



Communication,  
Education and  
Public Awareness  
**CEPA Fair**



**giz**

**Does everyone need to know everything? - Connecting with your audience and demystifying communication on Access and Benefit-sharing (ABS)**

Yes, ABS and the Nagoya Protocol are complex issues. And yes, specialized experts need to understand them fully. Yet, the different stakeholders do not. They need to know what is relevant to their situation and their interests.

Communicating ABS to a defined target group isn't about providing all-inclusive information on every aspect of the issue but identifying the key message and tailoring it to the specific audience.

National Focal Points have an important role to play in communicating ABS in their countries. They are the ones responsible for developing and implementing national awareness-raising and communications strategies on access and benefit sharing.

Since 2006, the ABS Capacity Development Initiative and its partners train and communicate with ABS stakeholders to equip them with the skills and tools for implementing the Nagoya Protocol in Africa, the Caribbean and the Pacific, and share experiences with the global community. They develop guidelines for multi-stakeholder communication, apply innovative training concepts, release traditional publications, produce video clips and interactive websites, and conduct workshops and training courses – framed by an overall, long-term communication strategy.

For its part, the Secretariat of the CBD has developed a toolkit to address some of the most common communication goals under the Nagoya Protocol. While the core of these tools involves activities that are found in strategic communication exercises for other issue areas, the options are configured to deal with the specific needs of audiences under the Nagoya Protocol, and seek to demystify communication for them.

Technology changes rapidly, so does the way we communicate. A new generation of ABS experts and stakeholders is on the rise. Mobiles, apps, social media and interactive multimedia tools are their preferred channels for communicating and learning but are traditional means of communication still effective? How do we ensure that ABS is communicated in a strategic way? What are the lessons learned, the promising tools and approaches for tomorrow?

In this event, in addition to discussing the above questions the CEPA toolkit featuring ABS will be shared and communication options will be discussed through concrete cases and approaches at the local and national level. We invite government representatives and non-state actors involved in ABS implementation to discuss the way forward in communicating ABS.