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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, 6-10 June 2011

Item 5 of the provisional agenda*

MEASURES TO RAISE AWARENESS OF THE IMPORTANCE OF THE GENETIC RESOURCES AND ASSOCIATED TRADITIONAL KNOWLEDGE, AND RELATED ACCESS AND BENEFIT-SHARING ISSUES

Note by the Executive Secretary

I. INTRODUCTION

1. In adopting the workplan for 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 the Conference of the Parties to the Convention on Biological Diversity decided that “measures to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources, and related access and benefit-sharing issues (Article 21)” should be considered by the Intergovernmental Committee at its first meeting.²

2. Article 21 of the Nagoya Protocol provides that:

“Each Party shall take measures to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources, and related access and benefit-sharing issues. Such measures may include, *inter alia*:

- (a) Promotion of this Protocol, including its objective;
- (b) Organization of meetings of indigenous and local communities and relevant stakeholders;
- (c) Establishment and maintenance of a help desk for indigenous and local communities and relevant stakeholders;
- (d) Information dissemination through a national clearing-house;

* UNEP/CBD/ICNP/1/1.

¹ Decision X/1, annex II.

² *Ibid.*, para. 3.

- (e) Promotion of voluntary codes of conduct, guidelines and best practices and/or standards in consultation with indigenous and local communities and relevant stakeholders;
- (f) Promotion of, as appropriate, domestic, regional and international exchanges of experience;
- (g) Education and training of users and providers of genetic resources and traditional knowledge associated with genetic resources about their access and benefit-sharing obligations;
- (h) Involvement of indigenous and local communities and relevant stakeholders in the implementation of this Protocol; and
- (i) Awareness-raising of community protocols and procedures of indigenous and local communities.”

3. Pursuant to the above decision, the Executive Secretary invited Parties, international organizations, indigenous and local community organizations and relevant stakeholders, through notifications 2010-216 and 2010-217 (ref. No. SCBD/ABS/VN/SG/74553), of 16 December 2010, to provide views to the Executive Secretary on measures to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources, and related access and benefit-sharing (ABS) issues and to submit information on existing guidelines and codes of conduct related to access and benefit-sharing that are also relevant to awareness-raising.

4. As of 8 April 2011, the Executive Secretary had received submissions on this issue from Argentina, Australia, Ecuador, the European Union, Japan, Mexico, Nigeria, Togo, Sri Lanka, the European Seed Association (ESA), the Deutsche Forschungsgemeinschaft (DFG), the International Union for Conservation of Nature (IUCN), the Swiss Academy, the Amazon Cooperation Network (REDCAM), the Assembly of First Nations (AFN), the World Federation for Culture Collection (WFCC) as well as the joint submission from the Maritime Aboriginal Peoples Council and IKANAWTIKET Environmental Incorporated, the Native Council of Nova Scotia, the Native Council of Prince Edward Island, the New Brunswick Aboriginal Peoples Council and the Congress of Aboriginal People. These submissions are available at: www.cbd.int/icnp1/submissions/.

5. The Executive Secretary has prepared an overview of experiences and initiatives on awareness-raising on access and benefit-sharing and under different multilateral environmental agreements (UNEP/CBD/ICNP/1/INF/2) as an information document for the consideration of the Intergovernmental Committee. The document compiles earlier experiences with respect to awareness-raising under different relevant multilateral environmental agreements (MEAs) and processes (such as the Convention on Biological Diversity, the Cartagena Protocol on Biosafety, the United Nations Framework Convention on Climate Change and the Ramsar Convention on Wetlands) and prepared an overview of existing initiatives and activities related to awareness-raising on access and benefit-sharing carried out before the adoption of the Nagoya Protocol. The information document includes an overview of existing relevant voluntary codes of conduct, guidelines, national clearing-house mechanisms on access and benefit-sharing, educational activities, consultations, information materials on access and benefit-sharing, as well as specific activities related to traditional knowledge and indigenous and local communities which contribute to awareness-raising.

6. The information document also identifies lessons learned and draws conclusions from these prior experiences, including the following:

- (a) The developments under different multilateral environmental agreements and processes show that early action on awareness-raising is necessary. A coordinated approach is needed, giving flexibility to the different actors involved and allowing for countries and/or different stakeholder groups to adapt the strategy for awareness-raising to their specific needs and circumstances. It was also recognized under the different multilateral environment agreements and processes, that enabling environments (infrastructure, technical and substantive capacity) are a necessary prerequisite for an effective implementation of awareness-raising activities. Furthermore, awareness-raising activities should be mainstreamed into the different substantive issues/programmes of work and should have defined time

frames and milestones. They should also target specific audiences and include clear and measurable indicators of their level of implementation, as well as foresee adequate financial and technical resources;

(b) Furthermore, the information document illustrates clearly the variety and richness of existing initiatives and activities related to awareness-raising on access and benefit-sharing issues. However, these have focused on the implementation of the access and benefit-sharing provisions of the Convention and support to the negotiations of the international regime on access and benefit-sharing. A coherent approach is missing and, on numerous occasions, it has been acknowledged that barriers to effective communication with respect to access and benefit-sharing remain and hamper outreach and awareness-raising efforts. The Secretariat of the Convention on Biological Diversity is uniquely placed to coordinate implementation and to facilitate such a coherent approach at the international level. To date, the lack of financial resources made available for outreach and awareness-raising has limited this potential role;

(c) Now that the Protocol has been adopted, it is important to make use of these past efforts and to build on existing experiences, while at the same time developing a coordinated awareness-raising approach, with a long term-strategy, founded on the provision of adequate and predictable financial resources, with a clear focus on the effective and successful implementation of the Protocol and its Article 21. This will also require the establishment of a position for a dedicated communication officer in the Secretariat;

(d) Communication efforts would need to support the different dimensions of implementation and seek to build bridges with groups that have various levels of awareness of the benefits of the Protocol. As the implementation of the Protocol will require the establishment of dialogue and negotiation between groups with very different modes of communication and stakes in access and benefit-sharing relationships, the issue of inter-group and even inter-cultural communication will be an important element;

(e) There is also a need for cohesive and focused action, as it has already been recognized in the context of the Cartagena Protocol on Biosafety, as well as the United Nations Framework Convention on Climate Change. Efforts are therefore needed to identify key target groups, the behavioural changes that are required to secure full and effective implementation of the Protocol, and the communication channels and messages that can help to bring about these changes;

(f) Mobilizing the capacity of the United Nations system at all levels would be greatly beneficial to the implementation of an awareness-raising approach. At the national and regional levels, such an effort could be supported by the involvement of United Nations Information Centres (UNICs) and at the system level through the establishment of an interagency task force that brings together information officers and expertise from a variety of agencies.

7. In further considering approaches to awareness-raising, its close linkages to capacity-building must also be taken into account to ensure that approaches adopted to support the implementation of awareness-raising under Article 21 of the Protocol and capacity covered by Article 22 of the Protocol are complementary and mutually supportive.

8. Based on earlier experiences and lessons learned as well as the submissions of Parties taken into consideration in the information document, the Secretariat has developed a draft awareness-raising strategy to assist Parties to effectively implement Article 21 of the Nagoya Protocol in a coherent manner, as well as to guide the efforts of the Secretariat, stakeholders and indigenous and local communities to raise awareness with respect to the Nagoya Protocol and related access and benefit-sharing issues.

9. The draft strategy should be further developed and implemented in a manner that capitalizes, where appropriate, on other outreach and awareness-raising programmes and activities undertaken by the Secretariat and the Parties. Particular attention would need to be paid both by the Secretariat, as well as by the Parties to integrating the awareness-raising strategy with overall national communication efforts including the messages and outreach campaign of the United Nations Decade on Biodiversity. Considering that the target groups for an awareness-raising strategy to support the implementation of the

Nagoya Protocol may be different from the target audience of the other awareness-raising activities under the Convention, care would need to be given to ensure that initiatives and activities are complementary.

10. The draft awareness-raising strategy is outlined in section II and presented in more detail in the table annexed to the present document.

II. A DRAFT AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL

11. Communication, education and public awareness are central to an effective implementation of the Nagoya Protocol. Therefore, effective implementation of Article 21 of the Nagoya Protocol plays a critical role for the overall success of the Protocol.

12. As outlined above and presented in information document UNEP/CBD/ICNP/1/INF/2, the wide range of activities, initiatives and tools for awareness-raising with respect to ABS that have been developed to date, were created in the absence of an overall communications framework and a lack of predictable and long-term funding for communications activities. Most activities were concentrated on the implementation of the ABS provisions of the Convention or supported primarily the negotiation process of the Nagoya Protocol.

13. It should be noted that following the adoption of the Nagoya Protocol, the Secretariat has initiated a series of awareness-raising and capacity-building activities with a view to support the early ratification and early entry into force of the Nagoya Protocol.

14. The awareness-raising strategy proposed in this paper aims at supporting Parties in the implementation of Article 21 of the Protocol once the Protocol has entered into force. The strategy suggested is therefore complementary to the activities already carried out by the Secretariat, Parties and others in support of the entry into force of the Protocol. It also takes into account the benefits to be gained from the involvement of the United Nations system as a whole in communications. Finally, it recognises the need to link activities related to Article 21 to other outreach initiatives such as the United Nations Decade on Biodiversity and national campaigns for communication, education and public awareness.

15. As demonstrated above, a new, systematic and coherent approach is needed with a view to support Parties in the implementation of Article 21 of the Protocol. This approach could include the creation of a global communication and outreach strategy and associated tools, which could then subsequently be adapted by Parties to take their specific needs and contexts into account at regional and national levels. The methodologies adopted in developing the strategy should be made explicit and disseminated through the ABS Clearing-House. In addition, an important effort should be made to facilitate the full and effective participation of indigenous and local communities.

16. The ABS Clearing-House would be an important mechanism to support the implementation of Article 21, ensuring not only that the awareness-raising strategy, products and tools are available to all stakeholders, but also facilitating the sharing of experiences in communicating ABS and helping to build a community of practice on ABS communication. In supporting activities under Article 21, the ABS Clearing-House also needs to respond to the specific needs of indigenous and local communities. Finally, it would be needed to fulfil the suggested activities in Article 21, notably activities in paragraphs (d), (e), and (f).

17. The strategy also recognizes the value of facilitating communication among United Nations agencies and therefore seeks to create an inter-agency task force with the participation of communication experts from relevant organizations at the international level.

18. The following paragraphs outline a possible strategy for awareness-raising. The strategy is structured around the implementation of a few key priority activities, beginning at the global level, from which activities at regional and national levels can be implemented. While these activities would be led by the Secretariat, they would be designed to promote and support subsequent action by Parties.

19. While not explicitly mentioned here, it would be important to link actions, where appropriate, with the ongoing work for communication, education and public awareness, and the United Nations Decade on Biodiversity 2011-2020.

Priority Activity 1: Communications situation analysis

20. An effective awareness-raising strategy should be based upon an analysis of the state of communication on access and benefit-sharing issues. Such an analysis would include the following elements:

(a) Evaluating the communication goals required to support implementation of the Protocol and in particular for Parties to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources, and related access and benefit-sharing issues, in accordance with Article 21;

(b) Identifying the target groups, and actions required by them, with a view to support the implementation of the Protocol; and

(c) Listing and reviewing the effectiveness of existing communication products.

21. An explanation of these elements of the analysis follows.

22. Article 21 indicates that Parties are to increase awareness of the importance of genetic resources and the traditional knowledge associated with genetic resources and related access and benefit-sharing issues. Operationalizing this overall principle into an awareness-raising framework would require the elaboration of the more specific communications goals to be accomplished, taking into account the specific guidelines outlined in the Article.

23. A variety of actors representing different interests, each with different priorities will be involved with the implementation of the Nagoya Protocol, including, *inter alia*, governments, research institutions, industry, as well as indigenous and local communities. First efforts for a communication exercise need to include the identification and prioritization of key target groups, the actions by these groups that would facilitate full and effective implementation of the Protocol, as well as the communication channels and messages that can help to encourage these actions.

24. As identified in document UNEP/CBD/ICNP/1/INF/2, a number of communication products and initiatives have been developed to date. These existing material and communication tools need to be identified and evaluated with a view to maximizing the use of best practices in the context of the Protocol, as well as to be able to identify the existing gaps and the needs for new communication tools.

25. The communications situation analysis would address each of these above three elements and seek to provide guidance on the kind of messages and communication products to be developed. The analysis could be conducted by the Secretariat of the Convention on Biological Diversity at the global level, using a methodology that can be replicated by Parties to respond to their particular contexts. The unique situation of indigenous and local communities would also be taken into account, and a communications analysis specific to their needs would be included in the exercise. The situation analysis would also identify relevant resources and communications channels of United Nations Agencies.

26. In keeping with the latter point, one outcome of the situation analysis would be the creation of an inter-agency task force with the participation of relevant United Nations Agencies, charged with the mandate of coordinating communication activities at the system level. The Department of Public Information of the Secretariat of the United Nations Secretariat and its network of Information Centres would be key participants.

Priority Activity 2: Create key messages, a suite of communication products and a media strategy

27. Priority activity 2 follows from the analysis conducted above. Awareness-raising and outreach rests upon messages delivered to target groups through the most effective channels. The media could play

an important role in amplifying these messages, depending on the target group in question and if the appropriate media organizations are approached. The activity contains three components:

- (a) Producing core messages;
- (b) Generating key communications products; and
- (c) Elaborating a media strategy.

28. The Secretariat would develop the core suite of messages and make them available through the ABS Clearing-House. It will be important to develop key messages, which take the differences of a variety of target groups into account.

29. The delivery of these messages through a variety of communication products is another important element of the strategy. Messages can be delivered through a variety of means: pamphlets and brochures, through video or audio messages, social media, presentations and conferences or other means. A set of core communication products would be developed by the Secretariat, with the principle that these would then be adapted by Parties to suit their national circumstances, or could be inspirational for the development of other products.

30. United Nations Information Centres (UNICs) would be a particularly important partner for the dissemination of these products at national level. A focus will be placed on ensuring that UNICs are provided with the resources and messages that are relevant for each region. Sufficient resources would be needed to ensure this.

31. As indicated above, in certain instances, the media may be an important conduit for the delivery of messages to certain target groups. At the same time, the media is segmented by a number of qualifiers including language, regional focus, and thematic interest (for example environmental journalism versus business journalism) and according to print, radio and television. A strategy, through which different segments of the media would be encouraged to produce stories about the Nagoya Protocol and the importance of genetic resources and associated traditional knowledge and related ABS issues would be developed, taking the key messages into account. The strategy would be developed for global media, but would contain ideas and principles that can be used for regional and national audiences.

32. The ABS Clearing-House would be an important component of this activity. It would be the means for Parties to obtain messages and communication products developed by the Secretariat or by others, under this activity, as well as a place where they can make their own products available for broader dissemination.

Priority Activity 3: Create communication toolkits

33. The core of priority activity 3 is the creation of a communication toolkit on the Nagoya Protocol that would be a primary tool for Parties to launch their awareness-raising campaigns and to develop capacity for communication and awareness-raising in accordance with the measures and principles outlined in Article 21. The toolkit would include the communication messages and a selection of the products from priority activity 2 above, but the core would be methodologies for capacity-development, worksheets, checklists, guidelines for organising meetings as outlined in Article 21, paragraph (b) and other ready to use materials for training and communication activities. The toolkit could be developed by the Secretariat, made available through the ABS Clearing-House and by other means and would be adapted by Parties.

34. The toolkit would be designed to be used in the context of communications workshops at the regional and national level. Because the toolkit would be a communications guide and a training tool, experts in communication as well as experts in training and education would be involved. In creating the kit, the input of key stakeholders including representatives of indigenous and local communities should be taken into account, to ensure that the kit would be effective and useful to these groups.

35. Because the toolkit should address the training needs of a variety of audiences, it should be created in a flexible manner, for example, as an Open Educational Resource. This would ensure that the

core modules created by the Secretariat could be adopted and adapted by Parties and different users according to their particular situations. In this regard, the ABS Clearing-House would again have an important role to play. Users should be able to access the toolkit from the ABS Clearing-House, provide comments or amendments to modules of the toolkit as needed, and share these with others. In this latter regard, the toolkit should include e-learning modules where this is appropriate.

Priority Activity 4/Follow-up: Hold Workshops

36. Training and exchange of experience on ABS communication may require the holding of workshops. The toolkit developed under priority activity 3 would be the core of the workshops and would define the structure of the activities. Each workshop could be led by the Secretariat in collaboration with regional actors. All the products and strategies elaborated in the previous activities require validation, testing and discussion in order to ensure their effectiveness and adaptation. A series of regional workshops would be an opportunity to accomplish the following:

- (a) “Train the trainers”: develop expertise and capacity amongst ABS communicators that would then be transmitted at national level;
- (b) Elaborate specialized modules for particular groups;
- (c) Offer media briefing sessions; and
- (d) Establish communities of practice on ABS communication.

37. The workshop would be an opportunity to train communicators and others on the use of the ABS toolkit to support the development of national communication strategies. The participants would be expected to then provide training and additional assistance in their own countries. Those who participate in these workshops would become resource persons for access and benefit-sharing communication help-desks, national clearing-houses and other mechanisms.

38. The workshops would also be an opportunity to elaborate specialized training modules or topics of specific interest for the regions that may not be represented in the global toolkit. In this regard, the special needs of indigenous and local communities need to be taken into account. For example, the workshops could elaborate specific communication activities related to awareness-raising of community protocols and procedures of indigenous and local communities as outlined in Article 21, paragraph (i).

39. The workshops would also be an opportunity to brief representatives of the media at regional levels on the messages and relevance of the issues. An effective way to manage this is to combine representatives of the media with national communicators, and engage them in collaborative activities. The participation of representatives of UNICs in the relevant region would therefore be an important component of this element.

40. Above all else, the workshops should provide the basis for the creation of communities of access and benefit-sharing communicators that would, through the Access and Benefit-sharing Clearing-House, continue to share experiences in access and benefit-sharing communication.

Outline of a strategy

41. The table included in the annex to this document provides an outline of some of the activities in support of the above-mentioned priority activities. The objectives, activities and time frames are developed and outlined for the consideration of the Intergovernmental Committee. The strategy is designed for the medium-term, starting with the adoption of the strategy by the first meeting of the Parties to the Protocol until their third meeting, in 2016, after which time it could be reviewed with a view to adapting the strategy to new developments.

42. Carrying out the strategy will demand stable, predictable financial resources for the long term. This would include human resources in the form of a communications officer to manage the implementation of the strategy.

III. SUGGESTED ISSUES FOR CONSIDERATION

43. Against this background, the Intergovernmental Committee may wish to:

(a) Further review and develop the draft awareness-raising strategy for the Nagoya Protocol on the basis of the proposal set out in section II above and further developed in the annex hereto; and

(b)

Option 1: Submit the revised draft strategy for the further consideration and adoption by the first meeting of the Parties to the Nagoya Protocol;

Option 2: Identify further work to be carried out in the intersessional period, subject to availability of funds, with a view to the adoption of the awareness-raising strategy for the Nagoya Protocol by the Parties at their first meeting.

44. The Intergovernmental Committee may also wish to propose that the Conference of the Parties serving as the Meeting of the Parties to this Protocol recommend to the Conference of the Parties to urge the Global Environmental Facility to provide financial resources for early action on Article 21 and in this regard, requests the Executive Secretary to liaise with the Chief Executive Officer of the GEF for implementation of the strategy at the earliest possible date.

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

Priority Activity 1: <i>Communications Situation Analysis</i>	
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: 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: 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>3.7 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	
