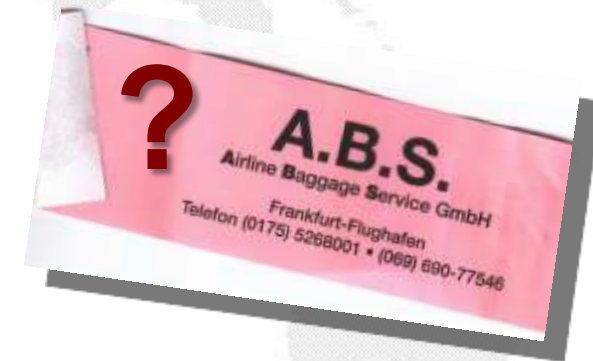


Strategic Communication for ABS

New products and tools to support
implementation of the Nagoya Protocol



Hyderabad
CEPA Fair
1:15 – 2:45 pm



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-initiative.info

Access and Benefit Sharing

The ABS Capacity Development Initiative

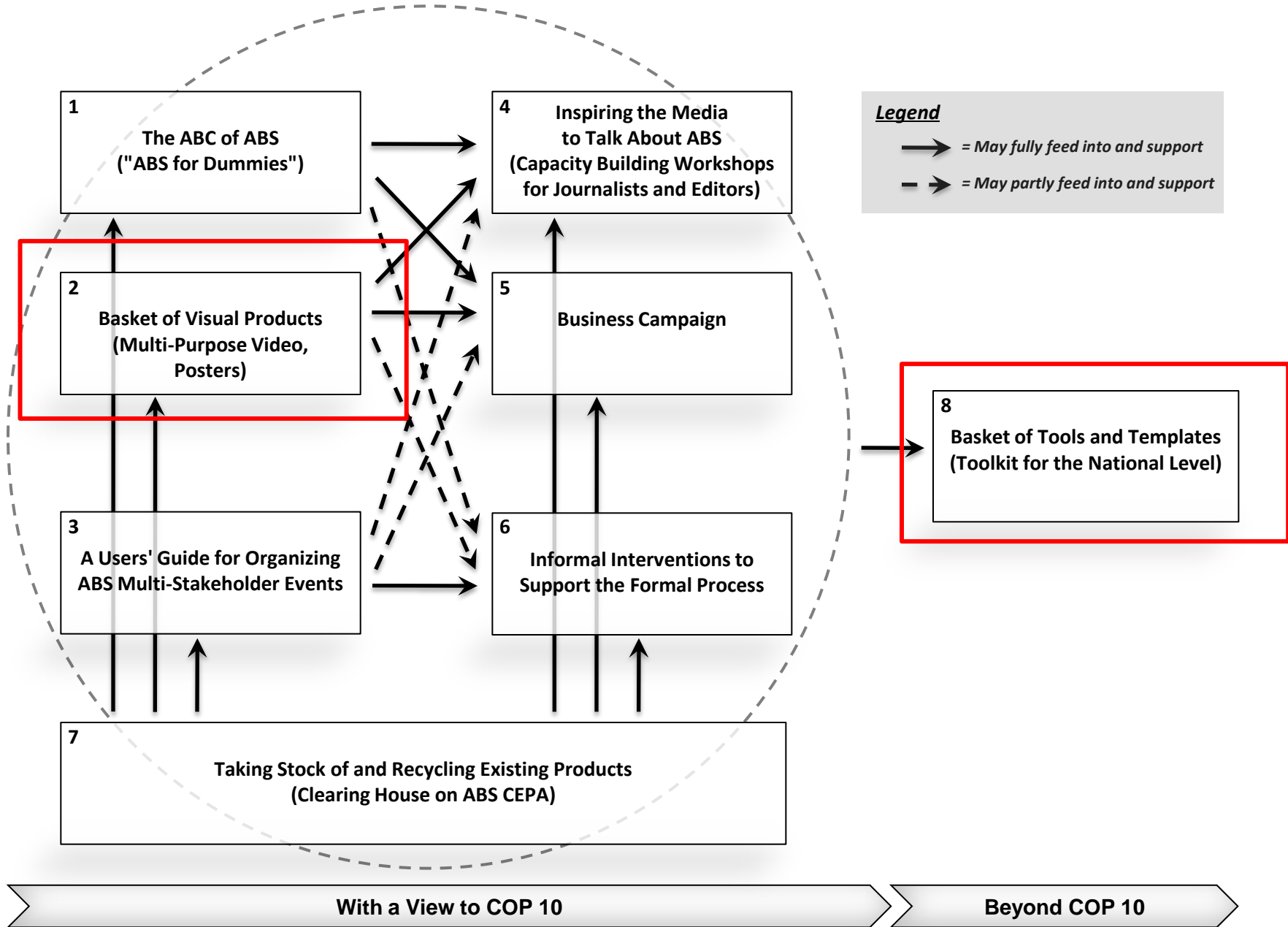


Mar 2009
1st pan-African ABS and CEPA Workshop
UNEP/Gigiri, Nairobi, Kenya

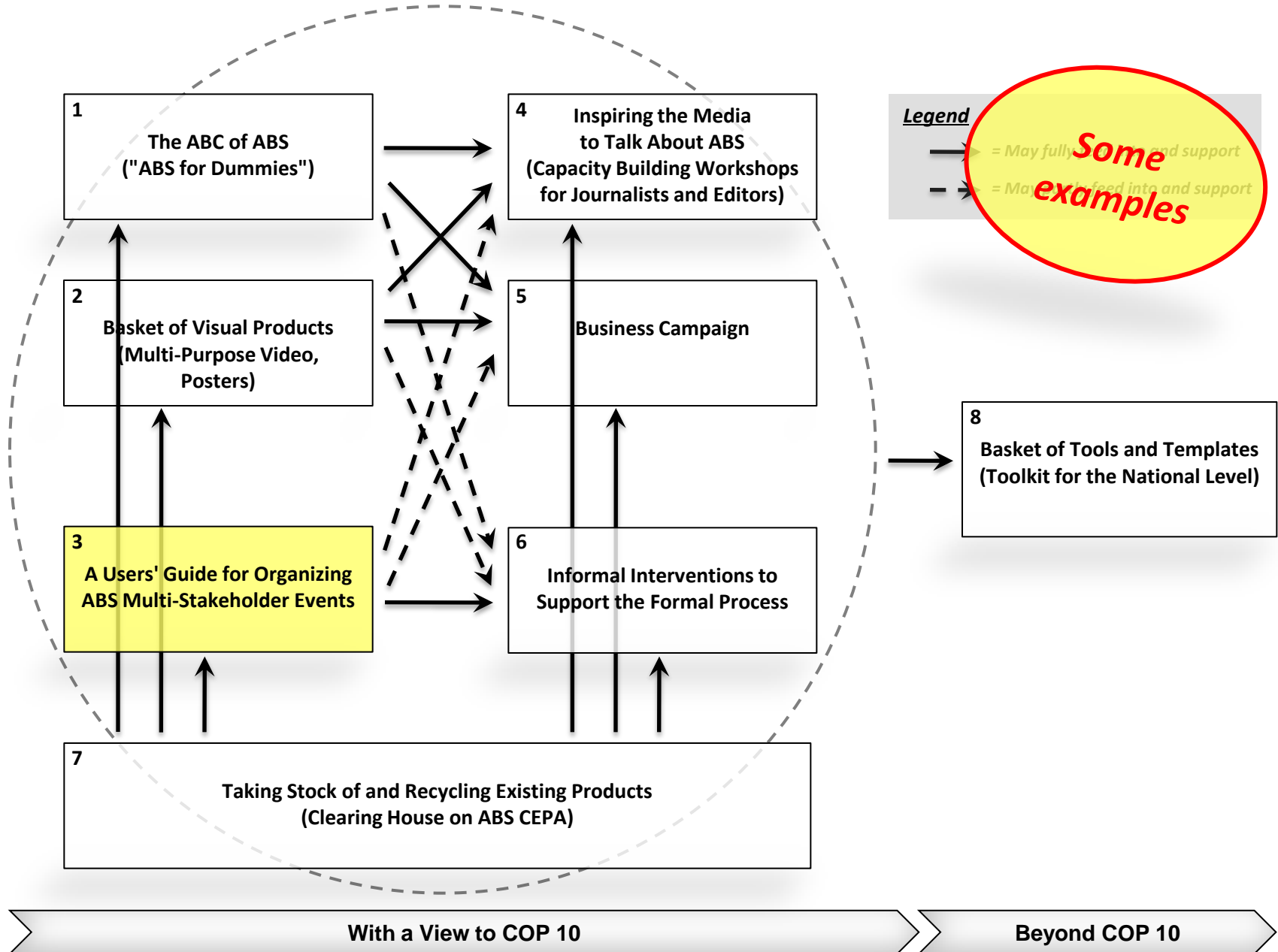


Jun 2009
ABS and CEPA Task Force
Meeting, Bonn, Germany

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



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



8
Basket of Tools and Templates
(Toolkit for the National Level)

Where are we going?

"Strategic Communication for ABS
A Conceptual Guide and Toolkit for Implementers"



to be launched in English and French
at COP 11, Oct 2012

ABS Strategic Communication Guide

Target group

People who are **in charge of** or **involved in** implementing ABS and the Nagoya Protocol, such as

- National Focal Points
- National Competent Authorities
- Individual officers in the responsible Ministries
- Anyone who has a need to communicate about ABS

Purpose

Assist people in charge of ABS implementation with **guidance and tools** for strategic communication.

Help non-experts of communicators understand the **relevance** of CEPA in ABS implementation.

Support people involved in ABS to communicate their **interests**.

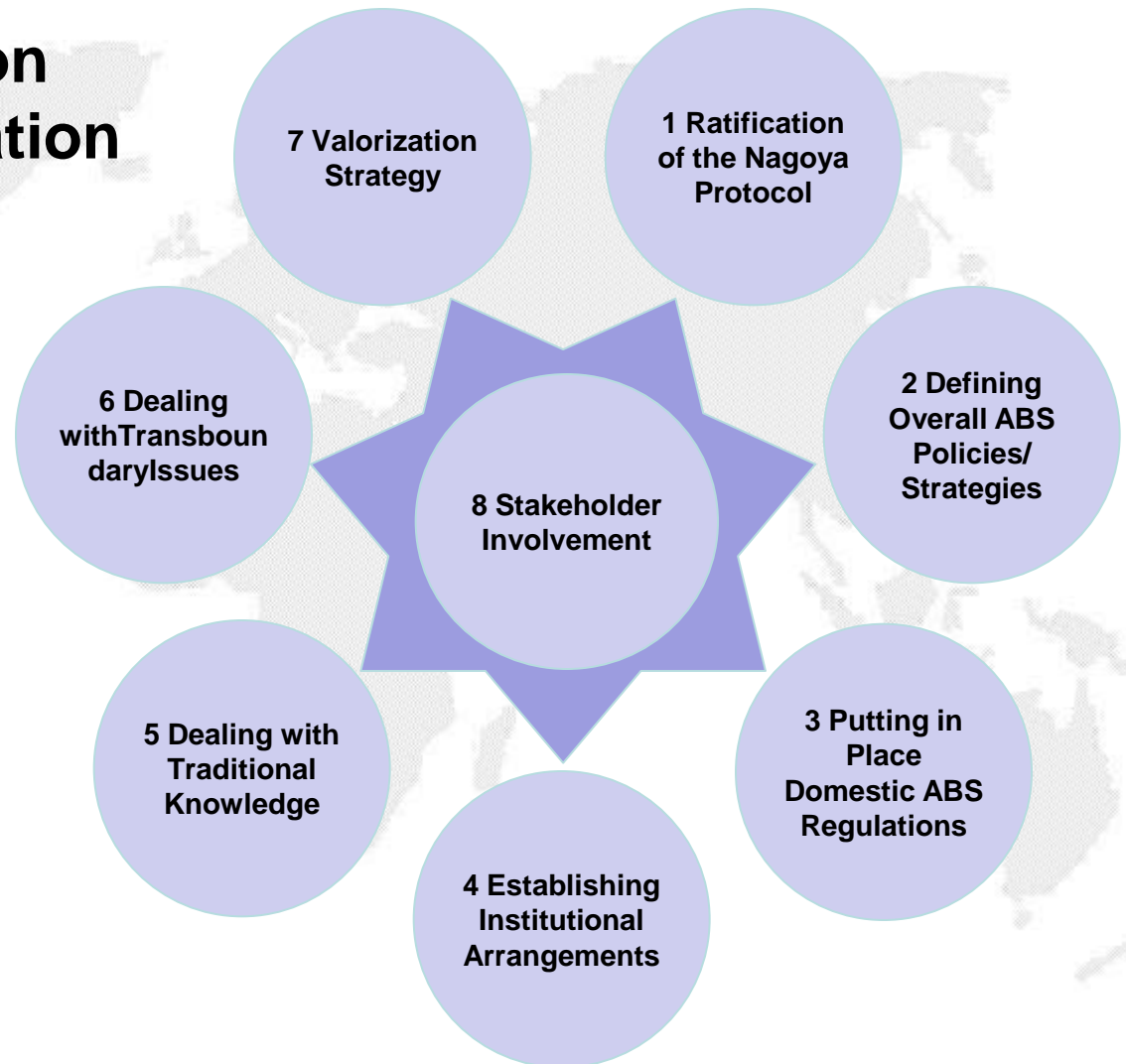
The ABS Capacity Development Initiative

Structure

1. Introduction
2. Getting started
3. **Eight Fields of Action** for ABS implementation (1 page / field)
 - What each field is about
 - How communication can help
4. **Ten Steps** of strategic communication (max 2 pages / step)
 - What each step is about
 - How you can take the step
5. **Toolbox** (max 2 pages / tool)
 - Tools for each of the 10 steps, with examples from the 8 fields of action

Content	
1. Introduction	3
2. Getting Started	5
Some Food for Thought	5
Initial Practical Orientation	5
3. Communicating What: Eight Fields of Action for ABS Implementation	7
Field 1: Ratification of the Nagoya Protocol	8
Field 2: Defining Overall ABS Policies/Strategies	9
Field 3: Putting in Place Domestic ABS Regulations	10
Field 4: Establishing Institutional Arrangements	11
Field 5: Dealing with Traditional Knowledge (TK)	12
Field 6: Dealing with Transboundary Issues	13
Field 7: Valorisation Strategy	14
Field 8: Stakeholder Involvement	15
Summary: Eight Fields of Action for ABS Implementation	15
4. Getting Strategic – 10 Steps for Communicating ABS	17
Assessment	17
Step 1: Situational Analysis	19
Step 2: Stakeholder Analysis	21
Step 3: Communication Objectives	21
Planning	23
Step 4: Outlining the Communication Process	25
Step 5: Participation of Strategic Groups	25
Step 6: Selection of Communication Channels	27
Production	29
Step 7: Message Design	31
Step 8: Producing Media and Preparing Dialogues	31
Action & Reflection	33
Step 9: Managing the Multi-Channel Communication Strategy	34
Step 10: Monitoring and Evaluation (M&E)	34
5. Toolbox	37
Assessment	38
Tool 1.1: JobAid: Situational analysis	38
Tool 1.2: Policy Field Analysis Review	38
Tool 1.3: Big Picture Chart	40
Planning	41
Tool 2.1: JobAid: Identification of Stakeholder Groups	41
Tool 2.2: Stakeholder Map	43
Tool 2.3: Four-field Analysis of Stakeholders	44
Tool 2.4: Force Field Analysis	45
Tool 2.5: JobAid: Knowledge – Attitudes – Practices (KAP)	47
Tool 3.1: JobAid: Communication Objectives	48
Tool 3.2: Indicators for Communication Objectives	49
Production	51
Tool 4.1: JobAid: Outlining the Communication Process	51
Tool 5.1: JobAid: Participation of Strategic Groups	51
Tool 5.2: Forms of Cooperation and Roles	52
Tool 5.3: Negotiation	53
Tool 5.4: Chairs in the Corner	54
Tool 6.1: JobAid: Selection of Communication Channels	55
Action & Reflection	57
Tool 7.1: JobAid: Message Design	57
Tool 8.1: JobAid: Producing Media and Preparing Dialogues	57
Tool 9.1: JobAid: Managing the Multi-Channel Communication Strategy	59
Tool 10.1: JobAid: Monitoring and Evaluation	60

Eight Fields of Action for ABS Implementation



Based on the results of the 5th pan-African ABS workshop held in Marrakech, Morocco, February 2011.

The ABS Capacity Development Initiative

ABS implementation requires	Policy objective in that phase	How Communication can help
Ratification/ Implementation	Decide whether / when 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 and MAT decisions

Ten Steps of Strategic Communication



Access and Benefit Sharing

The ABS Capacity Development Initiative



Access and Benefit-sharing

STRATEGIC COMMUNICATION FOR ABS A Conceptual Guide and Toolkit for Practitioners

Accès et partage des avantages

COMMUNICATION STRATÉGIQUE EN MATIÈRE D'APA

Guide conceptuel et boîte à outils pour praticiens



Thank you very much!

abs-initiative@giz.de