Strategic Communication for ABS

New products and tools to support implementation of the Nagoya Protocol

Hyderabad
CEPA Fair
1:15 – 2:45 pm
Where do we come from?

Some of the things that have been done so far:

• Paper "ABS Spoken here?", Oct 2008
• Discussions at various regional and pan-African workshops, 2008-2010
• Special ABS CEPA workshop in Nairobi, Mar 2009
• ABS CEPA Task Force developed recommendations, Jun 2009, for a set of CEPA projects and products

Full documentation at www.abs-initiative.info
The ABS Capacity Development Initiative

Mar 2009
1st pan-African ABS and CEPA Workshop
UNEP/Gigiri, Nairobi, Kenya

Jun 2009
ABS and CEPA Task Force Meeting, Bonn, Germany
Projects and Products recommended by ABS CEPA Task Force, June 2009

1. The ABC of ABS ("ABS for Dummies")
2. Basket of Visual Products (Multi-Purpose Video, Posters)
3. A Users' Guide for Organizing ABS Multi-Stakeholder Events
4. Inspiring the Media to Talk About ABS (Capacity Building Workshops for Journalists and Editors)
5. Business Campaign
6. Informal Interventions to Support the Formal Process
7. Taking Stock of and Recycling Existing Products (Clearing House on ABS CEPA)
8. Basket of Tools and Templates (Toolkit for the National Level)

Legend:

- = May fully feed into and support
= = May partly feed into and support
Projects and Products recommended by ABS CEPA Task Force, June 2009

1. The ABC of ABS ("ABS for Dummies")
2. Basket of Visual Products (Multi-Purpose Video, Posters)
3. A Users' Guide for Organizing ABS Multi-Stakeholder Events
4. Inspiring the Media to Talk About ABS (Capacity Building Workshops for Journalists and Editors)
5. Business Campaign
6. Informal Interventions to Support the Formal Process
7. Taking Stock of and Recycling Existing Products (Clearing House on ABS CEPA)
8. Basket of Tools and Templates (Toolkit for the National Level)

Legend:
- = May fully feed into and support
- = May partly feed into and support

Some examples
With a View to COP 10
Beyond COP 10
Where are we going?

"Strategic Communication for ABS
A Conceptual Guide and Toolkit for Implementers"

to be launched in English and French at COP 11, Oct 2012
ABS Strategic Communication Guide

Target group
People who are in charge of or involved in implementing ABS and the Nagoya Protocol, such as
• National Focal Points
• National Competent Authorities
• Individual officers in the responsible Ministries
• Anyone who has a need to communicate about ABS

Purpose
Assist people in charge of ABS implementation with guidance and tools for strategic communication.

Help non-experts of communicators understand the relevance of CEPA in ABS implementation.

Support people involved in ABS to communicate their interests.
**Structure**

1. Introduction
2. Getting started
3. **Eight Fields of Action** for ABS implementation (1 page / field)
   - What each field is about
   - How communication can help
4. **Ten Steps** of strategic communication (max 2 pages / step)
   - What each step is about
   - How you can take the step
5. **Toolbox** (max 2 pages / tool)
   - Tools for each of the 10 steps, with examples from the 8 fields of action
Eight Fields of Action for ABS Implementation

Based on the results of the 5th pan-African ABS workshop held in Marrakech, Morocco, February 2011.
<table>
<thead>
<tr>
<th>ABS implementation requires</th>
<th>Policy objective in that phase</th>
<th>How Communication can help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratification/ Implementation</td>
<td>Decide whether / when to ratify NP</td>
<td>Support government to make informed decisions on ratification</td>
</tr>
<tr>
<td>Overall Policy/ Strategy</td>
<td>Clarify national ABS approach</td>
<td>Collect and consider relevant views</td>
</tr>
<tr>
<td>Legislation/ Regulations</td>
<td>Create legal certainty</td>
<td>Provide clarity about ABS for legal drafters and decision makers</td>
</tr>
<tr>
<td>Stakeholder involvement</td>
<td>Ensure commitment &amp; compliance of different stakeholders</td>
<td>Make diff. stakeholders aware of their rights, roles &amp; responsibilities</td>
</tr>
<tr>
<td>Institutional arrangements</td>
<td>Facilitate implementation with clear institutional responsibilities</td>
<td>Facilitate operational coordination</td>
</tr>
<tr>
<td>Traditional Knowledge</td>
<td>Facilitate benefit-sharing with TK holders</td>
<td>Empower TK holders to understand and exercise their rights and opportunities</td>
</tr>
<tr>
<td>Trans-boundary issues</td>
<td>Avoid conflict and create synergies</td>
<td>Enhance clarity about rights and obligations across borders</td>
</tr>
<tr>
<td>Valorization</td>
<td>Turn the potential economic value of GR and aTK into actual income and economic development</td>
<td>Provide the information needed on and by different sectors to make investment and MAT decisions</td>
</tr>
</tbody>
</table>
Ten Steps of Strategic Communication

1 Situational analysis
2 Stakeholder analysis
3 Communication objectives
4 Outlining the communication process
5 Participation of strategic groups
6 Selecting of communication channels
7 Message design
8 Producing media and preparing dialogues
9 Managing the multi-channel communication strategy
10 Monitoring and evaluation
Access and Benefit Sharing

The ABS Capacity Development Initiative

STRATEGIC COMMUNICATION FOR ABS
A Conceptual Guide and Toolkit for Practitioners

COMMUNICATION STRATÉGIQUE
EN MATIERE D’APA
Guide conceptuel et boîte à outils pour praticiens
Thank you very much!

abs-initiative@giz.de