



Convention on Biological Diversity

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OPEN-ENDED AD HOC INTERGOVERNMENTAL
COMMITTEE FOR THE NAGOYA PROTOCOL ON
ACCESS TO GENETIC RESOURCES AND THE FAIR
AND EQUITABLE SHARING OF BENEFITS
ARISING FROM THEIR UTILIZATION

First meeting

Montreal, 5-10 June 2011

Item 5 of the provisional agenda*

RECOMMENDATION ADOPTED BY THE INTERGOVERNMENTAL COMMITTEE FOR THE NAGOYA PROTOCOL AT ITS FIRST MEETING

1/3. *Measures to raise awareness of the importance of genetic resources and associated traditional knowledge and access and benefit-sharing related issues*

The Intergovernmental Committee for the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization

1. *Invites* Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit views to the Executive Secretary on the proposed elements of an awareness-raising strategy for the Nagoya Protocol as contained in the annex;

2. Also *invites* Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders to submit information to the Executive Secretary on awareness-raising activities regarding the importance of genetic resources and traditional knowledge associated with genetic resources and related access and benefit-sharing issues, including lessons learned from existing experience in this regard;

3. *Requests* the Executive Secretary to revise the proposed elements of an awareness-raising strategy for the Nagoya Protocol, taking into account views expressed at the first meeting of the Intergovernmental Committee, as well as the submissions referred to in paragraphs 1 and 2 above, for the consideration of the second meeting of the Intergovernmental Committee.

* UNEP/CBD/ICNP/1/1.

Annex

**PROPOSED ELEMENTS OF AN AWARENESS-RAISING STRATEGY FOR THE NAGOYA
PROTOCOL ON ACCESS AND BENEFIT-SHARING (2012 -2016)**

Priority Activity 1: Communications Situation Analysis	
1.1. Operational objectives	
<ul style="list-style-type: none"> a) Conduct analysis of communications goals, target groups and existing communication products. b) For target groups, identify desired outcomes of communications efforts. c) Evaluate effectiveness of existing tools, messages and activities. d) Provide indicative costs for implementation of different activities. 	
1.2. Expected outcomes	
<ul style="list-style-type: none"> a) List of target groups at global, regional and national levels. b) List of desired communication goals. c) Gap analysis of tools and identification of required products. d) Evaluation of possible costs needed. 	
1.3. Indicators	
<ul style="list-style-type: none"> a) List of target groups and behaviour changes. b) List of existing products and their use. 	
1.4. Suggested activities	1.5. Actors
<p>1.4.1 Conduct audience analysis, including identification of key target groups and desired outcomes of communication activities. Include a focus on communications with indigenous and local communities.</p> <p>1.4.2 Using online surveys and focus groups, conduct analysis of existing communication tools at global and regional levels.</p> <p>1.4.3 Establish an inter-agency task force for communication on the Nagoya Protocol, and include the participation of relevant agencies</p>	<p>SCBD with input from the department of Public Information of the United Nations as well as other relevant international organizations including UNU, UNEP, CEC of IUCN, representatives of regions, indigenous and local communities and key national actors. Include expertise from media and communication experts.</p>
<p>1.4.4. Circulate results of analysis through the ABS Clearing-house, as well as make methodology available through the ABS Clearing-house, for use and adaptation by regions.</p>	<p>SCBD</p>
<p>1.4.5 On basis of the established methodology made available through the ABS Clearing-house, Parties will conduct national communication analyses.</p>	<p>Parties and indigenous and local communities</p>
1.6. Time frame	
Begin following COP-MOP 1 and report to COP-MOP 2	

<p>1.7. Estimated cost</p> <p>Establishment of position for a communications officer, and consultancy to support situation analysis 35,000 USD</p>

<p>Priority Activity 2:</p> <p>Create key messages, a suite of communication products and a media strategy</p>	
<p>2.1. Operational objectives</p> <p>a) Develop core messages for different target groups. b) Develop key principles for the future development of additional messages. c) Create core suite of communication products to deliver messages. d) Create media strategy for delivery of messages.</p>	
<p>2.2. Expected outcomes</p> <p>a) List of core messages developed for different audiences. b) Information products created including, <i>inter alia</i> brochures, promotional videos, public service announcements, radio scripts, and others. c) Story ideas and messages created for engagement with the media.</p>	
<p>2.3. Indicators</p> <p>a) Products b) List of messages</p>	
<p>2.4. Suggested activities</p>	<p>2.5. Actors</p>
<p>2.4.1 On basis of Priority Activity 1 create communications and messaging guide, including:</p> <p>a) Core messages; b) Communication products for print, television and radio diffusion including a brochure, a video and public service announcement, and a radio spot in United Nations languages; and c) Media engagement strategy, including story lines for media organizations</p>	<p>SCBD in collaboration with UNU, UNESCO, CEC of IUCN, Inter Press Services, Biodiversity Media Alliance, and indigenous and local communities</p>
<p>2.4.2 Make products available through the ABS Clearing-house. 2.4.3 Ensure that products are disseminated to United Nations Information Centres (UNICs).</p>	<p>SCBD</p>
<p>2.6. Time Frame</p> <p>Begin following COP-MOP 1 and report to COP-MOP 2</p>	
<p>2.7. Estimated cost</p> <p>Consultancy to support development of key message, products and media strategy 50,000 USD Development of brochure, video and radio spots 150,000 USD</p>	

Priority Activity 3: Create ABS Communication Toolkit	
3.1. Operational objectives	
<ul style="list-style-type: none"> a) Create resources that allow Parties to hold capacity-development activities to build communication strategies around ABS. b) Build modules for media relations. c) Develop online community to share experiences. d) Parties develop customized communication toolkits. 	
3.2. Expected outcomes	
<ul style="list-style-type: none"> a) A toolkit is created that allows Parties to develop custom campaigns and communication tools for desired target audiences. b) Parties have appropriate communication tools and resources. 	
3.3. Indicators	
<ul style="list-style-type: none"> a) Downloads of the toolkit from the Clearing-house. b) Use of the toolkit in workshops. 	
3.4. Suggested activities	3.5. Actors
<p>3.4.1 On basis of all previous messaging experience, create a communications toolkit that contains methodologies, worksheets and ready to use materials for communication activities.</p> <p>3.4.2 Ensure that e-learning modules are available.</p> <p>3.4.3 Develop toolkit as an Open Educational Resource (OER) that allows for creation of custom materials.</p> <p>3.4.4 Create online support mechanisms including a “help desk” and support for building of a community of practice, through the CHM, that allows for follow up and customization of the kit.</p>	<ul style="list-style-type: none"> a) Global level: SCBD, UNU, UNEP, CEC of IUCN, UNESCO and CI. b) Regional level: regional organizations, ILCs. c) National level: governments, academic.
3.4.5 Translate toolkit into local languages	National governments.
<p>3.4.6 Create communications toolkit specifically directed to issues involving communication of ABS issues with indigenous and local communities.</p> <p>3.4.7 Ensure that kit is created with appropriate delivery mechanisms for a variety of communities.</p>	SCBD in collaboration with ILCs from different regions.
3.6. Time Frame	
Begin following COP-MOP 2 and report to COP-MOP 3	
3.7. Estimated cost	
Development of toolkit in United Nations languages, including e-learning components: 250,000 USD	

Priority Activity 4: Holding of workshops	
4.1. Operational objectives	
<ul style="list-style-type: none"> a) Develop capacity for communication at regional levels using the ABS communication toolkit. b) Develop communications training capacity for Parties using the ABS communication toolkit. c) Provide opportunities for development of custom ABS communication modules and products. d) Provide opportunities to brief regional media on the messages of ABS communication e) Create the basis for a community of practice around ABS communication. 	
4.2. Expected outcomes	
<ul style="list-style-type: none"> a) Global communications framework and toolkits are customized for regional experiences. b) ABS communication practitioners share experiences. c) Regional media are briefed on the significance of ABS communication 	
4.3. Indicators	
<ul style="list-style-type: none"> a) Participation in workshops. b) Products developed at workshops. c) Personnel trained at workshops. d) Media engagement in ABS issues 	
4.4. Suggested activities	4.5. Actors
<p>4.4.1 Using ABS toolkit, and in collaboration with the ABS Clearing-house, hold regional ABS communication workshops, which:</p> <ul style="list-style-type: none"> a) Explain and train communicators in the use of the toolkit; b) Provide opportunities for the creation of custom modules and products for National contexts; c) In collaboration with UNICs, hold media briefing sessions at regional workshops, and involve local communicators; and d) Create the basis for communities of practice on ABS communication. Include the participation of indigenous and local communities. 	<ul style="list-style-type: none"> a) Global level: SCBD, UNU, UNEP, CEC of IUCN, UNESCO, CI; UNICs b) Regional level: regional organizations, ILCs c) National level: governments, academic d) Media representatives
4.6. Time Frame	
Begin following COP-MOP 2 and complete one workshop in each region in advance of COP-MOP 3.	
4.7. Estimated cost	
100,000 USD per workshop – 5 regions	
