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CONFERENCE OF THE PARTIES TO THE CONVENTION
ON BIOLOGICAL DIVERSITY SERVING AS THE
MEETING OF THE PARTIES TO THE NAGOYA
PROTOCOL ON ACCESS TO GENETIC RESOURCES
AND THE FAIR AND EQUITABLE SHARING OF
BENEFITS ARISING FROM THEIR UTILIZATION

Second meeting

Cancun, Mexico, 4–17 December 2016

Item 11 of the provisional agenda*

REPORT ON PROGRESS IN THE IMPLEMENTATION OF THE AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL

Note by the Executive Secretary

I. INTRODUCTION

1. In its decision NP 1/9, the Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising From their Utilization adopted an awareness-raising strategy that aims to provide a systematic and coherent approach to assist Parties in the implementation of Article 21. It recognized the need to link activities related to Article 21 to other capacity-development activities under the Nagoya Protocol, under the programme of work on communication, education and public awareness (CEPA), and other outreach initiatives of the Convention on Biological Diversity, such as the United Nations Decade on Biodiversity.

2. The strategy recognizes the importance that awareness-raising activities respond to the specific needs and contexts of each Party. For this reason the strategy is country-driven. However, in order to assist Parties in the implementation of the strategy, it was agreed that the Secretariat would carry-out a series of actions to support the development of national awareness-raising strategies and associated materials and tools by Parties. All products developed under the strategy, by the Secretariat, Parties and others, should be disseminated through the clearing-house mechanism under the Convention on Biological Diversity, which includes the Access and Benefit-sharing Clearing-House (ABS Clearing-House).

3. The strategy is structured around four priority activities, which build upon each other. The fourth and final activity, the evaluation and assessment step, is assumed to set the conditions and priorities for subsequent iterations of the strategy. Parties are invited to report on progress in the implementation of the strategy following the completion of their first iteration by submitting materials and national awareness-raising strategies to the ABS Clearing-House.

4. In the awareness-raising strategy, Parties are invited to create and implement awareness-raising activities that fit national circumstances, including by developing national awareness-raising strategies. The role of the Executive Secretary is to support Parties and others in their implementation of the priority activities by providing resources, training and facilitating the sharing of information through the ABS Clearing-House as identified under the priority activities of the awareness-raising strategy.

5. The strategy also builds on the work on awareness-raising that has already been implemented under the programme of work on communication, education and public awareness. The lessons learned and tools developed from this programme of work are important resources for strategic communication upon which to build specialized resources. In the spirit of realizing synergy, duplication is to be avoided.

6. Section II of the present document will provide an overview of progress made by the Executive Secretary in implementing the awareness-raising strategy according to its priority activities. Section III of the document outlines activities carried out by Parties, non-Parties and other relevant actors in accordance with the awareness-raising strategy. Section IV will discuss the way forward in the upcoming biennium and beyond. Section V contains a draft decision to be considered by the Conference of the Parties serving as the meeting of the Parties to the Protocol at its second meeting.

II. PROGRESS MADE BY THE EXECUTIVE SECRETARY IN THE IMPLEMENTATION OF THE AWARENESS-RAISING STRATEGY

7. The activities carried out by the Executive Secretary were made possible due to the generous financial support of the Japan Biodiversity Fund, which provides resources for capacity development. Due to administrative delays, the Executive Secretary is in the process of completing activities under Priority Activities 1 and 2 of the strategy and activities related to Priority Activities 3 and 4 remain to be completed. These will continue to be carried out as outlined below. The following section presents progress made with respect to these activities.

A. Priority Activity 1: Communication situation analysis and the development of needs-based awareness-raising strategies at the national, regional and subregional level

8. Under Priority Activity 1 of the awareness-raising strategy, the Secretariat is to provide advice on a structure that is to assist Parties in creating their awareness-raising strategies. This is to include, inter alia, a communications situation analysis that is to provide guidance on the kind of messages and awareness-raising materials to be developed. Guidelines and recommendations were to be elaborated by the Secretariat using, wherever appropriate, existing programmes, tools, structures and materials within either the Secretariat (particularly work conducted under CEPA) or other relevant international organizations, in order to strengthen coherence, enhance efficiency and limit costs. These are to be published on the ABS Clearing-House. The Secretariat is also to facilitate the publication of awareness-raising materials and strategies in the ABS Clearing-House.

1. Progress made by the Executive Secretary in the ABS Clearing-House

9. The main mechanism for sharing information on access and benefit-sharing is the ABS Clearing-House, which was established by Article 14, paragraph 1, of the Nagoya Protocol as part of the clearing-house mechanism. The ABS Clearing-House allows anyone with a CBD account to share information on capacity-building and awareness-raising resources, as well as communication materials on access and benefit-sharing with a wider audience. Sharing information through the ABS Clearing-House multiplies the impact and visibility of existing materials and helps those raising awareness on ABS to find the tools and materials they need.

10. On the basis of advice from the first meeting of the Informal Advisory Committee on Capacity-building, held in Montreal, Canada, from 15 to 17 September 2015, and from the joint session

of the informal advisory committees to the clearing-house mechanism of the Convention and the ABS Clearing-House held in Montreal Canada, on 30 October 2015, the Secretariat implemented a common format for submitting information on capacity-building resources, including awareness-raising materials in the ABS Clearing-House.

11. Awareness-raising related materials can now be published or searched in the Virtual Library of the ABS Clearing-House by identifying “raising awareness” as the main purpose of the document or resource being published or searched. Information is to be provided on the target group or audience of the resource, on the content of the resource, and the level of the content or level of knowledge/expertise of the audience for which the resource is intended. Parties and non-Parties can also publish their adopted national awareness-raising strategies as part of their national framework by registering the information as a legislative, administrative or policy measure.

2. *Analysis of the communication needs for the Nagoya Protocol*

12. As a contribution to Priority Activity 1, the Executive Secretary conducted, with the assistance of a consultant, an analysis of the communications needs for the Nagoya Protocol. As part of the analysis a survey was sent to CBD national focal points and to ABS national focal points. A total of 165 responses were received, of which over 60 per cent were from the above-mentioned focal points.

13. The conclusions of this analysis are the following:

(a) It was noted that ABS communication resources do exist, but that they are not well organized to provide clear guidance on specific situations nor are they well circulated;

(b) The resources also need to be better developed in order to provide encouragement for non-Parties to ratify the Protocol;

(c) Communications materials that facilitate the enabling of capacity in order to implement the Protocol are lacking;

(d) The existing CEPA toolkit provides a great amount of the resources needed to implement communications strategies.

14. On the basis of these results, the consultant has begun to create a toolkit that will respond to these needs and to the requirements for Priority Activity 2 under the awareness-raising strategy.

B. Priority Activity 2: Creation of a toolkit and awareness-raising material

15. Under Priority Activity 2, the Secretariat is expected to create a toolkit that contains methodologies, templates and other descriptive materials on how Parties and stakeholders can develop innovative awareness-raising and training materials. Where appropriate, the toolkit is to take into account relevant existing tools within the Convention on Biological Diversity, such as the CEPA toolkit (<http://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf>) and materials from other relevant international organizations, but will be specifically tailored to the needs of ABS communication.

16. The Executive Secretary has made progress in carrying out the activities listed under Priority Activity 2. The ABS awareness-raising toolkit is under development and is expected to be delivered in all languages of the United Nations in the first quarter of 2017, based on existing tools, where available, and on the development of new tools where necessary. To date, the consultant has conducted an analysis of existing materials and identified the format that a toolkit should take. The toolkit to be developed will draw upon resources in the CEPA toolkit, as well as other existing ABS communication resources.

17. As mentioned above, through a survey, potential users of the kit at national levels communicated that they need help navigating the sheer volume of materials available on ABS communication that already exist in a variety of formats and platforms.

18. The proposed way forward to deal with this is to create the toolkit using interactive user “pathways.” These represent ways to aggregate information and resources that respond to particular situations and their communications goals, the audience, the subject matter and the available media. A pathway leads the user of the toolkit to the most relevant materials (tools, case studies and checklists) to create their own communications products. The pathways principle is based on the following structure. Note that the categories in the paragraphs below are not exhaustive and are rather illustrative in their nature.

19. The user begins by identifying their communication purposes based on some top level criteria that related to promoting action and behaviour change. Some suggested categories include:

- (a) Inform – to provide information to actors, and encourage them to learn;
- (b) Persuade/influence/advocate – to encourage action, perhaps action that is different from current patterns of behaviour;
- (c) Partner – to inspire the development of partnerships.

20. An audience segment is identified, and might include the following:

- (a) ABS national focal point(s);
- (b) Political leader(s) at local, national and regional levels;
- (c) Official/regulator(s);
- (d) Journalist/media professional(s);
- (e) Users of genetic resources and/or associated traditional knowledge;
- (f) Academic/institutional researcher(s);
- (g) Private company staff member(s);
- (h) Providers of genetic resources and associated traditional knowledge;
- (i) Indigenous and local communities;
- (j) Private individual(s);
- (k) Other organizations.

21. The user of the toolkit will be invited to select specific topics on access and benefit-sharing on which they wish to build awareness. This can include the following, for instance: promoting ratification of the Nagoya Protocol; negotiating mutually agreed terms; ensuring participation of indigenous and local communities; or considering the different sectors’ approaches to using genetic resources, inter alia.

22. The user would then identify the most suitable and available communication channels through which they would transmit their message:

- (a) Electronic/online media, such as email, website, social media;
- (b) Print materials, including brochures, booklets, newspapers, posters;
- (c) Live presentations including speeches, radio and video productions, and other forms of community communication.

23. Based on responses to the questions above, the user is led to a list of possible useful resources. These will include general resources on strategic communication principles and approaches, similar to those found in the CEPA toolkit of the Convention, as well as communications resources that are specific to raising awareness on access and benefit-sharing and the Nagoya Protocol. The factsheets, checklists and other resources will be rearranged into the following general categories:

- (a) How to inform and engage:
 - (i) Audience research; conducting surveys; identifying stakeholders; anticipating obstacles and opposition;
 - (ii) Choosing the right channel for message: context; audience; timeframe; resources.
- (b) How to persuade, influence and advocate:
 - (i) Crafting effective messages;
 - (ii) Measuring uptake.
- (c) How to mobilize action:
 - (i) Strengthening capacity of stakeholders.
- (d) How to build effective partnerships:
 - (i) Mapping and tracking existing activities;
 - (ii) Building “natural” coalitions;
 - (iii) Creating strategic collaborations among disparate groups;
 - (iv) Engaging hostile or indifferent stakeholders.

24. In addition to these resources, a list of relevant case studies illustrating awareness-raising activities will also be presented in standardized brief narrative format, to illustrate ways that such work can be conducted. The materials are presented to the user, in the form of web pages and downloadable documents. The user is also provided with the ability to communicate feedback on their experience with the use of the tools.

25. The resources for the toolkit are being assembled from existing resources where possible, such as the CEPA toolkit, the Conceptual Guide and Toolkit for Practitioners on Strategic Communication developed by the ABS Capacity Development Initiative¹ and relevant resources published in the ABS Clearing-House. In the event that gaps exist for certain resources, these will be added as the toolkit is developed, and will be sourced from the work undertaken by Parties, non-Parties and other relevant actors, on the basis of identified needs. It is important to note that the ABS awareness-raising toolkit is integrated with the CEPA toolkit and that many of the resources for awareness-raising also serve the purpose of CEPA communication. Therefore, there will be overlap in the toolkits.

26. The toolkit framework and several key pathways will be ready for demonstration at the second meeting of the Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol in December 2016. On the basis of feedback at the meeting, the toolkit will be completed and finalized in the first quarter of 2017 in all official languages of the United Nations and made available on the ABS Clearing-House over the course of the second quarter of 2017.

¹ See: http://www.abs-initiative.info/fileadmin/media/Knowledge_Center/Pulications/CEPA/Guide_-_Strategic_Communication_ABS_-_ABS_Initiative_-_EN_-_201601.pdf

C. Priority Activity 3: Train communicators and engage target groups and Priority Activity 4: Evaluation and feedback

27. The third and fourth priority activities of the awareness-raising strategy can only be carried out by the Executive Secretary and by Parties and others once the ABS toolkit is created. For Priority Activity 3, the proposed guidelines on structures for workshops in support of capacity development for awareness-raising for ABS will be included in the toolkit. Upon finalization of this, the Executive Secretary can start implementing Priority Activity 3. The fourth Priority Activity is evaluation and feedback and requires a round of activities to have been completed.

III. PROGRESS MADE BY PARTIES AND NON-PARTIES IN THE IMPLEMENTATION OF THE AWARENESS-RAISING STRATEGY

28. Under this section, the document outlines how Parties, non-Parties, and relevant actors have made progress on implementing activities relating to two of the priority activities identified in the awareness-raising strategy.

A. Priority Activity 1: Communication situation analysis and the development of needs-based awareness-raising strategies at the national, regional and subregional level

29. Under Priority Activity 1, Parties were invited to create national, regional and subregional awareness-raising strategies, including timetables, activities, evaluation tools and identification of target groups. They were also invited to submit national awareness-raising strategies to the Access and Benefit-sharing Clearing-House. Further, they were invited to replicate the methodology developed by the Executive Secretary, as appropriate.

30. In their submissions on progress towards Aichi Biodiversity Target 16 on the Nagoya Protocol in response to notifications sent in December 2015² and in June 2016,³ Parties and non-Parties identified a number of actions and steps taken to raise awareness about the Protocol.

31. Some countries provided information on the development of communication and awareness-raising strategies:

(a) Burundi has developed a national strategy for improving the understanding of the Nagoya Protocol by stakeholders. It also has organized awareness-raising activities and guides with specific messages for three different target groups: traditional practitioners, decision-makers and researchers;

(b) Antigua and Barbuda is planning to develop a public information campaign to provide information about the Protocol;

(c) Swaziland has developed an awareness-raising strategy and training and awareness toolkits on ABS for stakeholders.

32. In addition, a number of countries, recognizing the importance of effectively engaging stakeholders and indigenous and local communities in the implementation of the Protocol, indicated that participatory approaches and awareness-raising activities are being carried out to support its implementation, such as stakeholder forums, helpdesk or workshop and seminars. Some countries have also taken the initiative of translating the Protocol into local languages.

² Ref. No. 2015-142 and 2015-141.

³ Ref. No. 2016-070.

33. More information on these activities can be found in document UNEP/CBD/NP/COP-MOP/2/INF/1. All submissions received in response to notification 2016-070 are also made available on the CBD website.⁴

B. Priority Activity 2: Creation of a toolkit and awareness-raising material

34. Under Priority Activity 2, Parties were expected to create ABS awareness-raising and training materials by using the toolkit and its resources, and then to distribute materials at national and regional levels through established communication channels. Materials were to be submitted to the ABS Clearing-House.

35. To date, and in advance of the development of the awareness-raising toolkit, Parties, non-Parties, and other relevant actors have already developed a number of resources that provide support to awareness-raising for the Protocol.

36. The Secretariat has prepared a compilation of ABS capacity-building tools and resources to assist the Conference of the Parties serving as the meeting of the Parties to the Protocol in its consideration of item 10 (measures to assist in capacity-building and capacity-development (UNEP/CBD/NP/COP-MOP/2/INF/7)). The overview includes 57 capacity-building tools and resources. A number of these tools also contribute to awareness-raising about the Protocol. The Secretariat is engaging with the authors to assist them in the publication of this information in the ABS Clearing-House.

C. Priority Activity 3: Train communicators and engage target groups and Priority Activity 4: Evaluation and feedback

37. As indicated in section II, C above the third and fourth Priority Activities of the awareness-raising strategy can only be carried out by the Executive Secretary and by Parties and other relevant actors once the ABS toolkit is created. Therefore, Parties and other relevant actors did not report on having engaged in activities related to these priority activities.

IV. THE WAY FORWARD: ACTIVITIES PLANNED DURING THE UPCOMING BIENNIUM (2017-2018)

38. The present section presents activities planned during the next biennium to complete the awareness-raising toolkit, disseminate it and promote the use of its components to Parties, non-Parties, and other relevant actors involved in the Nagoya Protocol. Work will be done to encourage users of the toolkit to provide feedback on their experiences, in order to ensure its continued updating.

39. Priority Activity 3 (Train communicators and engage target groups) will then be implemented with the active involvement of the Secretariat on the basis of the toolkit. It will be done in a manner that coordinates these activities with those activities planned for in the revised draft short-term action plan (2017-2020) to enhance and support capacity-building for the implementation of the Strategic Plan for Biodiversity (2011-2020) and its Aichi Biodiversity Targets (document UNEP/CBD/COP/13/13) as well as with other existing opportunities and activities organized by the Secretariat and by other actors. The goal will be to maximize the impact and visibility of the toolkit as well as to promote the active development and implementation of awareness-raising strategies by Parties.

40. Priority Activity 4 (Evaluation and feedback) will be carried out only upon completion of all the other priority activities and therefore the timing of this cannot be stated with precision at this time. Implementation of Priority Activity 4 will set the basis for future iterations of the awareness-raising strategy.

⁴ See <https://www.cbd.int/abs/np-mop2/submissions/>.

V. DRAFT DECISION FOR CONSIDERATION BY THE CONFERENCE OF THE PARTIES SERVING AS THE MEETING OF THE PARTIES TO THE NAGOYA PROTOCOL AT ITS SECOND MEETING

41. The Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol may wish to adopt a decision along the following lines.

The Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization

1. *Takes note of* progress made in the implementation of the awareness-raising strategy,
 2. *Requests* the Executive Secretary to continue supporting the implementation of the awareness-raising strategy by carrying out the activities indicated under the priority activities described in the annex to decision NP-1/9 and to make available the resulting tools and resources through the Access and Benefit-sharing Clearing-House;
 3. *Invites* Parties, non-Parties and other relevant actors to implement awareness-raising activities in accordance with the priority activities described in the annex to decision NP-1/9 and to make available information on awareness-raising strategies and resources through the Access and Benefit-sharing Clearing-House;
 4. *Requests* the Executive Secretary to provide an update on progress on implementation of the awareness-raising strategy for the consideration of the Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol at its third meeting.
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