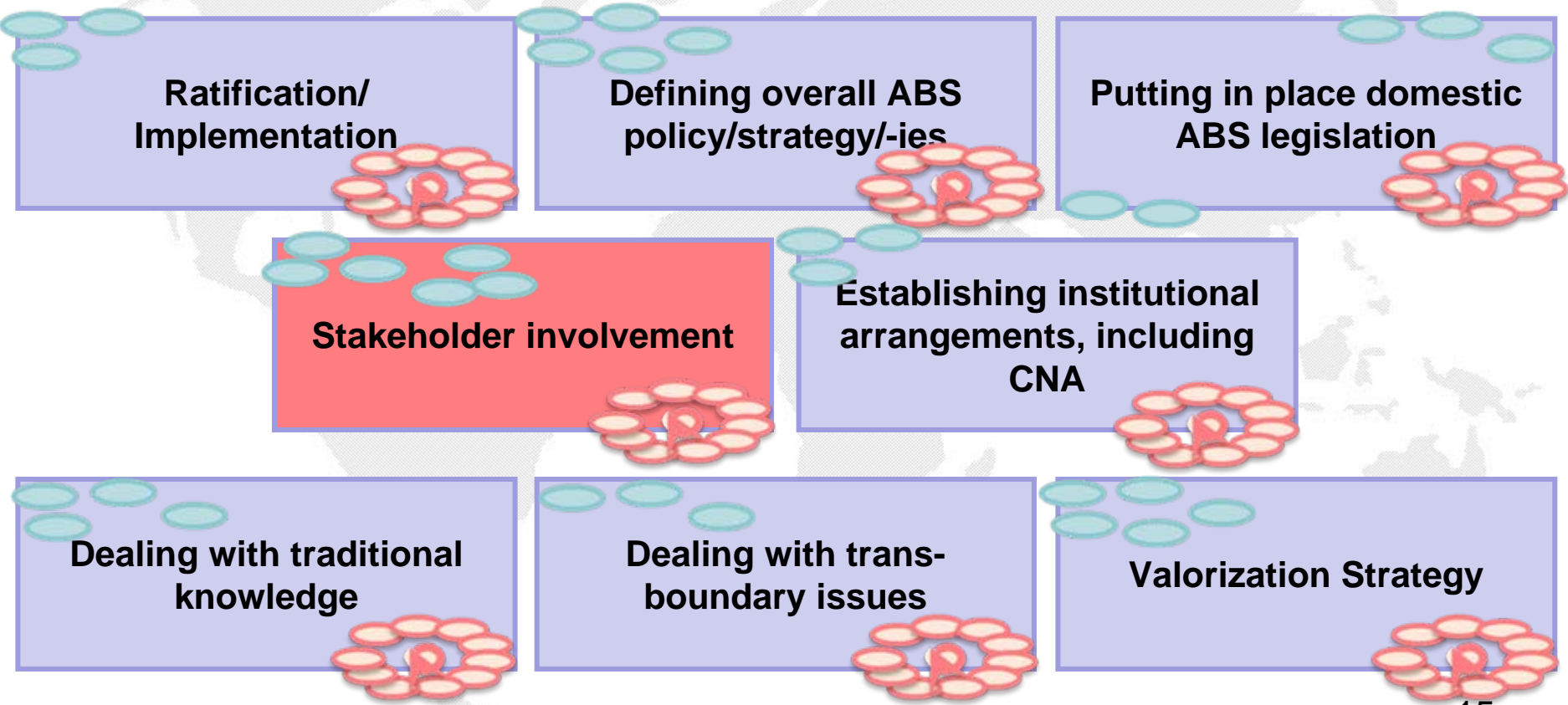
Strategic communication involves a series of relevant steps.



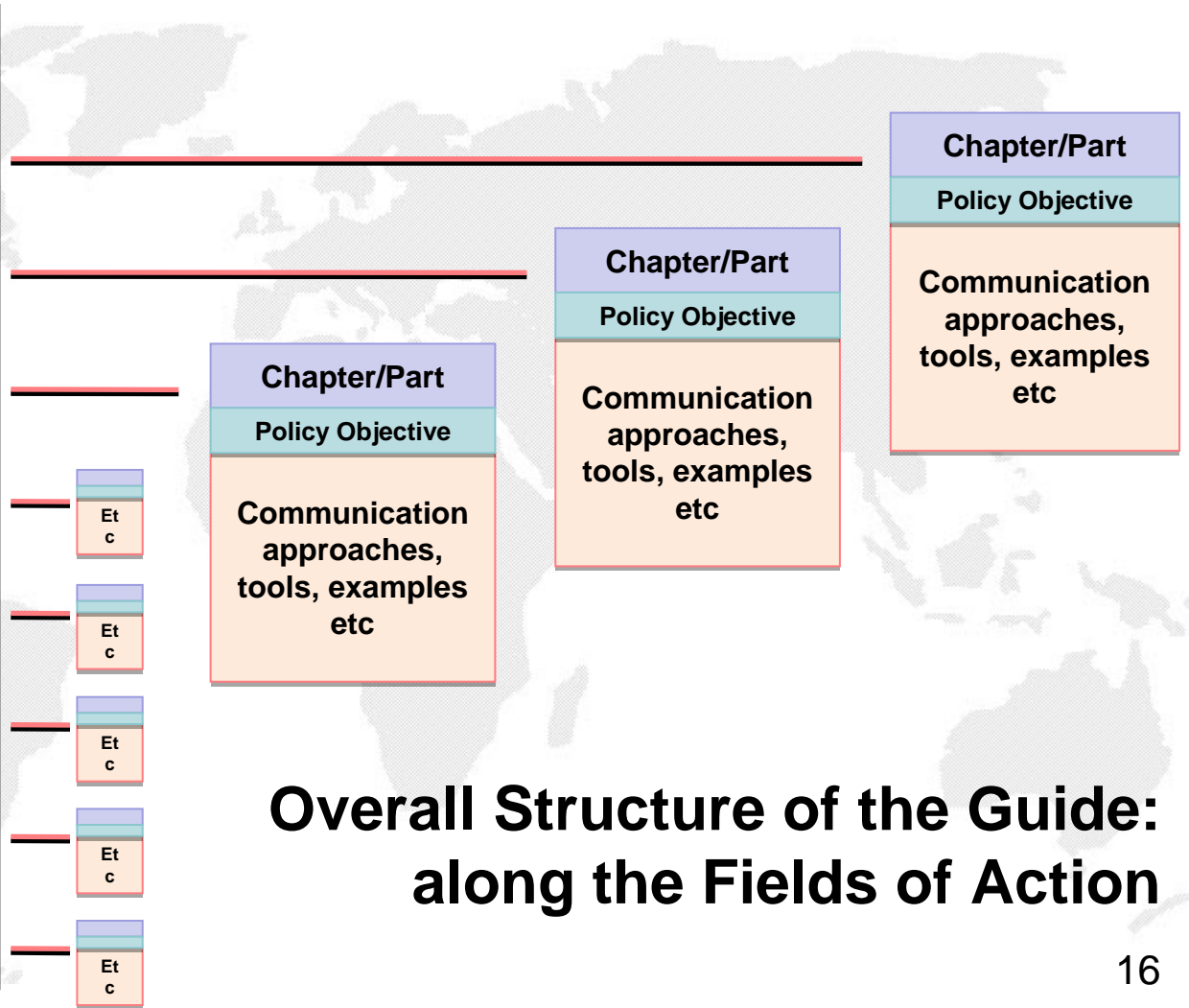
The communication strategy may look different in different Fields of Action for ABS implementation ...



**... because each Field of Action
has its own set of players with different *KAPs*.**



ABS implementation requires
Ratification/ Implementation
Overall Policy/ Strategy
Legislation/ Regulations
<i>Stakeholder involvement</i>
Institutional arrangements
Traditional Knowledge
Trans-boundary issues
Valorization



**Overall Structure of the Guide:
along the Fields of Action**

→ **Field of Action: Stakeholder engagement**

Policy objective: Make different stakeholders aware of their rights, roles and responsibilities

- Provide information to the CBD/ Protocol Clearinghouse mechanism
- Identify and analyze stakeholder groups affected by ABS legislation
- Find out about effective fora / platforms / meetings / conferences / specialist media / etc. for reaching out to those different groups
 - Create appropriate fora where they don't exist
- Determine the communication objectives with each of the stakeholder groups
- Craft the message(s) to convey to each group
 - Ensure language and methods that appeal to the different groups
- Provide / publish positive feedback to those who comply and engage
- Monitor attitudes, engagement and compliance and feed results back into the implementation process
- Never forget to listen!

**→ Field of Action: Define overall ABS policy / strategy (-ies)
Policy objective: Collect and consider relevant views**

- Stock-take and analyze existing situation (legislation and regulations of relevant sectors; resources and opportunities)
- Identify key stakeholder groups and their opinion leaders
- Decide about the nature and manner of stakeholder involvement
- Engage with stakeholders
 - Find out about different stakeholders' Knowledge, Attitudes, Practices (KAP)
 - Define how to work with each of them (messages and methods)
- Draft and consult the ABS strategy with the audience(s) in mind
- Decide about methods of dissemination of the strategy / policies
 - Identify audiences who need to be aware of the strategy (even if they have not been involved in drafting it)
 - Decide on methods of presentation (gazette, letters, ministerial statement / press release, the press ...)

Content of Core Chapters/ Parts

Field of Action

and how communication may help

Policy Objective

and implications for communication

Communication approaches

- Things to consider
- Actors, Messages, Media
- Checklist for communication planning
- Examples and illustrations



Structure around Core Chapters/ Parts

Introduction

- Target groups and purpose
- Basics of strategic communication
- Etc

1	2	3	4	5	6	7	8

Special tools and approaches

- Crafting a message
- Working with the Media
- Other resources to help you

Possible Forms of the Guide

- Book or brochure
- Workbook
- CD / DVD
- Training
- Workshop
- Etc. ... and/or combinations

Thank you very much for your attention!

Your feedback will be most appreciated:

1. What did you find particularly **useful** in the concept?
2. What are your **suggestions** for the further development of the Guide?
3. What is the **relevance** of this concept for tomorrow's discussion on the draft strategy?

Thank you very much for your feedback!

The team of authors will gratefully use your ideas for the further development of the Guide.

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Frits Hesselink (IUCN CEC)

Geoff Burton (UNU)

Suhel al-Janabi (ABS Initiative)

Kathrin Heidbrink (Consultant)

If you would like to comment on the draft Guide (forthcoming), please don't forget to leave your business card in the box at the door.