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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

Second meeting

New Delhi, 2-6 July 2012

Item 4.3 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. At its first meeting, the 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, considered “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)”, in accordance with its work plan set out in annex II to decision X/1 of the Conference of the Parties to the Convention on Biological Diversity.
2. To assist the Intergovernmental Committee with this task, the Secretariat developed a draft awareness-raising strategy to support Parties to effectively implement Article 21 of the Nagoya Protocol in a coherent manner. The draft awareness-raising strategy is outlined in section II and the annex of document UNEP/CBD/ICNP/1/5.
3. The Intergovernmental Committee considered the draft awareness-raising strategy prepared by the Executive Secretary. The outcomes of the discussions and the recommendation of the first meeting of the Intergovernmental Committee on this issue are contained in the report of the meeting¹.
4. In recommendation 1/3, the Intergovernmental Committee invited 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 (UNEP/CBD/ICNP/1/5, annex), as well as information on awareness raising activities regarding the importance of genetic resources and traditional knowledge

* UNEP/CBD/ICNP/2/1/Rev.1.

¹ UNEP/CBD/ICNP/1/8.

associated with genetic resources and related access and benefit-sharing issues, including lessons learned from existing experience in this regard.

5. In the same recommendation, the Intergovernmental Committee requested 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 received, for the consideration of the second meeting of the Intergovernmental Committee.

6. In light of this recommendation, the Executive Secretary invited Parties, other Governments, international organizations, indigenous and local communities and relevant stakeholders, through notifications 2011-142 and 2011-206 (Reminder) (ref. No. SCBD/ABS/VN/SG/77099), of 1 August 2011 and 1 November 2011, respectively, to submit views on this topic, as detailed above, to the Secretariat.

7. As of 24 January 2012, the Executive Secretary had received submissions on this issue from Canada, China, Ecuador, the European Union, Mexico, Thailand and the Waikiki Hawaiian Civic Club. These submissions are available at: <http://www.cbd.int/icnp2/submissions/>.

8. In addition, a submission from the Swiss Biodiversity Forum of the Swiss Academy of Sciences is made available as an information document: UNEP/CBD/ICNP/2/INF/5

9. A synthesis of information submitted on awareness raising activities regarding the importance of genetic resources and traditional knowledge associated with genetic resources and related access and benefit-sharing issues is provided in the information document UNEP/CBD/ICNP/2/INF/6.

10. Views on the proposed elements of an awareness-raising strategy for the Nagoya Protocol expressed at the first meeting of the Intergovernmental Committee, as well as in the submissions received on this topic by the Executive Secretary, are contained in section II below.

11. Taking into account the views expressed at the first meeting of the Intergovernmental Committee, as well as in the submissions referred to in paragraph 8 above, the Executive Secretary revised the draft awareness raising strategy for the Nagoya Protocol, in accordance with recommendation 1/3, for the consideration of the second meeting of the Intergovernmental Committee.

12. The draft strategy is contained in the Annex to this document. The strategy is explained in section I of the annex and outlined in section II in a table format.

II. VIEWS EXPRESSED REGARDING THE PROPOSED ELEMENTS OF AN AWARENESS-RAISING STRATEGY ON THE NAGOYA PROTOCOL

13. Sub-section A below provides a general summary of the views expressed regarding the proposed elements of an awareness-raising strategy for the Nagoya Protocol during the first meeting of the Intergovernmental Committee and in the submissions received on this topic by the Secretariat².

14. General views on the strategy, in addition to the views expressed at the meeting of the Intergovernmental Committee, were contained in the following submissions received by the Secretariat: Canada, China, the European Union and Thailand.

15. Sub-section B includes a compilation of the views expressed on the specific proposed priority activities of the draft strategy. The Secretariat received information on this topic from the following Parties: Canada, the European Union, Ecuador and Mexico.

² See: <http://www.cbd.int/icnp2/submissions/>.

A. *General views on the draft awareness-raising strategy*

16. It was generally acknowledged that measures to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources are very important for the effective implementation of the Nagoya Protocol, especially as it relates to the conservation and sustainable use of biodiversity.

17. A notable lack of awareness of access and benefit sharing (ABS) and domestic ABS measures were noted and identified as an important gap since the entry into force of the Convention on Biological Diversity (CBD). It was acknowledged that many stakeholders are not aware of access and benefit-sharing and even less so about domestic legal and institutional frameworks governing access to genetic resources and traditional knowledge associated with genetic resources, and the sharing of benefits arising from their utilization.

18. The importance of genetic resources and traditional knowledge associated with genetic resources should be well understood in order to contribute to the conservation of biological diversity and the sustainable use of its components.

19. In this regard, Parties' should make efforts to promote and disseminate information on their domestic ABS legislative, administrative or policy frameworks and measures where they have some, as well as procedures for accessing traditional knowledge associated with genetic resources. Parties should also take steps to ensure that this information is easily accessible to potential users of genetic resources.

20. It was noted that a lack of awareness could potentially contribute to non-compliance with domestic access and benefit-sharing requirements and that greater public awareness of the economic, social and cultural value of genetic resources would provide an incentive for stakeholders to conserve and sustainably use them.

21. There was general agreement that an awareness-raising strategy would be useful in providing support to countries in order to increase the awareness of access and benefit-sharing related issues and in assisting countries to implement the Nagoya Protocol.

22. The strategy was also seen as an effective tool to assist Parties in achieving the objectives of the Convention and the Nagoya Protocol.

23. Many Parties expressed that the awareness-raising strategy should be developed based on the needs and priorities identified at the national, regional and sub-regional levels, including the specific needs of indigenous and local communities, and be sufficiently flexible to accommodate those needs. However, it was acknowledged that general principles developed at the international level could be useful to help establish a basis for domestic action.

24. It was noted that the results of the pilot phase of the ABS Clearing-House, as well as the results of the questionnaire on domestic needs and priorities for capacity-building and development in support of the implementation of the Nagoya Protocol, could be useful in identifying the needs and priorities in relation to awareness-raising, and should therefore be taken into account during the development of the strategy.

25. Some Parties stressed that the national, regional and global objectives of the awareness-raising strategy should be clearly identified and agreed by Parties.

26. It was expressed that the strategy should provide opportunities to share information, tools and good practices on awareness-raising amongst different actors involved.

27. Several Parties emphasized the need for the strategy to provide useful tools to support domestic awareness-raising.

28. In order to strengthen coherence, enhance efficiency and limit costs, the importance of using existing ABS communications materials, programs, tools and structures was noted.

29. It was suggested that any materials developed by the Secretariat to raise awareness of the Nagoya Protocol should be available in the six official languages of the United Nations. Interpretation in the six United Nations languages should also be available for activities carried-out by the Secretariat.

30. Many Parties identified the ABS Clearing-House as a useful tool to distribute the communications materials developed under the strategy.

31. The importance of adequate funding for the effective implementation of the strategy was also emphasized, as well as the need to ensure that funding agencies, in particular the Global Environment Facility, consider awareness-raising in its funding strategies.

32. In conclusion, due to the lack of awareness on access and benefit-sharing and the Nagoya Protocol, Parties acknowledged the need for a strategy to support the implementation of the Protocol. However, it was generally expressed that the strategy should be a tool to support national awareness-raising activities and should therefore be flexible to accommodate a wide-range of national circumstances.

B. Specific views on the proposed priority activities of the draft awareness-raising strategy

Priority activity 1: Communications situation analysis

Canada

33. In order to be effective and achieve the desired outcome Parties should identify, both individually and collectively, the target audiences and desired communication goals for any awareness raising strategy.

34. Audience analysis, identification of target groups and desired outcomes resulting from outreach activities should be conducted at the national level and thus should not be subject to a generalised approach. These activities should be conducted at national level, managed and directed by Parties.

35. Canada does not see the need to conduct two analyses, a national analysis and an on-line analysis of existing communication tools.

36. The establishment of an interagency task force for communication on the Nagoya Protocol as recommended under 1.4.3 should be internal to the CBD Secretariat using materials generated by the Parties. Canada does not see the relation between awareness arising by Parties and by agencies of the United Nations. There is no indication that Parties would be in a position to approve the messages, media strategy or other elements of the proposed interagency task force. Canada does not see this activity as a priority for Parties to the Protocol. United Nations agencies, including the Food and Agriculture Organization of the United Nations (FAO), and other international organizations should assist countries as appropriate at the national level.

37. Canada is of the view that this activity, if accepted as an element of the strategy, should be identified as a central component of the Convention's programme of work on Communication, Education and Public Awareness (CEPA) and addressed under the appropriate decisions of the CBD, including costing and resources.

Ecuador

38. As part of the suggested activities, it is important to analyze the experiences resulting from the Biosafety Clearing-House, which would make it possible to establish an ABS Clearing-House in accordance with countries' needs.

European Union

39. The EU agrees with the idea that the SCBD plays a key role in collecting, analyzing and exchanging the results of communication analysis, of lessons learned and of CEPA activities at the

regional and national level. The SCBD should also play a key role in providing Parties with guidelines on how to conduct the national analysis and develop key messages and products.

Mexico

40. According to the operational objectives (1.1) of priority activity 1, Communications Situation Analysis, the aim is to somehow measure or assess the impact of the strategy through the following objectives:

- (a) For target groups, identify desired outcomes of communications efforts.
- (b) Evaluate effectiveness of existing tools, messages and activities.

41. Notwithstanding the above, because neither the indicators nor the suggested activities mention any activity involving assessment of the impact of the communications strategy, we believe it is important to include an activity which would enable the measurement of this impact. A survey of the various actors and relevant groups could be carried out to assess knowledge of the Nagoya Protocol; this survey could be applied once the awareness-raising campaign has been conducted, making it possible to assess the 'before' and 'after'.

42. Section 1.5 mentions key national actors for suggested activities 1.4.1, 1.4.2, and 1.4.3. However, regardless of whether the actors for each activity can be established on a national level, it is fundamental that the actors involved in the awareness-raising strategy include the various groups which use genetic resources: mainly, the academic sector and the various industries which use genetic resources (such as the pharmaceutical, cosmetics, seed, agricultural, livestock, and ornamental industries, for example).

43. Section 1.4.5 states, "[o]n basis of the established methodology made available through the ABS Clearing-house, Parties will conduct national communication analyses." The actors should not be only "Parties and indigenous and local communities;" rather, they should also include the various users of genetic resources in order for these analyses to be conducted.

Priority activity 2: Create key messages, a suite of communications products and a media strategy

Canada

44. Canada believes that these activities should be conducted at national level, managed and directed by Parties. Canada is of the view that priority activity 2, if accepted as an element of the strategy should be identified as a central component of the Convention's CEPA activity and addressed under the appropriate decision of the CBD, including costing and resources.

Ecuador

45. As part of the expected outcome regarding the creation of various information products (such as brochures and videos, for example), mention should be made that these products must be geared toward different kinds of users/actors (campesinos, indigenous peoples, students, academics).

46. The identification of methods of information-sharing in countries with limited Internet access should be one of the activities proposed.

European Union

47. The EU believes that this will be an important step once sufficient experiences from regional activities are available but it is premature at this stage. This may be part of a future global communication strategy and outreach, when a certain level of awareness is reached that helps all stakeholders concerned to understand and share basic messages on the importance of genetic resources and traditional knowledge associated with genetic resources and related access and benefit-sharing issues. In our view it is impossible at this stage to elaborate standard/global messages that address the needs of such a heterogeneous audience.

Mexico

48. With regard to priority activity 2, Create key messages, a suite of communication products and a media strategy, it is important that the Parties be involved in the creation of these messages and that the messages not be developed solely according to the criteria of the Executive Secretariat and associated actors, since there may be sensitive issues specific to each country. It is therefore suggested that general treatment be given to the development of key messages in order to avoid possible internal conflicts resulting from their delivery.

49. Section 2.5 of priority activity 2 mentions the participation and/or collaboration of indigenous and local communities, but not of the Parties. It is important that the participation of these communities be clear and transparent. It is also important that the Parties propose or designate the communities which are to participate (since in each country, the issues associated with indigenous and local communities vary with regard to representativeness); otherwise, such participation could be questioned as to its transparency.

50. As mentioned by our country at the first meeting of the Intergovernmental Committee, it is important that the audience for awareness-raising activities be defined. Our country considers it fundamental that the main target groups should include the users of genetic resources and of the associated traditional knowledge, and that the focus highlight the importance of sharing the benefits derived from the use of these resources and knowledge.

Priority activity 3: Create ABS communications toolkit

Canada

51. Canada can support the development of an ABS Communications toolkit, e-learning and OER approaches for the toolkit, and the establishment of a "help desk" for ILCs and relevant stakeholders in the context of Art.21(c) of the Protocol. The SCBD should provide a detailed breakdown of costs, and comparison with existing resources within the Secretariat.

52. The toolkit should be restricted to the methodologies, spreadsheets and other descriptive materials that can assist Parties in developing domestic communications processes. Canada is of the view that regional level ready-to-use materials should be developed by Parties,

53. The development of ILC-specific messages, developed in isolation from Parties, to address ILC issues may not be the most appropriate approach, especially at the regional level, as ILC issues are likely to be state-specific in nature.

54. The selection of organizations to be engaged in the development of toolkits appears to be very wide. Canada believes the toolkits must be developed and adopted by Parties

55. Canada does not believe that the toolkit should include specific messaging as each situation will be different and tied to domestic approaches to the Protocol and the issue of access and benefit sharing.

European Union

56. The EU believes that such a toolkit is important as primary material to be used by Parties and stakeholders in customizing their own activities. We think that such tools should help to both raise awareness and at the same time reinforce the capacity of their users. For instance e-learning tools might be particularly helpful.

Mexico

57. With regard to priority activity 3, Create ABS Communication Toolkit, and particularly in respect of operational objective 3.1, section c), "[d]evelop online community to share experiences," we suggest that the CBD's own indigenous communities' Web page also be used.

58. As commented in respect of the previous activity, where there is participation and/or collaboration of indigenous and local communities but not of the Parties, it is important both that the

mechanisms for the participation of these communities be clear and transparent and that the Parties propose or designate the communities which are to participate (since in each country, the issues associated with indigenous and local communities vary with regard to representativeness); otherwise, such participation could be questioned as to its transparency.

59. With regard to Suggested Activity 3.4.7, "[e]nsure that kit is created with appropriate delivery mechanisms for a variety of communities," it is important both to ensure the exchange of experiences among the Parties and to maintain dialogue in order to enable adjustment of the line of action if necessary.

Priority activity 4: Holding of regional workshops

Canada

60. Regional workshops on public awareness raising and communications workshops can be of value, with the caveat for the need for these to be developed and managed by Parties, and to be held subject to the availability of financial resources.

61. Canada can support an outcome of regional customization of toolkits, but notes that a regional approach may not be of value to all individual Parties.

62. A global communications framework developed through regional workshops could limit individual Parties and give rise to conflicting messages.

63. Briefing representative collections of media from the Parties of the region in question by national representatives can be of value. If the Secretariat briefs regional media it should speak for the Secretariat.

64. Canada seeks to understand the role of International Union for Conservation of Nature, the United Nations University, UNESCO and United Nations Information Centres in regional workshops. Each of these organizations has media training and messaging appropriate to itself.

Ecuador

65. The establishment of a database of technical and legal experts specializing in the subject matter could be included as an expected outcome.

66. The ABS experiences of the various regions should be organized systematically.

67. Workshop-topic modules geared toward the various actors concerned (decision-makers, communicators, communities, academia, users of genetic resources) should be developed.

68. We also propose including a new activity to create a system of monitoring and follow-up for the established priority activities in order to assess their progress and determine adjustments possible during the process.

European Union

69. The EU also agrees with the idea of helping trainers and local or regional media to create, use or communicate the appropriate messages to the public or to targeted audiences. In addition to activities at the national level, workshops at the regional or sub-regional level could be useful to interchange their experiences, tools and practices. However, to achieve the most effective and efficient use of resources, the organization of such workshops should take place on the basis of capacity needs assessments by the Parties. In analyzing those needs existing global, regional or sub-regional mechanisms, processes and tools should be fully taken into account.

Mexico

70. Section 4.5 of priority activity 4, Holding of workshops, identifies indigenous and local communities as the regional-level actors. Earlier comments regarding their representativeness should be taken into account, since what is sought is feedback between workshop participants and the indigenous and local communities in the country. In Mexico, for example, we have the Consultative

Council of the CDI (National Commission for the Development of Indigenous Peoples), which is comprised of representatives from all our indigenous communities. If only one representative can attend these workshops, he or she should be selected by the Council in order to ensure the legitimacy of such representation.

71. Moreover, the various users of genetic resources should be taken into consideration because of their paramount role in awareness-raising: these users are the very ones needing awareness of the sharing of benefits derived from the use of these resources. Users of genetic resources should not be limited to the academic sector; the concept should extend to all possible users.

72. In general, definition of the awareness-raising strategy should take into account the function of the target audience and its particular situation, given that there can be some target audiences which have greater knowledge and experience than others. It is also important to consider the role which the Parties can play in the strategy to promote, contribute to, and advise on how to meet the strategy's objectives.

III. ISSUES FOR CONSIDERATION

73. Against this background, the Intergovernmental Committee may wish to review the revised draft awareness-raising strategy for the Nagoya Protocol on the basis of the proposal set out in the annex hereto and recommend that the Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol, at its first meeting, adopt a decision along the following lines:

The Conference of the Parties to the Convention on Biological Diversity serving as the meeting of the Parties to the Nagoya Protocol

1. *Adopts* the awareness-raising strategy for the Nagoya Protocol as annexed hereto;

2. *Recommends* that the Conference of the Parties to the Convention on Biological Diversity, as part of its guidance with regard to the financial mechanism, invites the Global Environment Facility to provide financial resources to Parties for early action on Article 21 of the Protocol.

Annex

**AN AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL ON ACCESS
AND BENEFIT-SHARING**

Introduction

1. 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.
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. This has contributed to a general lack of awareness on ABS.
3. The awareness-raising strategy aims at providing a systematic and coherent approach to assist Parties in the implementation of Article 21. It recognizes the need to link activities related to Article 21 to other capacity-development activities under the Nagoya Protocol, under the programme of work for Communication, Education and Public Awareness, and other outreach initiatives of the CBD, such as the United Nations Decade on Biodiversity.
4. It is important that awareness raising activities respond to the specific needs and contexts of each Party; therefore, the awareness-raising strategy should be country-driven. However, in order to assist Parties in the implementation of the strategy, the Secretariat would carry-out a series of supporting actions such as the creation of a toolkit containing a series of templates and guidelines to support the development of national awareness-raising strategies and associated materials and tools. All products developed under the strategy, by the Secretariat and Parties, should be disseminated through the ABS Clearing-House.
5. While target groups may vary depending on the country, raising awareness amongst users of genetic resources is a priority for the effective implementation of the Protocol. It is also important that the full and effective participation of indigenous and local communities be facilitated in national and regional awareness-raising activities.
6. The ABS Clearing-House will 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 issues. Finally, it would be needed to fulfil the suggested activities in Article 21, notably activities in paragraphs (d), (e), and (f).
7. The following paragraphs elaborate a strategy for awareness-raising to support Parties in the development of national awareness-raising strategies. The strategy is also outlined in tables at the end of the document. The strategy is structured around four priority activities, which build upon each other. The final activity, the evaluation and assessment step, is assumed to set the conditions and priorities for subsequent iterations of the strategy. Parties would be invited to report on progress in the implementation of the strategy to the ABS Clearing-House and the COP/MOP, as appropriate.

Priority activity 1. Communications situation analysis and the development of national awareness-raising strategies

8. 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 strategy

would require the elaboration by Parties of the more specific communications goals to be accomplished, taking into account the specific guidelines outlined in the Article.

9. The development of effective awareness-raising strategies by Parties should be based upon an analysis of the state of communication on access and benefit-sharing issues. Such an analysis should 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) Conducting awareness surveys which identify the target groups, their level of awareness, and actions required by these groups, with a view to support the implementation of the Protocol;

(c) Carrying out an audit of information materials which lists and reviews the effectiveness of existing communication products; and

(d) Creating a roster of technical and communication experts, who could be called upon for assistance in implementing the national strategy.

10. Under this priority activity, the Secretariat will propose a structure to assist Parties in creating their national awareness-raising strategy, including carrying out a communications situation analysis that address the above elements. The analysis should seek to provide guidance on the kind of messages and awareness-raising materials to be developed. Guidelines and recommendations on each of the above steps will be elaborated by the Secretariat and posted on the ABS Clearing-House. Parties would then be invited to replicate, or adapt this methodology, as appropriate.

11. 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. Therefore, Parties should identify and prioritize key target groups and carry out an awareness survey that establishes their current level of awareness. From this survey, Parties can then determine 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. This communications situation analysis will assist in the creation of their awareness-raising strategies. As noted earlier, particular efforts should be made to ensure awareness-raising for users of genetic resources. Further, any evaluation of the role of indigenous and local communities in this process should be done as an integrated approach to overall communication goals.

12. In addition to the awareness survey, Parties would be invited to carry out an audit of existing awareness raising products and initiatives within their country and evaluate the extent to which these tools can contribute to achieving communication goals. The audit should take into account the tools and initiatives of partners in different government ministries, non-governmental organizations, business and research communities, as well as indigenous and local communities.

13. Finally, Parties are encouraged to create rosters of experts that include communication professionals with expertise in ABS, and technical and legal experts that can act as subject matter experts for the creation of awareness-raising materials.

14. The different components outlined above, such as the communication goals, the survey of attitudes and awareness, the audit of existing materials and the roster of experts, should be used to create a national awareness-raising strategy. The resulting strategy will be particular to each Party, but it is suggested that each will include:

- (a) A situation analysis and report on key target groups;
- (b) Key messages for awareness-raising activities;

- (c) Awareness-raising activities;
- (d) Timelines;
- (e) Resource requirements; and
- (f) An evaluation framework

15. Further, it is suggested that any strategy at the national level include provisions for communication activities, capacity-development or training, whether this is within target groups, or within a group of communications professionals or trainers. Parties would be invited to disseminate the final result of all these activities to the ABS Clearing-House.

Priority activity 2. Creation of toolkit and awareness-raising materials

16. This priority activity focuses on the creation of awareness-raising and training materials which could be used as a means to transmit key messages to different target groups during outreach activities. These materials would be the primary tools for Parties to launch their awareness-raising campaigns and to develop capacity on access and benefit-sharing issues in accordance with the principles outlined in Article 21. Furthermore, training and direction on ways to use the materials and how to deliver the key messages to target groups may be required to ensure that the capacities of the target audiences are improved.

17. To assist in the implementation of this activity, the Secretariat will create a toolkit that contains templates and guidelines on how Parties and stakeholders can develop awareness-raising and training materials taking into account the experience acquired in the development of existing products and tools from other programmes of work of the Convention. The structure of the toolkit will resemble existing tools, such as the CEPA toolkit (<http://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf>), but will be specifically tailored for the needs of ABS communication. The toolkit will be produced in print and multimedia form. The toolkit will be created as an Open Educational Resource (OER).³

18. Parties will be invited to use the toolkit to develop different awareness-raising materials, adapted to their particular needs, and in support of the strategy created under priority activity 1 to raise awareness and transmit messages to target groups. In creating the materials, the input of key stakeholders, such as those identified under priority activity 1 and indigenous and local communities should be taken into account to ensure that it would be effective in raising their awareness.

19. The selection of the best mix of information products for communicating with a specific target group will be largely determined according to the research and assessments conducted in the first priority activity. Print materials, such as brochures and fact sheets, may be suitable in some contexts, while other multimedia materials may be more effective in others.

20. Parties will be invited to provide copies of the materials developed to the ABS Clearing-House, for further dissemination and sharing amongst other Parties and stakeholders.

Priority activity 3. Train communicators and engage target groups

21. This priority activity has two primary objectives: to train a group of ABS communication experts to implement the national awareness-raising strategy and then to carry out activities to engage with target groups in order to raise awareness.

22. In support of this activity, the Secretariat will provide guidelines on the way to conduct a training workshop for ABS communicators. In the ABS toolkit mentioned above, the Secretariat will

³ Open Educational Resources (OER) are teaching and learning materials that are freely available online for everyone to use, whether you are an instructor, student or self-learner. Examples of OER include: full courses, course modules, syllabi, lectures, homework assignments, quizzes, lab and classroom activities, pedagogical materials, games, simulations, and many more resources contained in digital media collections from around the world. <http://openeducationalresources.pbworks.com/w/page/24836860/What%20are%20Open%20Educational%20Resources>

provide guidelines on the ways that awareness-raising and training materials may be disseminated and used in support of an awareness-raising strategy.

23. As a first step in this priority activity, it is suggested that a series of workshops be held to train communications experts using the training materials developed in priority activity 2. This would prepare the group of communications experts to in turn effectively reach out to key target groups and deliver the key messages contained within the awareness-raising materials created. These trained communicators could then organize workshops and other events for the key target groups identified in the strategy.

24. The awareness-raising materials created under priority activity 2 will be disseminated to target groups in a variety of ways, but an important part of any awareness-raising strategy will be the convening of events, workshops and other forums, where communication activities can take place. The kind of activity which could be organised should be determined by the target group to be communicated with. Examples of such activities are: information breakfast session, a roundtable for representatives of a particular user group, or an academic conference on ABS measures for the research community.

25. The events would be an opportunity to involve a variety of stakeholders to discuss national circumstances related to the implementation of the Nagoya Protocol. For example, as outlined in article 21 (i), the events could include specific communication activities related to awareness-raising of community protocols and procedures of indigenous and local communities. The events could also be an opportunity to brief representatives of the media on ABS-related issues.

26. It is expected that workshops would be organized at the national level. In certain cases, sub-regional or regional workshops may also add-value to the implementation of the awareness-raising strategies and therefore their organization would be a suitable contribution to this activity. The Secretariat may be involved in these workshops, subject to the availability of resources

27. For all activities, evaluation and feedback mechanisms similar to the assessments carried out in priority activity 1 should be included to provide data for priority activity 4 below.

28. Parties and stakeholders will be invited to post the results of the events on the ABS Clearing-House, including photos of the proceedings, presentations and summaries of the findings.

Priority activity 4. Evaluation and feedback

29. It is important to note that as Parties design their strategies, for each priority activity, data and information should be collected for use in an evaluation exercise. priority activity 1 represents the assembly of baseline data on awareness, against which changes in awareness and behaviour need to be measured. The effectiveness and reception of the awareness-raising materials developed under priority activity 2 should also be measured. Finally, the suitability and learning that has taken place during the workshops and other events under priority activity 3 should also be assessed.

30. Using this data, Parties are invited to assess the effectiveness of their activities, workshops and awareness-raising materials. Parties will then be invited to repeat the survey instruments used to establish their national strategies and analyse the feedback received from participants to the awareness-raising activities with a view to changing and fine-tuning their strategies as needed. Parties should collect the same data that was assembled under priority activity 1, and compare them with the baseline results.

31. The results of the evaluation and analyses should then be disseminated through the ABS Clearing-House.

Resource requirements

32. As Party needs will be varied, so too will the resource requirements for the implementation of national awareness-raising strategies. Sustainable funding plans should be established to ensure that sufficient resources are available for the strategies in the long-run.

33. For developing country Parties, external support may be required including through the GEF. It is recommended that such support be granted provided that Parties have created strategies in line with the recommendations contained in this document.

34. In order to assist Parties in the development and implementation of national awareness-raising strategies, as recommended under the Priority Activities, the Secretariat will also require financial and human resources.⁴

⁴ The resources required would include staff time, resources to hire a communications consultant, translate the toolkit into United Nations languages, and format the toolkit for print and web delivery. These costs will be reflected in the budget document. It is estimated that an amount of 170 000 US\$ would be required.

II. OUTLINE OF AN AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL ON ACCESS AND BENEFIT-SHARING

Priority activity 1. Communications situation analysis and the establishment of national awareness-raising strategies	
1.1. Operational objectives	
<ul style="list-style-type: none"> - Conduct analysis of communications goals, target groups and existing awareness-raising materials. - For target groups, identify desired outcomes of communications efforts. - Evaluate effectiveness of existing tools, messages and activities. - Provide indicative costs for implementation of different activities. 	
1.2. Expected Outcomes	
<ul style="list-style-type: none"> - List of target groups and level of awareness. - List of desired communication goals. - Gap analysis of tools and identification of required products. - Evaluation of possible costs needed. 	
1.3. Indicators	
<ul style="list-style-type: none"> - Level of awareness amongst key target groups. - List of existing awareness-raising materials and their use. - List of communication and technical experts. 	
1.4 Role of Secretariat	
<ul style="list-style-type: none"> - Provide template for the development of national awareness-raising strategies. - Provide guidelines on survey methodologies. - Make available existing awareness-raising materials on ABS. - Make available awareness-raising strategies on the ABS Clearing-House and report developments to the COP-MOP, as appropriate 	
<p align="center">1.5. Activities</p> <ul style="list-style-type: none"> - Create national awareness-raising strategy, including timetables, activities, evaluation tools and identification of target groups. Include all resource requirements. - Determine key target groups and desired behavior changes. - Carry-out surveys to determine level of awareness of key target groups. - Conduct audit of awareness-raising products and materials, including evaluation of the effectiveness of each. - Create a list of communication, and legal and technical experts on ABS. - Submit national awareness-raising strategy to the ABS Clearing-House. 	<p align="center">1.6. Actors</p> <ul style="list-style-type: none"> - Parties, including relevant government ministries. - Public opinion research organizations.

Priority activity 2. Creation of toolkit and awareness-raising materials	
2.1. Operational objectives	
<ul style="list-style-type: none"> - Create awareness-raising and training materials to support national ABS awareness-raising strategies. - Create toolkit for use in training of ABS communicators. 	
2.2. Expected Outcomes	
<ul style="list-style-type: none"> - Awareness-raising and training materials and other information products that support the national awareness-raising strategy are created including, <i>inter alia</i>, brochures, booklets, fact sheets, videos, radio spots, audio recordings, websites, flash and powerpoint presentations. 	
2.3. Indicators	
<ul style="list-style-type: none"> - Catalogue of awareness-raising materials created. - Usage levels of awareness-raising materials. 	
2.4 Role of Secretariat	
<ul style="list-style-type: none"> - Create ABS awareness-raising toolkit with templates, guidelines and example methodologies for training and communication activities. Translate into United Nations languages and disseminate in print and online. - Make available ABS communications materials developed by Parties and other stakeholders on the ABS Clearing-House. 	
2.5. Activities	2.6. Actors
<ul style="list-style-type: none"> - Create ABS awareness-raising and training materials using toolkit and its resources. - Distribute materials at national and regional levels through established communication channels. - Submit materials to ABS Clearing-House. 	<ul style="list-style-type: none"> - Parties through relevant government ministries and, as appropriate, relevant stakeholders such as indigenous and local communities. - Experts in communication. - Training agencies.
Priority activity 3. Train communicators and engage target groups	
3.1. Operational objectives	
<ul style="list-style-type: none"> - Train a group of ABS communication experts to deliver key messages to target groups - Engage with target groups in order to raise awareness. 	
3.2. Expected outcomes	
<ul style="list-style-type: none"> - A group of trainers and communicators on ABS issues is established, to participate in awareness-raising activities. - Activities are held to implement the strategy. - The level of awareness of target groups is increased. 	

<p>3.3. Indicators</p> <ul style="list-style-type: none"> - Number of communicators trained. - Feedback from trainees. - Number of activities held. - Number of participants in activities. - Feedback from participants on the effectiveness of the events and awareness-raising materials. - Increases in awareness amongst target groups. - Level of usage of awareness-raising materials. 	
<p>3.4 Role of the Secretariat</p> <ul style="list-style-type: none"> - Provide guidelines on workshop structure and forms. - Provide indicative list of outreach activities. - When requested, participate in ABS awareness-raising activities at sub-regional and regional levels, subject to the availability of resources. 	
<p style="text-align: center;">3.5. Activities</p> <ul style="list-style-type: none"> - Hold ABS communication training workshops with the participation of ABS communicators and others who will deliver communication activities to target groups. - Hold awareness-raising activities for target groups. - Distribute and disseminate awareness-raising and training materials. - For all activities, conduct feedback and evaluation exercises and record this data for priority activity 4. - Submit reports of activities to the ABS Clearing-House. 	<p style="text-align: center;">3.6. Actors</p> <ul style="list-style-type: none"> - Parties, and, as appropriate, relevant stakeholders such as indigenous and local communities. - Communications professionals. - Target groups identified in the awareness-raising strategy such as users of genetic resources.
<p>Priority activity 4. Evaluation and feedback</p>	
<p>4.1. Operational objectives</p> <ul style="list-style-type: none"> - Evaluate effectiveness of awareness-raising activities against baseline data collected in priority activity 1. - Adjust national awareness-raising strategy as appropriate based on feedback. 	
<p>4.2. Expected outcomes</p> <ul style="list-style-type: none"> - Parties will understand the results of their activities and the effectiveness of their strategies. - Parties will have the information required to adjust and alter their strategies as needed. 	
<p>4.3. Indicators</p> <ul style="list-style-type: none"> - Level and type of participation in awareness-raising activities from priority activity 3. - Change in level of awareness amongst key target groups. - List of new awareness-raising materials and their use. - Detailed feedback from participants in activities. 	
<p>4.4 Role of Secretariat</p> <ul style="list-style-type: none"> - Make available information provided by Parties on evaluations and feedback to the ABS Clearing-House. 	

<p style="text-align: center;">4.5. Activities</p> <ul style="list-style-type: none">- Resurvey target groups to determine any changes in level of awareness.- Re-audit awareness-raising materials to determine effectiveness of new and existing materials under the new strategy.- Review list of communication and legal and technical experts on ABS issues.- Evaluate effectiveness of ABS awareness-raising activities using data collected under each Priority Activities.- Revise and adjust the national awareness-raising strategy according to this analysis.- Submit results of all analyses to the ABS Clearing-House.	<p style="text-align: center;">4.6. Actors</p> <ul style="list-style-type: none">- Parties.- Public opinion research organizations.
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