

Views and Information on Awareness-Raising

Recommendation of the Intergovernmental Committee for the Nagoya Protocol Regarding Awareness-Raising: Recommendation 1/3 (Annex to UNEP/CBD/ICNP/1/8)

With regard to paragraph 1 of Recommendation 1/3 of the *Recommendations Adopted by the Intergovernmental Committee for the Nagoya Protocol at Its First Meeting* (Montreal, 5-10 June 2011), which "[i]nvites Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit views to the Executive Secretary on the proposed elements of an awareness-raising strategy for the Nagoya Protocol as contained in the annex,"¹ we wish to make the following comments:

1. According to the operational objectives (1.1) of Priority Activity 1, *Communications Situation Analysis*, the aim is to somehow measure or assess the impact of the strategy through the following objectives:
 - b) For target groups, **identify desired outcomes** of communications efforts.
 - c) **Evaluate effectiveness of existing tools**, messages and activities.

Notwithstanding the above, because neither the indicators nor the suggested activities mention any activity involving assessment of the impact of the communications strategy, we believe it is important to include an activity which would enable the measurement of this impact. A survey of the various actors and relevant groups could be carried out to assess knowledge of the Nagoya Protocol; this survey could be applied once the awareness-raising campaign has been conducted, making it possible to assess the 'before' and 'after'.

2. Section 1.5 mentions key national actors for suggested activities 1.4.1, 1.4.2, and 1.4.3. However, regardless of whether the actors for each activity can be established on a national level, it is fundamental that the actors involved in the awareness-raising strategy include the various groups which use genetic resources: mainly, the academic sector and the various industries which use genetic resources (such as the pharmaceutical, cosmetics, seed, agricultural, livestock, and ornamental industries, for example).
3. Section 1.4.5 states, "[o]n basis of the established methodology made available through the ABS Clearing-house, Parties will conduct national communication analyses." The actors should not be only "Parties and indigenous and local communities;" rather, they should also include the various users of genetic resources in order for these analyses to be conducted.
4. With regard to Priority Activity 2, *Create key messages, a suite of communication products and a media strategy*, it is important that the Parties be involved in the creation of these messages and that the messages not be developed solely according to the criteria of the Executive Secretariat and associated actors, since there may be sensitive issues specific to each country. It is therefore suggested that general treatment be given to the development of key messages in order to avoid possible internal conflicts resulting from their delivery.

¹ The text of the decision is included in this document for ease of reference.

5. Section 2.5 of Priority Activity 2 mentions the participation and/or collaboration of indigenous and local communities, but not of the Parties. It is important that the participation of these communities be clear and transparent. It is also important that the Parties propose or designate the communities which are to participate (since in each country, the issues associated with indigenous and local communities vary with regard to representativeness); otherwise, such participation could be questioned as to its transparency.
6. As mentioned by our country at the first meeting of the Intergovernmental Committee, it is important that the audience for awareness-raising activities be defined. Our country considers it fundamental that the main target groups should include the users of genetic resources and of the associated traditional knowledge, and that the focus highlight the importance of sharing the benefits derived from the use of these resources and knowledge.
7. With regard to Priority Activity 3, *Create ABS Communication Toolkit*, and particularly in respect of operational objective 3.1, section c), "[d]evelop online community to share experiences," we suggest that the CBD's own indigenous communities' Web page also be used.
8. As commented in respect of the previous activity, where there is participation and/or collaboration of indigenous and local communities but not of the Parties, it is important both that the mechanisms for the participation of these communities be clear and transparent and that the Parties propose or designate the communities which are to participate (since in each country, the issues associated with indigenous and local communities vary with regard to representativeness); otherwise, such participation could be questioned as to its transparency.
9. With regard to Suggested Activity 3.4.7, "[e]nsure that kit is created with appropriate delivery mechanisms for a variety of communities," it is important both to ensure the exchange of experiences among the Parties and to maintain dialogue in order to enable adjustment of the line of action if necessary.
10. Section 4.5 of Priority Activity 4, *Holding of workshops*, identifies indigenous and local communities as the regional-level actors. Earlier comments regarding their representativeness should be taken into account, since what is sought is feedback between workshop participants and the indigenous and local communities in the country. In Mexico, for example, we have the Consultative Council of the CDI (National Commission for the Development of Indigenous Peoples), which is comprised of representatives from all our indigenous communities. If only one representative can attend these workshops, he or she should be selected by the Council in order to ensure the legitimacy of such representation.

Moreover, the various users of genetic resources should be taken into consideration because of their paramount role in awareness-raising: these users are the very ones needing awareness of the sharing of benefits derived from the use of these resources. Users of genetic resources should not be limited to the academic sector; the concept should extend to all possible users.

11. In general, definition of the awareness-raising strategy should take into account the function of the target audience and its particular situation, given that there can be some target audiences which have greater knowledge and experience than others. It is also important to consider the role which the Parties can play in the strategy to promote, contribute to, and advise on how to meet the strategy's objectives.

1/3. Measures to raise awareness of the importance of genetic resources and associated traditional knowledge and access and benefit-sharing related issues

The Intergovernmental Committee for the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization

1. Invites Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit views to the Executive Secretary on the proposed elements of an awareness-raising strategy for the Nagoya Protocol as contained in the annex;

2. Also invites Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit information to the Executive Secretary on awareness-raising activities regarding the importance of genetic resources and traditional knowledge associated with genetic resources and related access and benefit-sharing issues, including lessons learned from existing experience in this regard;

3. Requests the Executive Secretary to revise the proposed elements of an awareness-raising strategy for the Nagoya Protocol, taking into account views expressed at the first meeting of the Intergovernmental Committee, as well as the submissions referred to in paragraphs 1 and 2 above, for the consideration of the second meeting of the Intergovernmental Committee.

Annex

PROPOSED ELEMENTS OF AN AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL ON ACCESS AND BENEFIT-SHARING (2012 -2016)

<p>Priority Activity 1:</p> <p><i>Communications Situation Analysis</i></p>
<p>1.1. Operational objectives</p> <p>a) Conduct analysis of communications goals, target groups and existing communication products. b) For target groups, identify desired outcomes of communications efforts. c) Evaluate effectiveness of existing tools, messages and activities. d) Provide indicative costs for implementation of different activities.</p>
<p>1.2. Expected outcomes</p> <p>a) List of target groups at global, regional and national levels. b) List of desired communication goals. c) Gap analysis of tools and identification of required products. d) Evaluation of possible costs needed.</p>

1.3. Indicators	
<ul style="list-style-type: none"> a) List of target groups and behaviour changes. b) List of existing products and their use. 	
1.4. Suggested activities	1.5 Actors
<p>1.4.1 Conduct audience analysis, including identification of key target groups and desired outcomes of communication activities. Include a focus on communications with indigenous and local communities.</p> <p>1.4.2 Using online surveys and focus groups, conduct analysis of existing communication tools at global and regional levels.</p> <p>1.4.3 Establish an inter-agency task force for communication on the Nagoya Protocol, and include the participation of relevant agencies.</p>	<p>SCBD with input from the department of Public Information of the United Nations as well as other relevant international organizations including UNU, UNEP, CEC of IUCN, representatives of regions, indigenous and local communities and key national actors. Include expertise from media and communication experts.</p>
<p>1.4.4. Circulate results of analysis through the ABS Clearing-house, as well as make methodology available through the ABS Clearing-house, for use and adaptation by regions.</p>	<p>SCBD</p>
<p>1.4.5 On basis of the established methodology made available through the ABS Clearing-house, Parties will conduct national communication analyses.</p>	<p>Parties and indigenous and local communities.</p>
1.6. Time frame	
Begin following COP-MOP 1 and report to COP-MOP 2	
1.7. Estimated cost	
Establishment of position for a communications officer, and consultancy to support situation analysis 35,000 USD	

Priority Activity 2:
Create key messages, a suite of communication products and a media strategy
2.1. Operational objectives
<ul style="list-style-type: none"> a) Develop core messages for different target groups. b) Develop key principles for the future development of additional messages. c) Create core suite of communication products to deliver messages. d) Create media strategy for delivery of messages.

2.2. Expected outcomes	
<ul style="list-style-type: none"> a) List of core messages developed for different audiences. b) Information products created including, <i>inter alia</i> brochures, promotional videos, public service announcements, radio scripts, and others. c) Story ideas and messages created for engagement with the media. 	
2.3. Indicators	
<ul style="list-style-type: none"> a) Products b) List of messages 	
2.4. Suggested activities	2.5. Actors
<p>2.4.1 On basis of Priority Activity 1 create communications and messaging guide, including:</p> <ul style="list-style-type: none"> a) Core messages; b) Communication products for print, television and radio diffusion including a brochure, a video and public service announcement, and a radio spot in United Nations languages; and c) Media engagement strategy, including story lines for media organizations. 	<p>SCBD in collaboration with UNU, UNESCO, CEC of IUCN, Inter Press Services, Biodiversity Media Alliance, and indigenous and local communities.</p>
<p>2.4.2 Make products available through the ABS Clearing-house. 2.4.3 Ensure that products are disseminated to United Nations Information Centres (UNICs).</p>	SCBD
2.6. Time Frame	
Begin following COP-MOP 1 and report to COP-MOP 2	
2.7. Estimated cost	
<p>Consultancy to support development of key message, products and media strategy 50,000 USD Development of brochure, video and radio spots 150,000 USD</p>	

Priority Activity 3: Create ABS Communication Toolkit
3.1. Operational objectives
<ul style="list-style-type: none"> a) Create resources that allow Parties to hold capacity-development activities to build communication strategies around ABS. b) Build modules for media relations. c) Develop online community to share experiences. d) Parties develop customized communication toolkits.
3.2. Expected outcomes
<ul style="list-style-type: none"> a) A toolkit is created that allows Parties to develop custom campaigns and communication tools for desired target audiences. b) Parties have appropriate communication tools and resources.

3.3. Indicators	
<ul style="list-style-type: none"> a) Downloads of the toolkit from the Clearing-house. b) Use of the toolkit in workshops. 	
3.4. Suggested activities	3.5. Actors
<p>3.4.1 On basis of all previous messaging experience, create a communications toolkit that contains methodologies, worksheets and ready to use materials for communication activities.</p> <p>3.4.2 Ensure that e-learning modules are available.</p> <p>3.4.3 Develop toolkit as an Open Educational Resource (OER) that allows for creation of custom materials.</p> <p>3.4.4 Create online support mechanisms including a “help desk” and support for building of a community of practice, through the CHM, that allows for follow up and customization of the kit.</p>	<ul style="list-style-type: none"> a) Global level: SCBD, UNU, UNEP, CEC of IUCN, UNESCO and CI. b) Regional level: regional organizations, ILCs. c) National level: governments, academic.
3.4.5 Translate toolkit into local languages.	National governments.
<p>3.4.6 Create communications toolkit specifically directed to issues involving communication of ABS issues with indigenous and local communities.</p> <p>3.4.7 Ensure that kit is created with appropriate delivery mechanisms for a variety of communities.</p>	SCBD in collaboration with ILCS from different regions.
3.6. Time Frame	
Begin following COP-MOP 2 and report to COP-MOP 3	
3.7. Estimated cost	
Development of toolkit in United Nations languages, including e-learning components: 250,000 USD	

Priority Activity 4: Holding of workshops
4.1. Operational objectives
<ul style="list-style-type: none"> a) Develop capacity for communication at regional levels using the ABS communication toolkit. b) Develop communications training capacity for Parties using the ABS communication toolkit. c) Provide opportunities for development of custom ABS communication modules and products. d) Provide opportunities to brief regional media on the messages of ABS communication. e) Create the basis for a community of practice around ABS communication.
4.2. Expected outcomes
<ul style="list-style-type: none"> a) Global communications framework and toolkits are customized for regional experiences. b) ABS communication practitioners share experiences. c) Regional media are briefed on the significance of ABS communication.
4.3 Indicators
<ul style="list-style-type: none"> a) Participation in workshops. b) Products developed at workshops.

- c) Personnel trained at workshops.
- d) Media engagement in ABS issues.

<p>c) Personnel trained at workshops.</p> <p>d) Media engagement in ABS issues.</p>	
<p>4.4 Suggested activities</p>	<p>4.5 Actors</p>
<p>4.4.1 Using ABS toolkit, and in collaboration with the ABS Clearing-house, hold regional ABS communication workshops, which:</p> <ul style="list-style-type: none"> a) Explain and train communicators in the use of the toolkit; b) Provide opportunities for the creation of custom modules and products for National contexts; c) In collaboration with UNICs, hold media briefing sessions at regional workshops, and involve local communicators; and d) Create the basis for communities of practice on ABS communication. Include the participation of indigenous and local communities. 	<ul style="list-style-type: none"> a) Global level: SCBD, UNU, UNEP, CEC of IUCN, UNESCO, CI; UNICs. b) Regional level: regional organizations, ILCs. c) National level: governments, academic d) Media representatives
<p>4.6 Time Frame</p> <p>Begin following COP-MOP 2 and complete one workshop in each region in advance of COP-MOP 3.</p>	
<p>4.7 Estimated cost</p> <p><i>100,000 USD per workshop – 5 regions</i></p>	

Paragraph 2 of Recommendation 1/3 of the Annex to UNEP/CBD/ICNP/1/8 "[a]lso invites Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit information to the Executive Secretary on awareness-raising activities regarding the importance of genetic resources and traditional knowledge associated with genetic resources and related access and benefit-sharing issues, including lessons learned from existing experience in this regard." Our country has no specific strategy for awareness-raising regarding the importance of genetic resources and the associated traditional knowledge. However, knowledge of biodiversity is promoted by various institutions, such as CONABIO (National Commission for the Knowledge and Use of Biodiversity). The CONABIO portal has a section devoted to the discovery of Mexico's biodiversity (<http://www.biodiversidad.gob.mx/>); it also has a special section for children called 'Wonderland' (http://www.biodiversidad.gob.mx/ninos/ninos_ingles.html). CONABIO's mission is to promote, coordinate, support, and carry out activities aiming to teach about biodiversity and about the preservation and sustainable use of biodiversity for the benefit of society (<http://www.conabio.gob.mx/>).

Although other federal government agencies have also undertaken efforts in respect of genetic resources and traditional knowledge, these efforts have not been part of an awareness-raising strategy per se. An example of these efforts is the consultation of indigenous peoples (National Consultation of Indigenous Peoples of Mexico Regarding Protection Mechanisms for Their Traditional Knowledge, Cultural Expressions, and Natural, Biological, and Genetic Resources) begun by the CDI in 2008, the objective of which is to find out which knowledge, practices, cultural expressions, and natural, biological, and genetic resources indigenous peoples believe should be protected, and what form they believe this protection should take. This consultation process is expected both to facilitate the identification of the traditional knowledge, cultural expressions, and biological and genetic resources which are at risk, and to shed light on what can be done by the Mexican State and by indigenous peoples to ensure the protection of these resources (attached is a CD containing the final report on said consultation).

Issues for Consideration by the Intergovernmental Committee at its Second Meeting

With regard to the preparations for the second meeting of the Intergovernmental Committee, and as established in Annex II to Decision X/1 of the Conference of the Parties, Parties, other governments, international organizations, indigenous and local communities, and relevant stakeholders are invited to communicate their views and/or information on the issues below to the Executive Secretary for consideration by the Intergovernmental Committee at its second meeting. The issues in question are as follows:

- Elaboration of guidance for the financial mechanism (Article 25)
- Elaboration of guidance for resource mobilization for the implementation of the Protocol

- The need for and modalities of a global multilateral benefit-sharing mechanism (Article 10)

Below are a few comments on each of the aforementioned issues.

Elaboration of Guidance for the Financial Mechanism (Article 25)

The Nagoya Protocol establishes that the financial mechanism of said instrument shall be the financial mechanism of the CBD, and, while the provisions are to apply *mutatis mutandis*, the mechanism itself is fundamental. Given that the Nagoya Protocol involves countries with different development capacities, as well as different obligations for user countries and for provider countries, financial capacity-building is necessary, both for users and for benefit recipients (providers). Such financial capacity-building can be carried out by means of workshops, information brochures, and media promotion. It is therefore necessary to invest in awareness-raising and education on a global scale.

The foregoing is already contemplated as part of activities under the Nagoya Protocol Implementation Fund, approved by the Council of the GEF. Access to financing from the Fund should thus be ensured for any Party wanting such access. In addition, since not all Parties will initiate their respective projects at the same time, it would be extremely helpful to promote the sharing of experiences by the Parties.

Resource Mobilization (Revise Nagoya COP Decision)

The Decision Adopted by the Conference of the Parties to the Convention on Biological Diversity at Its Tenth Meeting contains the following text:

"X/3. Strategy for resource mobilization in support of the achievement of the Convention's three objectives; A. Concrete activities and initiatives including measurable targets and/or indicators to achieve the strategic goals contained in the strategy for resource mobilization and on indicators to monitor the implementation of the Strategy." The decision proposes a resource mobilization action plan which:

"Requests the Executive Secretary, subject to the availability of resources, to organize regional and subregional workshops to assist with the development of country-specific resource mobilization strategies, including for indigenous and local communities, as part of the process of updating national biodiversity strategy and action plans, to promote exchange of experience and good practice in financing for biological diversity, and to facilitate the national monitoring of the outcomes of country-specific resource mobilization strategies."

This section of the decision can be used for monitoring and ratification of the Nagoya Protocol, since it encourages economic awareness-raising. However, resource mobilization should involve the participation of indigenous and local communities; because these

communities are among the recipients of benefits arising from the use of genetic resources and associated traditional knowledge, they should have the capacity to receive and share the benefits paid by users.

The Need for and Modalities of a Global Multilateral Benefit-Sharing Mechanism (Article 10)

As we see it, before the possible modalities of a global multilateral benefit-sharing mechanism can be determined, the following technical questions need to be discussed by the Parties:

- What will happen where a genetic resource is associated with the traditional knowledge of several communities?
- How will benefits be shared in the case of a resource shared within one country or among several countries?
- What action will be taken in cases where the domestication of a crop has taken place in a country other than the country of origin of the resource?
- What action will be taken in cases where the centre of diversity is located in a place other than the place of origin of the resource?
- What will happen where users are not authorized to utilize a resource *in situ*, but have access to *ex situ* collections?
- What will happen where there is no prior informed consent, but where the user can access the resource in another country or in *ex situ* collections?
- How will benefits be shared where users obtain the traditional knowledge from a published text, but obtain the resource from a land race (which may or may not be in a protected natural area)?
- How will monitoring be carried out for the genetic resources which are contemplated in Article 10 and with which no traditional knowledge is associated, but which may have an economic benefit?
- How will the use of domesticated varieties be handled?

We suggest that these questions be forwarded to the Secretariat of the CBD so that they may be addressed by the Intergovernmental Committee at its second meeting.