

# CEPA Toolkit including considerations for Access and Benefit-Sharing

Secretariat of the Convention on Biological Diversity  
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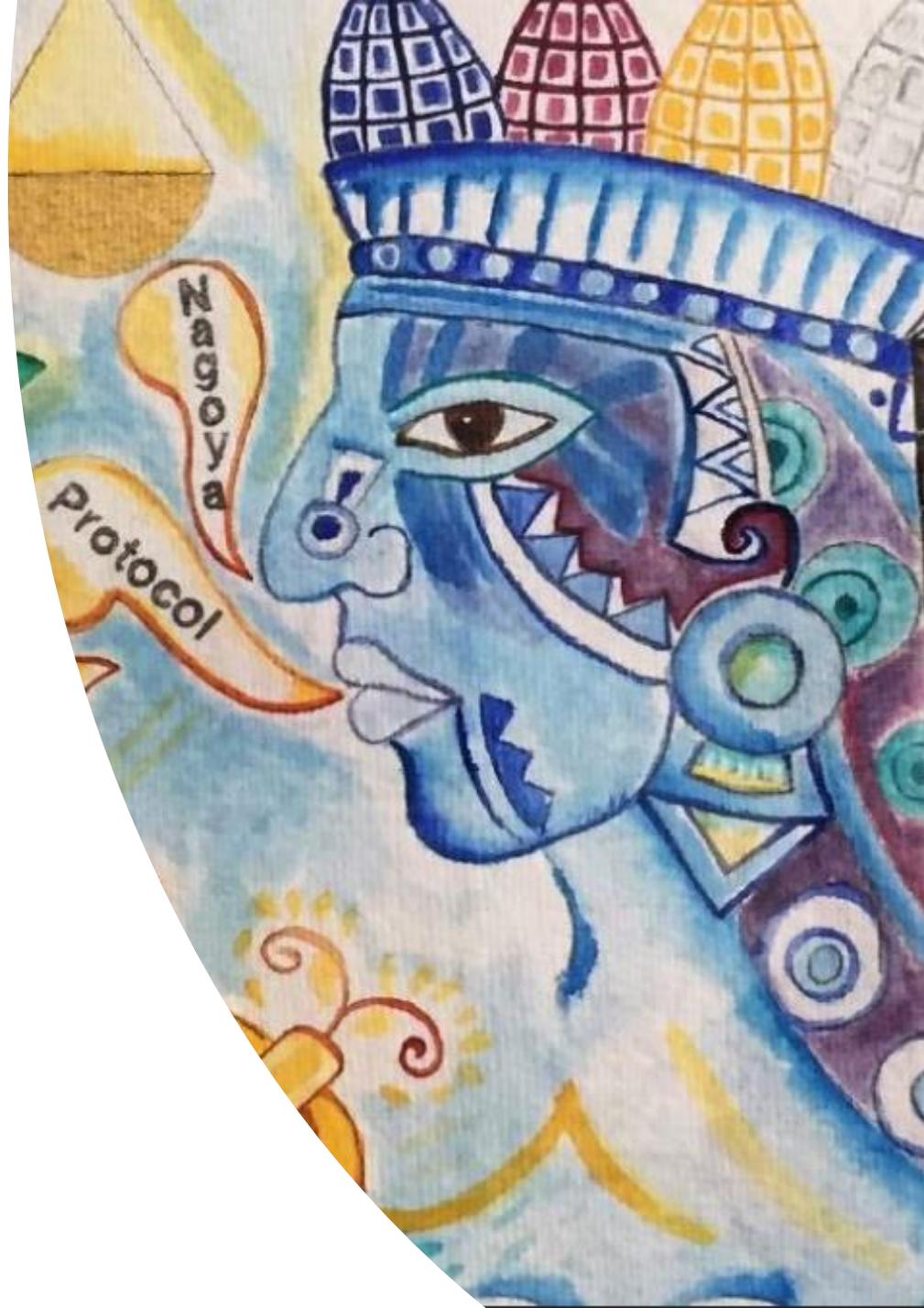


# Objective of toolkit

- Guidance on where, when and how to use education and communication interventions
- Support the specific needs, priority areas and target groups for ABS communication

## Target groups

- Parties to the CBD
- ABS National Focal Points



# Goals

## Goal 1

Planning for strategic communication and raising awareness

## Goal 2

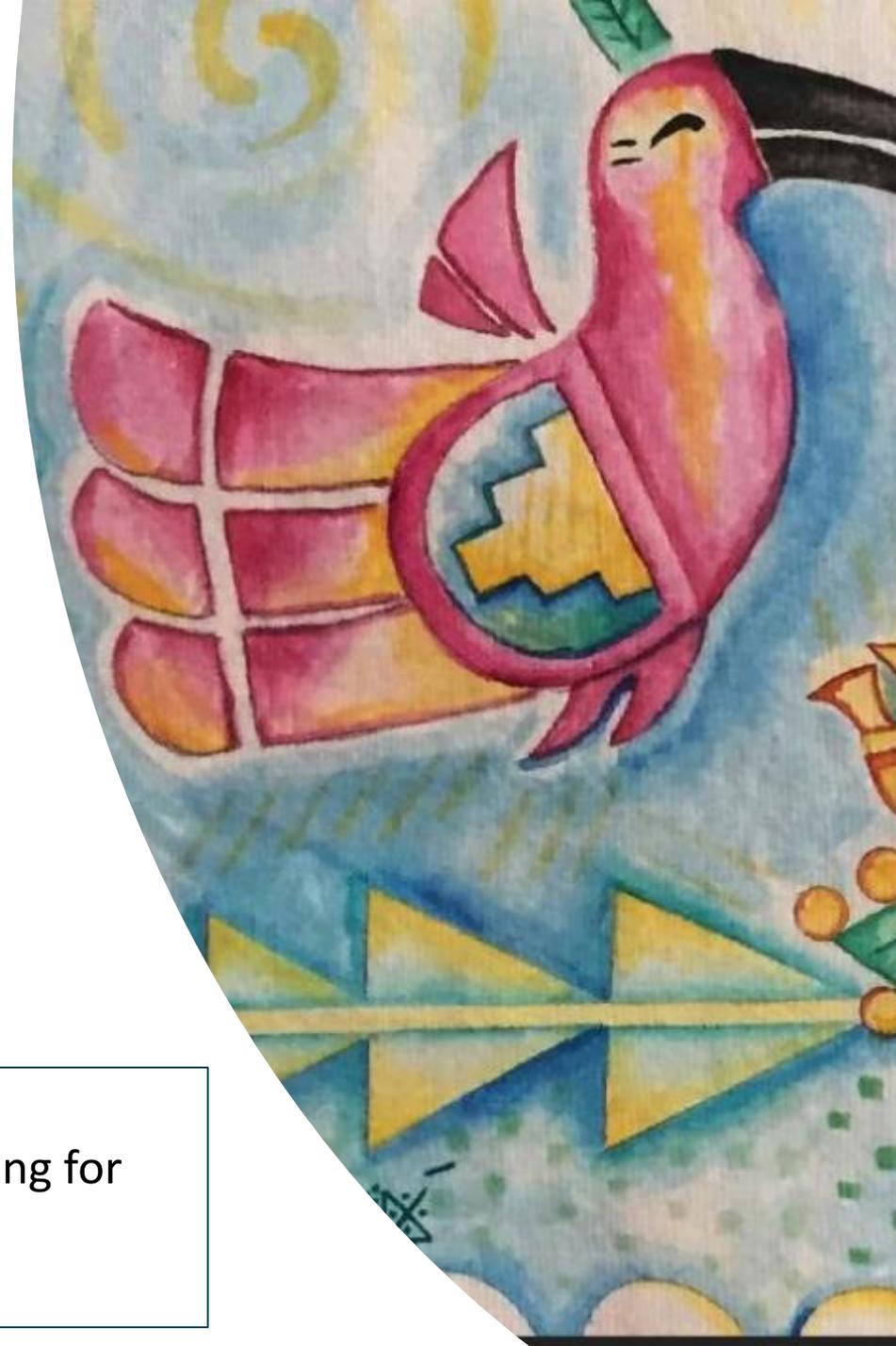
Fostering political will and engaging decision-makers

## Goal 3

Involving IPLCs and relevant stakeholders

## Goal 4

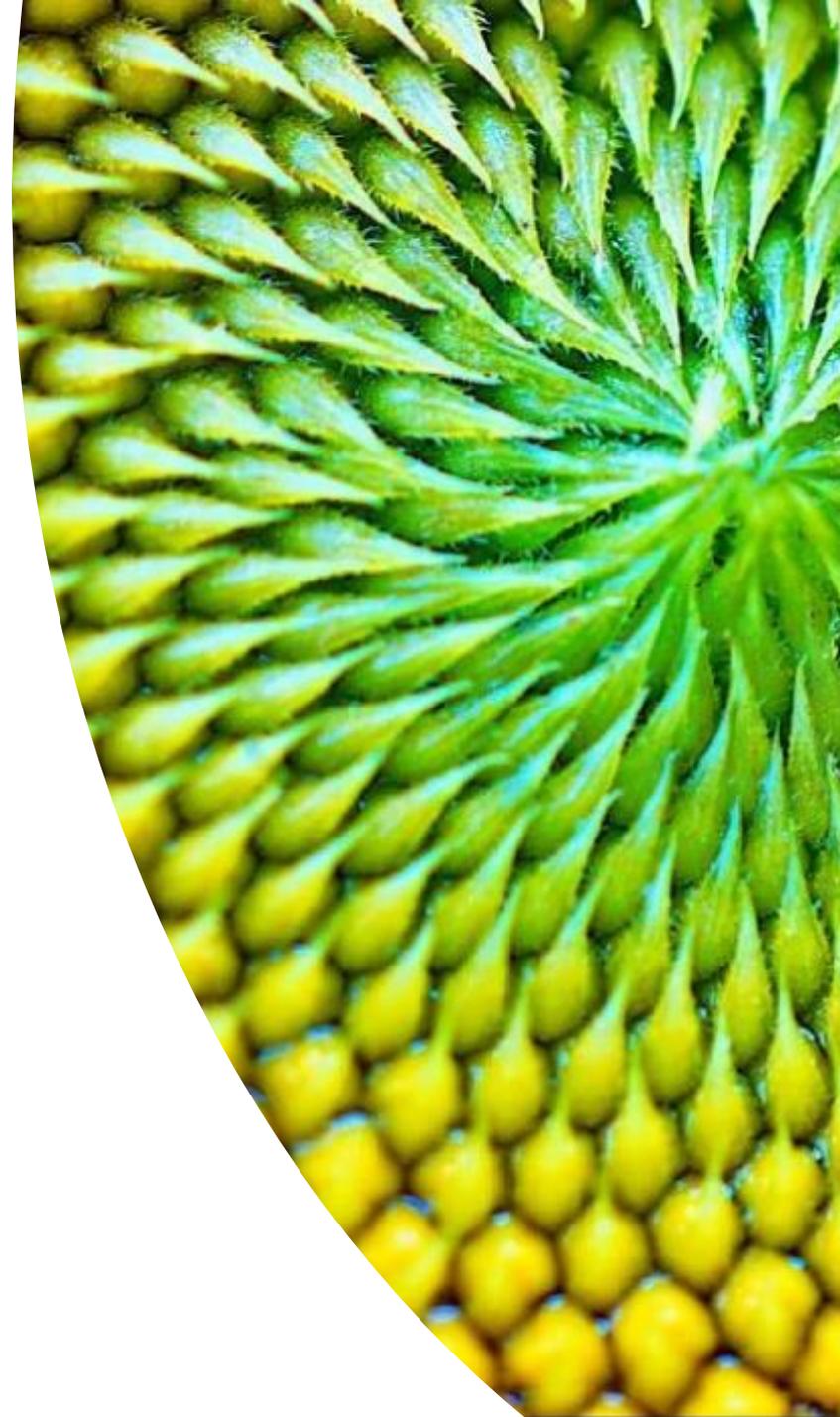
Communicating for successful partnerships



# Tools

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- Methodologies
- Tips
- Checklists
- Examples
- Case models
- Useful resources





# CEPA Toolkit

INCLUDING CONSIDERATIONS FOR  
ACCESS AND BENEFIT-SHARING

**GOAL 1**  
Planning for strategic  
communication and  
raising awareness

**GOAL 2**  
Fostering political  
will and engaging  
decision-makers

**GOAL 3**  
Involving indigenous  
peoples and local  
communities (IPLCs)  
and relevant stakeholders

**GOAL 4**  
Communicating  
for successful  
partnerships

## RECOMMENDED RESOURCES



Convention on  
Biological Diversity





## EXAMPLE

### What is different about ABS communication?

The short answer is: access and benefit-sharing (ABS) is new and it is complex.

The community of ABS practitioners is still in a learning process, regarding both implementation and communication. At this stage, the Nagoya Protocol on Access and Benefit-Sharing is still not very well known – let alone understood – meaning that communicating ABS to the “outside world” often starts from scratch.

ABS works at different levels and with a great diversity of stakeholders:

- ABS involves many expert issues (e. g. biology, technology, law, justice, economics, politics, ethics, culture) and touches upon a variety of sectors and markets (e.g. agriculture, horticulture, pharmaceuticals, cosmetics, biotechnology).
- The range of stakeholders in ABS is very broad and heterogeneous: From policymakers and legal experts, scientists, business and NGOs, to indigenous peoples and local communities. They all have their own worldviews and perspectives, speak their own languages, have their own interests and objectives – and the distribution of power among them is often unequal.
- ABS is not a project with clear boundaries in space or time but an ongoing process.

Communicating ABS is only partly about selling a new concept but much more about leading, coordinating and facilitating a socio-political negotiation process.

Adapted from [Strategic Communication for ABS: A Conceptual Guide and Toolkit for Practitioners](#) (ABS Capacity Development Initiative).

### Guyana’s multi-stakeholder “knowledge cafes” on ABS

In Guyana, knowledge cafes were designed to be gatherings with flexible formats to allow groups of people to have an open, respectful and creative conversation on access and benefit-sharing (ABS). The planning document for the knowledge cafes outlined an intended outcome for each session as well as key messages to be shared. These messages noted national priorities and interests to consider for the implementation of ABS in Guyana, as a starting point for the discussions.

The knowledge cafes took place over three days in 2012 and brought together various stakeholders to discuss and set a plan forward for ABS, concluding with a press conference to present the results of the session to relevant Ministries in Guyana.

### Peru’s “Nagoya Hour”

The “Nagoya Hour” is the name of a recent initiative undertaken at the National Commission against Biopiracy of Peru, an organization created to deal with cases of unauthorized access to Peruvian genetic resources and traditional knowledge. The “Nagoya Hour” was launched in October 2016 as an innovative way to engage employees and colleagues on a new issue and to help them carry out their respective functions. For one hour per week, colleagues within the National Commission gathered to explore the particularities of the Nagoya Protocol as well as the processes needed for its effective implementation. These discussions were guided by the content of [e-learning modules](#) developed by the CBD Secretariat in collaboration with the International Development Law Organization (IDLO) and funded by the Japan Biodiversity Fund.

Adapted from IDLO-SCBD Course Alumni Newsletter, first edition Nov-December 2016. The SBCD-IDLO e-learning modules on establishing legal frameworks to implement the Nagoya Protocol, and other modules related to biodiversity issues are available here at [CBD’s Biodiversity E-learning Platform](#).





## EXAMPLE

### Communication objectives supporting an ABS policy goal

**Knowledge:** A majority of the government officials, indigenous peoples and local communities representatives and relevant stakeholder groups are informed about options and implications regarding the overall ABS policy orientation.

**Attitude:** The proportion of government officials, indigenous peoples and local communities representatives and relevant stakeholder groups, who express an interest in contributing to the definition of national ABS policies or strategies, increased significantly.

**Behaviour:** A representative group of government officials, indigenous peoples and local communities representatives and relevant stakeholder groups formulate the priorities they want to be covered in the national ABS strategy.

Adapted from [Strategic Communication for ABS: A Conceptual Guide and Toolkit for Practitioners](#) (ABS Capacity Development Initiative).



## CHECKLIST

### How to promote ratification

- Identify who is involved in the decision-making
- Gather information and building hypotheses about what these people know, feel and do about your biodiversity issue
- Finding out what specific information different individuals or groups need to know about your issue
- Clarifying who can and/or should provide what kind of information
- Determining how, where and when the information will best be presented to the decision-makers
- Ensuring that the information is being presented and understood as intended
- Clarifying what role the media have or should have in this part of the process
- Working through regional or continental bodies to promote political will at the national level

Adapted from ABS Capacity Development Initiative, [Strategic Communication for ABS](#) (2016)

### Print media for ABS: Season's Greetings from Germany

Each year, Germany's Federal Agency for Nature Conservation selects a biodiversity-related issue to feature in their Holiday greetings cards. In 2016, the Federal Agency chose to feature the Nagoya Protocol to mark the entry into force of the new German legislation enacted to implement the Protocol at the national level. The greeting card featured a genetic resource with a distinctive appearance and name: the devil's claw!

While the card was used by all the different departments of the Federal Agency in 2016, it was also specially sent to the different stakeholders and associations of users of genetic resources in Germany as a way to raise awareness of these groups about access and benefit-sharing and to keep them engaged and interested in the process of implementing the Nagoya Protocol in Germany.



Interview with Thomas Greiber, Head of Division – Competent National Authority for the Nagoya Protocol. [Federal Agency for Nature Conservation](#)



### TIPS

## How to communicate about the Nagoya Protocol

Effective communication with national bodies responsible for the ratification and implementation of the Nagoya Protocol may involve:

- Linking the Nagoya Protocol and ABS to broader national interests, such as conserving biodiversity or promoting a green economy
- Linking the Nagoya Protocol and ABS to other international goals, such as the 2030 Agenda for Sustainable Development (this [policy paper](#) can help)
- Explaining what specific national groups may gain through ratification/implementation, such as IPLCs, national research institutions etc.
- Adapting and/or making use of [existing awareness-raising materials](#) to enable decision-makers to take informed decisions on ABS and the Nagoya Protocol



## RESOURCES

### Engaging the business community

Training Module: [Engaging Business on Biodiversity: The Role of the National Focal Point](#)

Presentation: [Engaging Business: The Economics of Business and Biodiversity](#)

Website: [Corporate Knights: The Magazine for Clean Capitalism](#)

Website: [Leaders for Nature](#)

Briefing: [A strategic approach on biodiversity: The what, why and how](#)

Training Course: [WBCSD Business Ecosystems Training \(BET\)](#)

### Business and access and benefit-sharing

[Frequently Asked Questions on the Nagoya Protocol on ABS \(2017\)](#)

[Access and benefit sharing: Understanding implications for industry \(2012\)](#)

CBD Factsheets and Policy Briefs Series: [Access and Benefit Sharing in a Time of Scientific, Technological and Industry Change](#)

ABS Initiative Policy Brief Series: [ABS Key Points for Policy Makers on Six Industrial Sectors](#)



## RESOURCES

### Capacity-building tools for researchers and botanists

- **General resource:** [An Explanatory Guide to the Nagoya Protocol](#)
- **For academic research:** [Good practice Guide for Access and Benefit-sharing](#)
- **For academic research:** [German Research Foundation Guidelines](#)
- **For botanical gardens:** [BGCI ABS Learning Modules](#)
- **For more complex ABS processes:** [The ABS Management Tool](#)



## TIPS

### How to promote IPLC participation in policy processes

- 1. Undertake a situation analysis and identify critical issues.** This should involve the identification of potential threats to traditional knowledge, possible impacts of existing legal regimes and principles (e.g. IPRs, public domain), existing customary laws and practices for the management of traditional knowledge and potential strategies to protect traditional knowledge.
- 2. Make use of existing local or traditional decision-making processes and institutions** (the diversity of local systems may require a flexible approach) and create links between these and government decision-making processes.
- 3. Participants should reflect the cultural and social diversity** of traditional knowledge holders, which may include different ethnic groups, farmers, women's groups and traditional healers.
- 4. Provide information for participants** about the proposed policy, the issues at stake and the nature of the policy process, using appropriate forms of communication for an indigenous audience.
- 5. Build capacity to make informed decisions.** Capacity-building efforts should focus on areas identified by IPLCs, in particular regarding their rights, options and opportunities. Information materials should be disseminated in local languages using appropriate formats for such an audience.
- 6. Provide financial support.** Countries should provide financial support to IPLC organizations to undertake regional and local consultations, including for training indigenous facilitators, preparing information materials and holding consultative meetings and workshops.
- 7. Representatives of traditional knowledge holders should be given the necessary time, resources and technical support** to consult more widely amongst their people, including at regional and local level, through processes designed and facilitated by them, in accordance with traditional decision-making processes.

Adapted from K. Swiderska, [Stakeholder participation in policy on access to genetic resources, traditional knowledge and benefit-sharing. Case studies and recommendations](#) (2001)

# Feedback and Questions??

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- Toolkit is a living document
- Email to: [absch@cbd.int](mailto:absch@cbd.int)
- <https://www.cbd.int/abs/>





# Thank you

For more information on ABS and the Nagoya Protocol:

[www.cbd.int/abs](http://www.cbd.int/abs)

