

# Experience and lessons learned from the communication activity to stakeholders in Korea

- CEPA by KBCH



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CEPA

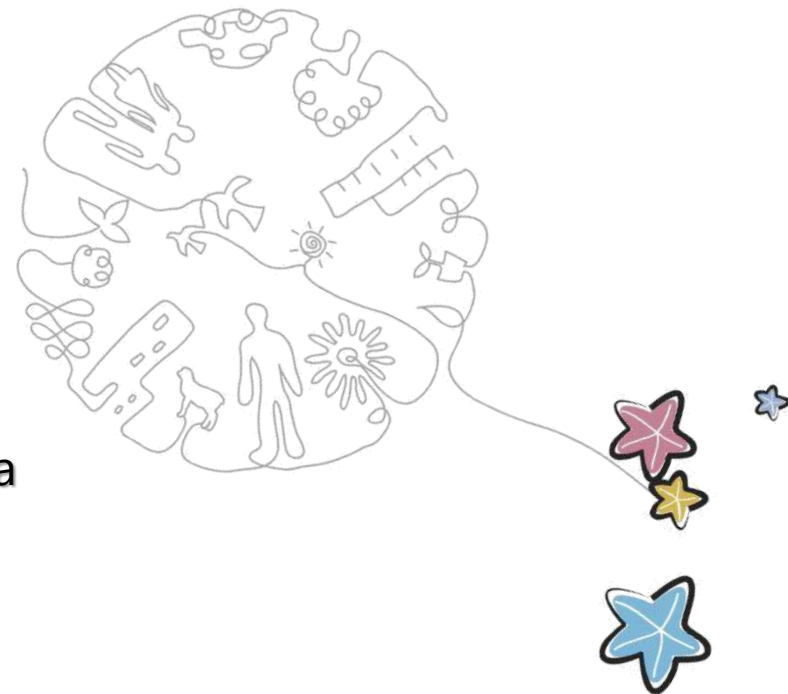
What Korea wants from CEPA?

Strategy of Biosafety CEPA in Korea

Activities of Biosafety CEPA in Korea

Achievement of Biosafety CEPA in Korea

Recommendation



# What is CEPA?



**Communication**



**Education**



**Public Awareness**



**GOAL  
ACHIEVED**

CEPA serves as a platform that facilitates innovation by exchanging ideas and promoting cooperation so people can achieve goals.

# What Korea wants from CEPA?

## Opportunity



- ▶ Increasing Productivity
- ▶ Improvement of Health
- ▶ Alternative Energy
- ▶ Improvement of Economy
- ▶ Conserving Biodiversity
- ▶ Bioremediation



VS

## Concern

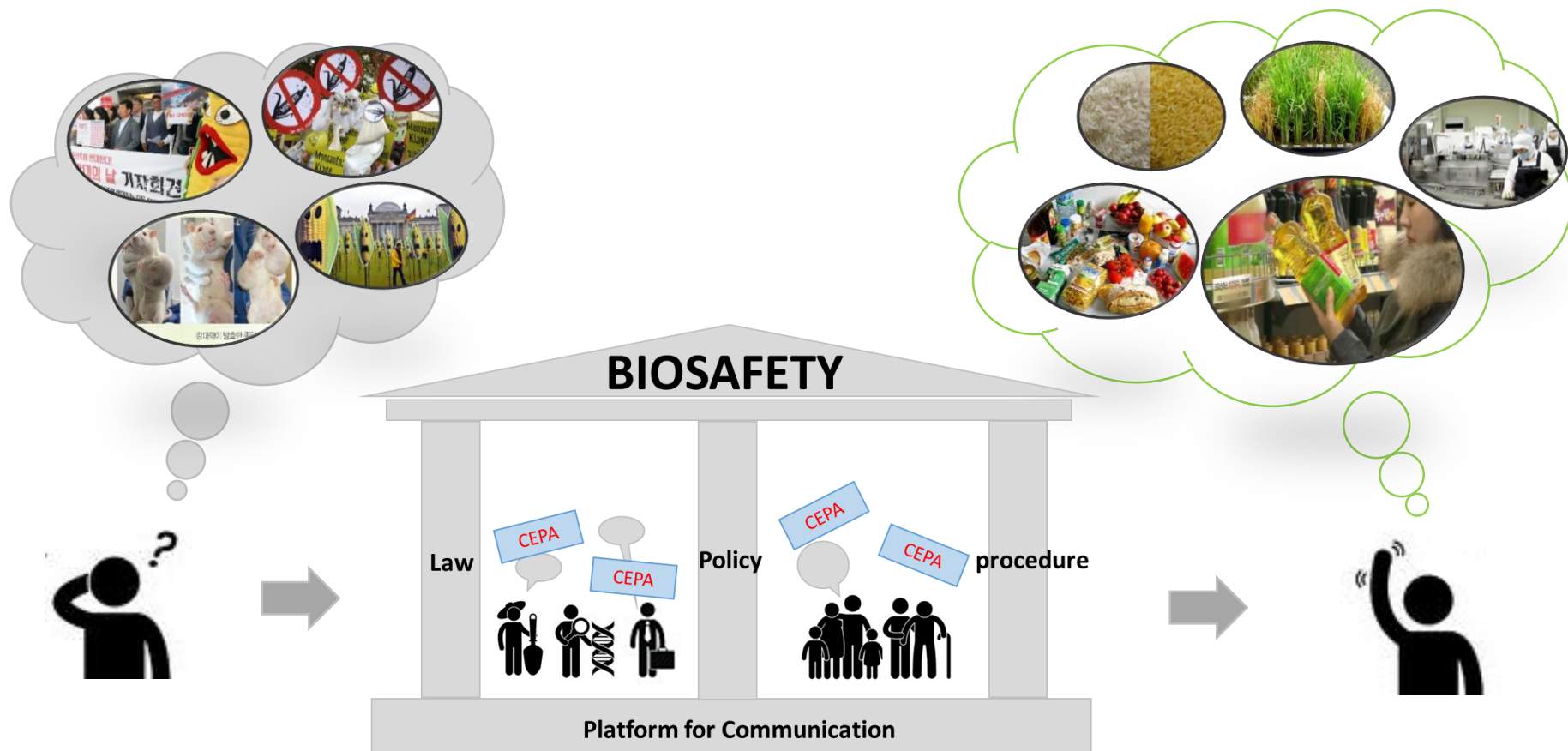


- ▶ Unsafety to the Human body
- ▶ Environmental Influence



Korea wants CEPA to **remove worries** regarding GMO based on wrong information and to **contribute to safe use of LMO** by reaching **social consensus**.

# Korea's CEPA Strategy to secure Biosafety



CEPA contributes to mutual and free communication among LMO stakeholders including the public, **so trusts are built** and it results in **LMO's safe use**.

# Goals and Activities

- Public Awareness Survey
- Meetings with Homemakers,  
Educational course for Agricultural LMO business people
- Production and distribution of Issue Leaflet and Trend Report
- Production of various publishing materials
- Operation of Information Site for each agency
- Release major LMO statistics
- Blog, SNS

## Providing Right Information

- Identifying demand for information
- Setting Target and Distinction
- Providing customized information
- Using Mass Media and New Media

- LMO Forum Seminar
- Encouraging participation in Biosafety Portal
- Providing answers in Knowledge-in in Korean portal site

## Facilitating Communication

- Open Program for general public
- Expansion of functions of online participation

Mutual communication, trust building and participation promotion among public, government and stakeholders

## Safe use of LMO

### Educational program for Student

- encourage students to find information themselves
- build thoughts based on data
- teacher's training program

- Debate and Essay Contest
- Operating College student's press corps
- Seminar for teachers
- GMO Science experience (MFDS)
- Research Safety Slogan/Poster Competition

### Support to establish law, institution and policy

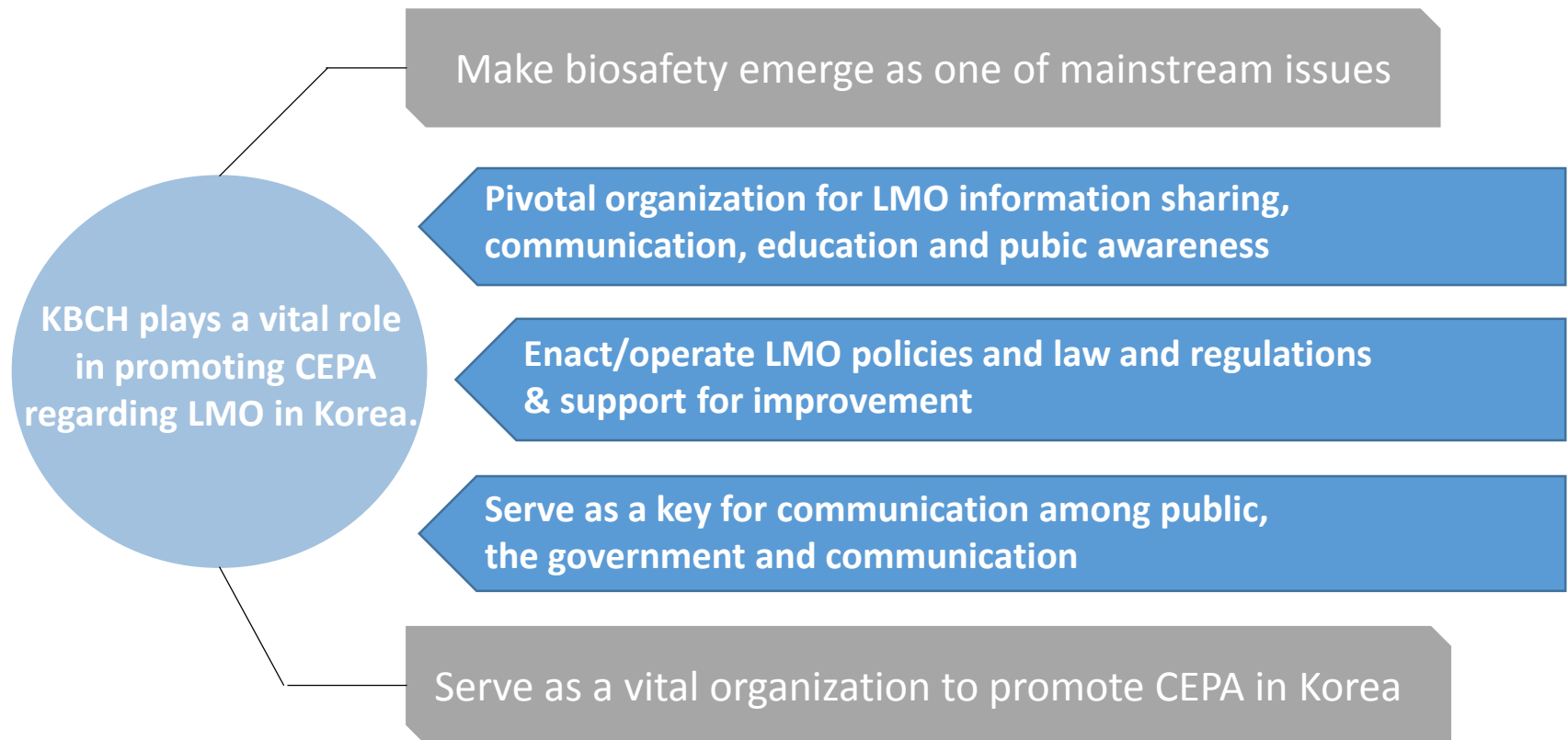
- Regular convergence of policy demand
- Spreading policy information

- LMO information officers' meeting
- Public Hearing for LMO Act
- Customized Information Session for LMO Act

# CEPA and Institution in Korea

## Article 32 of LMO Act

Korea Biosafety Clearing-House collects, accumulates and processes information related to biosafety, and announces to general public. KBCH also provides information regarding the implementation of the protocol with the BCH, and cooperation between Korean and international organizations.



# CEPA and KBCH in Korea

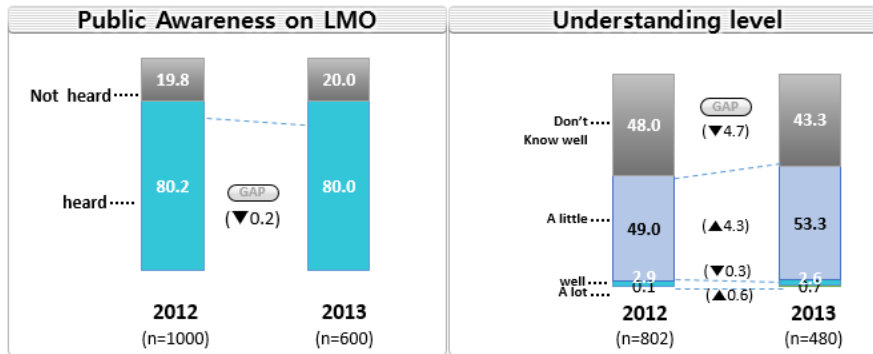




# Providing Right Information

Demand for LMO information is diversified, and efforts are needed to provide distinctive information to experts, general public and policymakers and to distribute information by using various channels.

## Identify information demand through public survey for LMO awareness & establish strategy for communication



- ✓ Survey Size : 600 persons
- ✓ Target : 20-65 year-old adult
- ✓ Method : 1 to 1 interview

## Using various ways to provide information for each target



Meeting for homemakers



Training course for agricultural LMO workers



LMO Exhibition



Meeting for LMO Experts

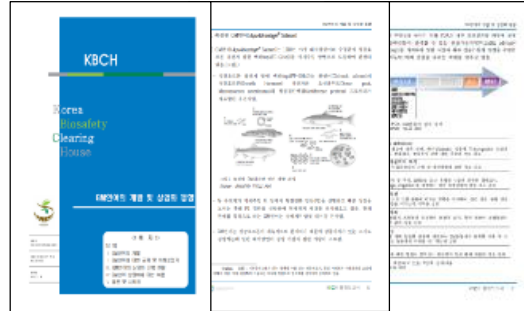
(Ministry for Food, Agriculture, Forestry and Fisheries)

# Providing Right Information

## Trend report data that meets the demand of policymaker and experts



LMO Issue Leaflet

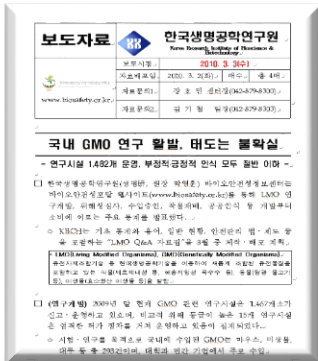


KBCH Trend Report



Biosafety White Paper

## Information distribution through various channels involving mass media and new media



Major LMO statistics and press report



Utilizing new media outlet such as SNS, Blog

# Providing Right Information

Biosafety Portal site (www.biosafety.or.kr) is ALL About LMO Information!

The image shows a screenshot of the Korea Biosafety Clearing House website with several sections highlighted by colored boxes and arrows:

- Publication:** A box highlights the '센터발간자료' (Center Publication) section, which includes '개정 LMO 법령집 통합본-A4 사이즈 발행' (Revised LMO Law Collection Integrated Edition - A4 Size Issued) and buttons for '발간자료 신청하기' (Apply for Publication Material) and '발간자료 전체보기' (View All Publication Material).
- NEWS:** A box highlights the 'NEWS' section, which lists various news items with dates, such as '[사설] 자유주의자들은 왜 GMO 표시제를 반대하는?' (Editorial: Why do free market advocates oppose GMO labeling?) dated 2014/08/28.
- Basic information:** A box highlights the 'Basic information' section, which includes '한눈에 보는 유전자변형생물체' (One-glance view of GMOs) and 'LMO와 GMO?' (LMO and GMO?).
- Communication Activity:** A box highlights the 'Communication Activity' section, which includes 'KBCH 열린커뮤니케이션' (KBCH Open Communication) and 'GMO & Debate 세미나' (GMO & Debate Seminar).
- Regulation, Statistic, Trend:** A box highlights the 'Regulation, Statistic, Trend' section, which includes '의정서·국내법' (Agreement/Domestic Law), '주요통계' (Key Statistics), 'LMO동향' (LMO Trends), and '바이오화학산업동향' (Biochemical Industry Trends).

The website header includes '인국바이오안전성정보센터 KOREA BIOSAFETY CLEARING HOUSE' and navigation links like 'HOME | SITEMAP | ENGLISH | LOGOUT'. The main navigation bar includes '기초자료', '뉴스/동향', '현황자료', '발간자료', '열린소통', and '센터소개'. The right sidebar features an 'LMO CYCLE' section with icons for '연구개발', '심사승인', '개발/생산', '수출입/통관', '소비/이용', '표시', '연식', and '용어사전'.

# Providing Right Information

Publishing materials with various formats and content to meet the targets' information demand



Biosafety Journal

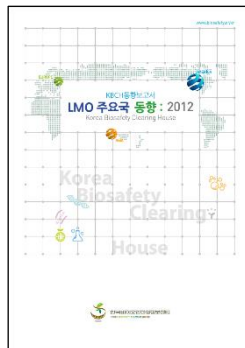


LMO Q&A, etc.

For general public



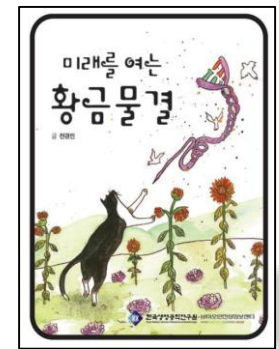
White Paper



Trend report



Protocol handbook



LMO comic book & fiction

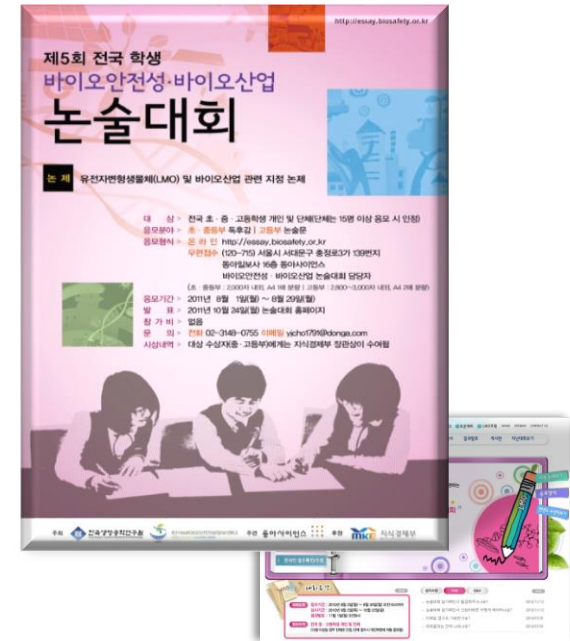
For policymakers

For students and children

# Educational Program for Students

Providing an opportunity for students with flexible minds to find out LMO information actively, and encourage students to build their thoughts based on what they found.  
Develop and operate programs for school teachers

Students are given opportunities to look up both promising and concerned information about LMO and then have chance to build their thoughts



High School student Biosafety Debate contest (1<sup>st</sup>~5<sup>th</sup>)

Student Biosafety Essay contest (1<sup>st</sup>~5<sup>th</sup>)

# Educational Program for Students

Sharing LMO information through various channels from student' s perspective



College Students LMO Reporter



Contest for slogan and poster of LMO safety management for research (Ministry of Science, ICT and Future Planning)

Meet teachers demand for information so they can provide right information to students.



Lecture and seminar for teachers



Providing basic LMO knowledge & promoting understanding of LMO



GMO Science Experience (Ministry of Food and Drug Safety)

# Active Communication

A platform of communication is where trust can be built, LMO questions can be answered, and stakeholders can offer suggestions and debate. And the platform should be an open space so everybody can participate.

## LMO Forum : a place of communication for the government, the public and NGO



1<sup>st</sup> : What is GMO? & How much we use ?  
(For public)



2<sup>nd</sup> : GMO risk & safety, listen to the experts.  
(Participate NGO)

...



14<sup>th</sup> : LMO Act briefing



LMO Forum Website



- NGO sometimes serves as a main role
- Citizens can solve curiosity
- Various topics such as providing scientific data and policy explanation

# Active Communication

Coming up with various ideas so anybody can participate at anytime and anywhere

Operating LMO call center  
 - solving curiosity  
 - contact to related government agencies and experts

The screenshot shows the KBCH website interface. On the left is a navigation menu with options like '문의소통' (Q&A), '공지사항' (Notice), and '공모전&이벤트' (Contest & Event). In the center, there is a 'Call 센터' (Call Center) box with the phone number '042-879-8399'. On the right, there is a '문고답하기(Q&A)' board with a table of questions and answers.

No	제목	이름	등록일	조회
42	견과류 유전자변형문의	김유정	2014/08/11	7
42	답변드립니다.	KBCH	2014/08/12	18
41	발간자료가 도착하질 않네요	강희선	2014/08/06	9
41	발송해 드립니다.	KBCH	2014/08/12	1
41	발간물 관련 질문	강희선	2014/08/31	12
41	답변드립니다.	KBCH	2014/08/31	89
41	gmo의 미래/전망이 궁금합니다	김지영	2014/08/18	39
41	답변드립니다.	KBCH	2014/08/18	237
41	GMO 생태계교란	김나영	2014/08/06	28
41	답변드립니다.	KBCH	2014/08/12	239

Operating Q&A board  
 Possible to solve curiosity  
 and offer suggestions  
 anywhere and anytime

Portal site Q&A (NAVER "Knowledge In")

The screenshot shows a search result on the Naver portal site. The search term is 'GMO'. The results list several questions related to GMO safety and labeling, such as 'GMO 안전성', 'GMO 표시제', and 'GMO 안전성'. Each result includes the question title, category, and a date.

KBCH answered that question

The screenshot shows a Naver Q&A post. The question is 'GMO 안전성' (GMO Safety). The answer, provided by KBCH, discusses the safety of GMOs, mentioning that they are safe for consumption and that there are no health risks associated with them. The answer includes two photographs: one showing a field of crops and another showing a close-up of a plant.

The screenshot shows the KBCH website homepage. A 'Blog' link is highlighted in the top navigation bar. Below the navigation bar, there are several news articles and a section for 'KBCH Web site'.

The Public post some question about GMO

- What is GMO, LMO?
- GMO is it safety?
- How do I determine whether the GMO?

Link to more information

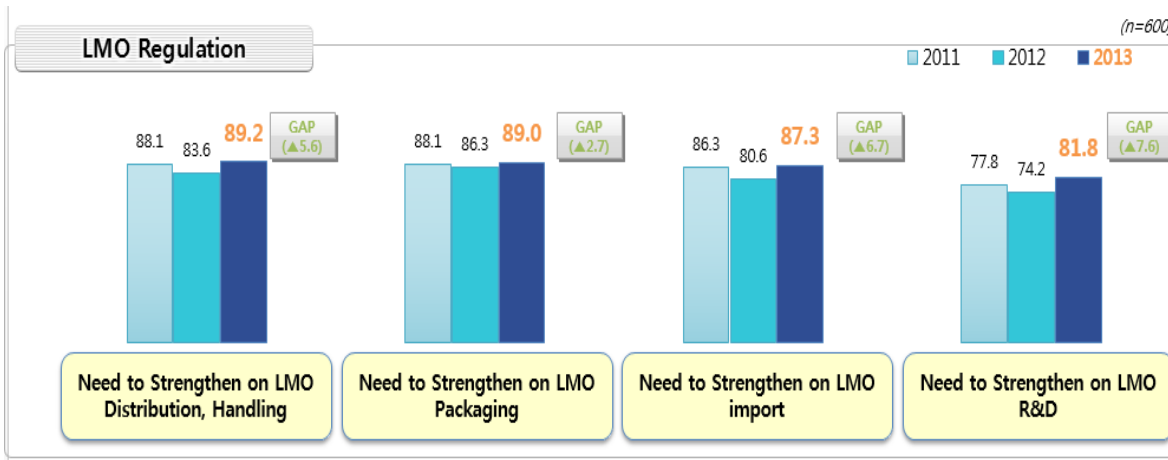


# Support for Law, institution and policy

Raising public awareness by distributing information related to law, institution and policymaking and by facilitating communications.

Contributing to improvement of LMO Act, institution and policies by communicating with policymakers, public and stakeholders.

Via public awareness survey, it identifies policy demand of the public and supports the reflection of the demand to policies



Public awareness survey



LMO Forum Seminar

# Support for Law, institution and policy

Communication channel among policymakers,  
laying a foundation for setting effective institution and operation



LMO Safe Management Workshop  
for related Organizations & Ministers



Meeting for risk assessment



Contributing to public understanding of LMO,  
serves as a channel for communication between the government and the public  
- Providing policy information & identifying policy demand, etc.



LMO Act Public Hearing(5 cities tour, 2007)



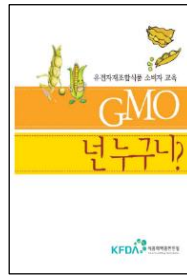
Public Hearing for LMO Safety Management Plan (Sep. 2006)

# Support for Law, institution and policy

## Providing information regarding policy information of related agencies and safety management



Ministry of Food and Drug Safety  
(Website/publishing material)



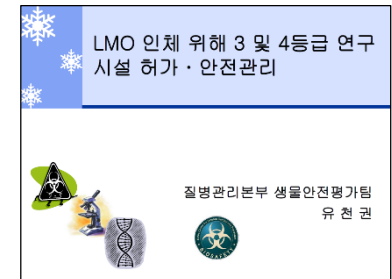
Ministry of Oceans and Fisheries  
(Website/publishing material)



Ministry of Science, ICT and Future  
planning  
(Website/publishing material)



Ministry of Health & Welfare  
(Website/publishing material)



# Achievement of Biosafety CEPA in Korea



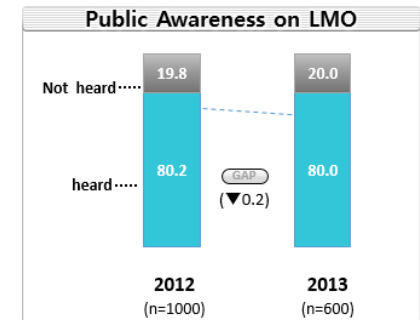
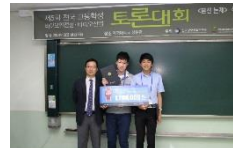
LMO Forum Seminar  
Participated by  
**2000 people,**  
Were held a total  
**14 seminar**

**Serves as a channel for communication  
where anybody can ask questions  
and offer opinions.**

Biosafety portal and family websites  
With **140,000 visitors annually**



**Not only maintaining high awareness,  
survey results from various events, educational session and  
seminars participants show that providing right information  
actually raises awareness and changes attitude towards LMO.**



# Achievement of Biosafety CEPA in Korea

From the experience of operating Biosafety CEPA, various communication strategies have been established and Korea has accumulated operational experience.



→ contributing to promoting national capability to deal with LMO issues

## LMO Act/Institution were enacted and implemented with the reflection of public opinion

Enact of LMO Act (March 2000)  
enforcement ordinance (Sep. 2005),  
enforcement regulations (March 2006), Combined notification (Dec. 2007)

Enforcement of LMO Act (Jan. 2008)

LMO Act Revision(2012), enforcement ordinance , enforcement regulations revision (2013),  
Combined notification revision (2014)



# Recommendation



It is desirable that each country's BCH plays a central role in implementing Biosafety CEPA for the purpose of the protocol implementation, and LMO's safe use.

It is needed to set out and share various strategies among countries for Biosafety CEPA's implementation.

(Develop and establish activities that can be commonly applied to all nations)

**International community needs to make an effort to contribute to LMO's safe use through active Biosafety CEPA, and Korea will support the effort based on its experience.**

*Thank You*

