



Raising awareness on biodiversity in Benin.

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Outline

Introduction



Our Approach



Awareness tools and format



Lessons learnt

Introduction



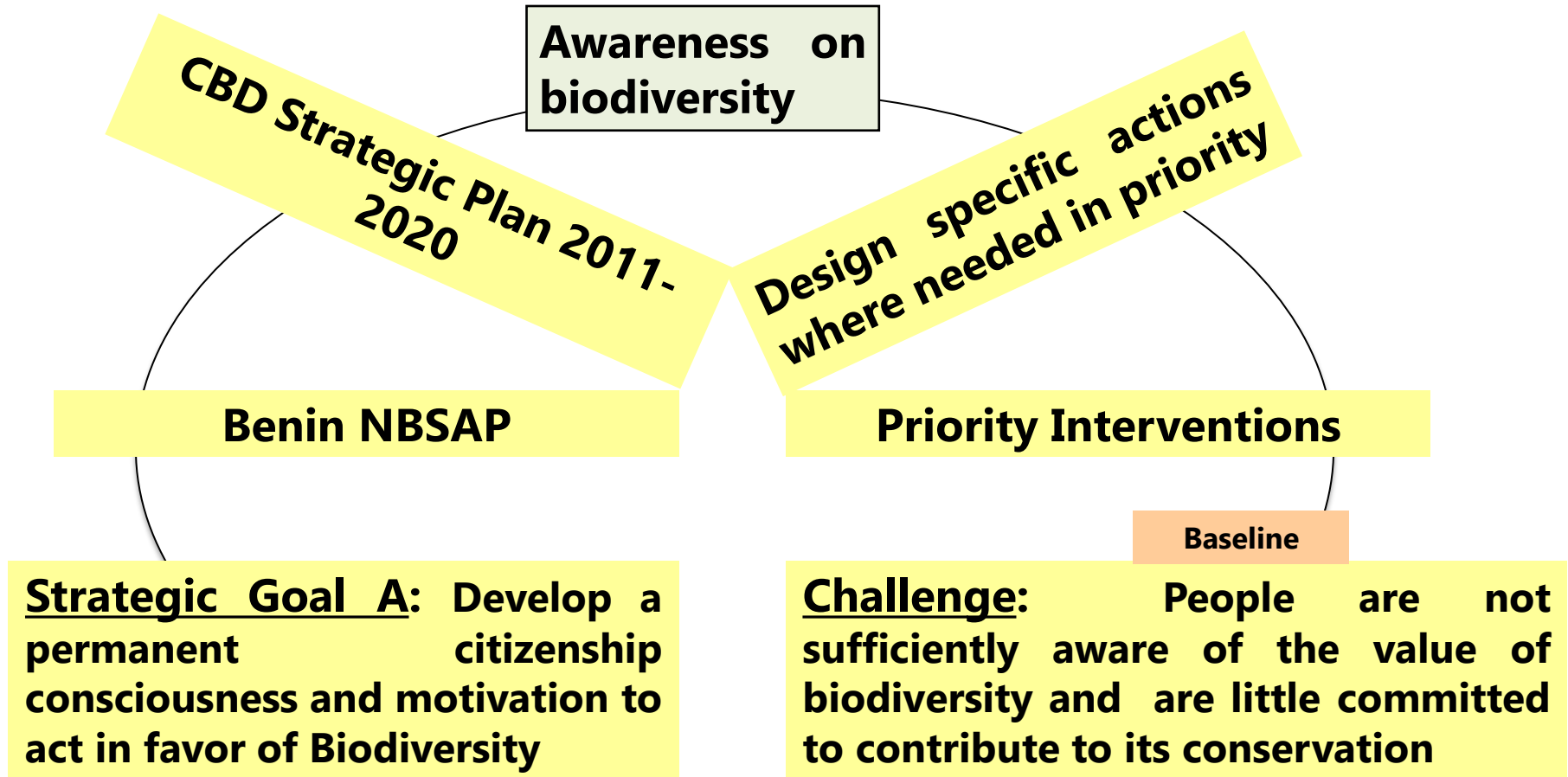
***Area: 114.763 Km²**

***Population: ≈ 10
millions**

**2.7 millions ha
2 Biosphere reserves
and 58 State Forests**

**Flora: 2.807 sp
Fauna: 4.378 sp.
Mushrooms: 18K**

The Process



Priority Interventions

Improvement of communication among civil society, private enterprises on the management of nature protection

Undertake specific awareness towards decision makers for a better integration (in theory and practice) of biodiversity into national strategies

Development of awareness sessions for local communities to increase their commitment to nature protection

Improvement of ministry performances in terms of communication

Production of long lasting awareness tools



KEY RINGS



POSTER

TEE SHIRTS



ROLL UP



Format of awareness raising



INVOLVEMENT OF SCHOOL KIDS

Format of awareness raising



TV, FACEBOOK, APPLICATIONS



SI TU POLLUES LES ZONES HUMIDES,
TU AFFECTES TA SANTÉ. ALORS
DONNE L'EXEMPLE.

EN SAVOIR

Format of awareness raising



MEETINGS WITH DECISION MAKERS

Some Keys Results

286 sectorial ministries staffs targeted by lobbying, information sharing for biodiversity conservation

7832 messages sent to beninese mobile phones to recommend a monthly engagement for biodiversity

10 TV Shows to debate key topics on biodiversity conservation

573 School Kids sensitized on the poster 'The Species of the month'

216 persons sensitized on good management of waste.

412 students sensitized on ABS Nagoya Protocol

Lessons learnt

Target sites and build awareness based on needs as identified in the baseline survey

Baseline surveys are very key as well as impact assessment

Produce awareness tools that can be easily replicated and scaleable to face budget constraints

Combining different means of communication provide more impact

Involve public service in the process as a daily commitment for awareness

Money is important but maximize what is available produce more impact.



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