



# Role of communication in adoption of modern biotechnologies in Burkina Faso

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# Burkina Experience in Modern Biotech

- First CFT is Bt cotton
- First GM release : Bt cotton in 2013
- Now : CFT of Rice edited, Mosquitoes GM and Bt Cowpea in Research Center

**National Biosafety  
Agency**

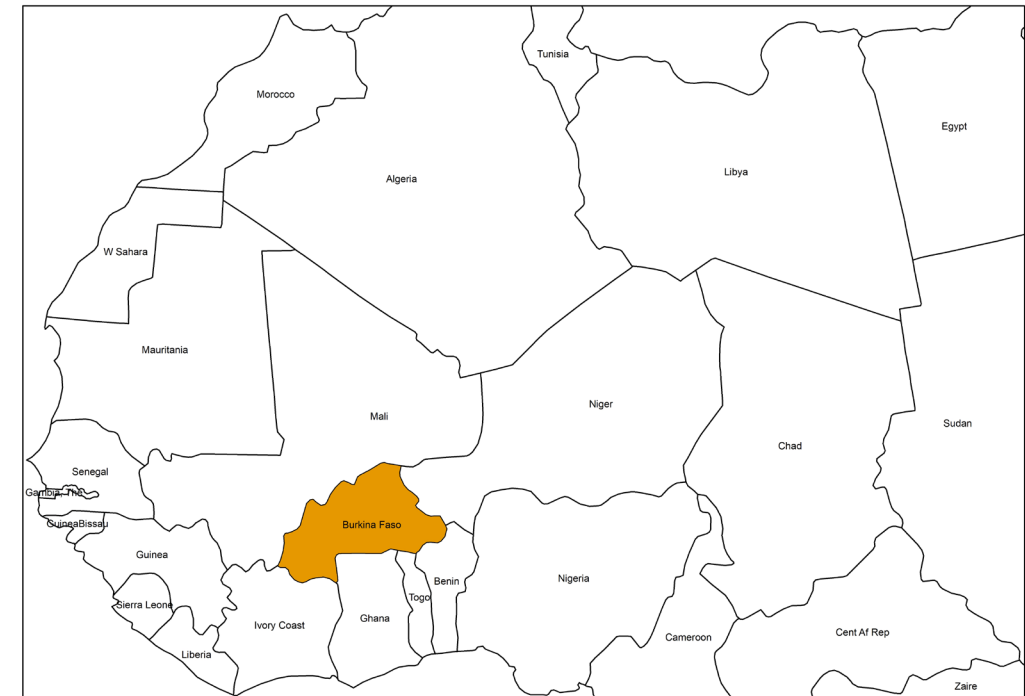
*National Competent  
Authority*

**National Biosafety  
Scientific Committee**

*Assessment and  
management risk*

**National Biosafety  
Observatory**

*Awareness and  
public education*



# Needs of Population

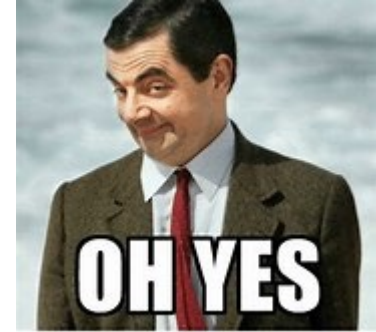
What is your opinion on GMO ? Do you want GMO ?



No GMO



I don't know



Yes I like GMO

to  
ensure,

But I need information

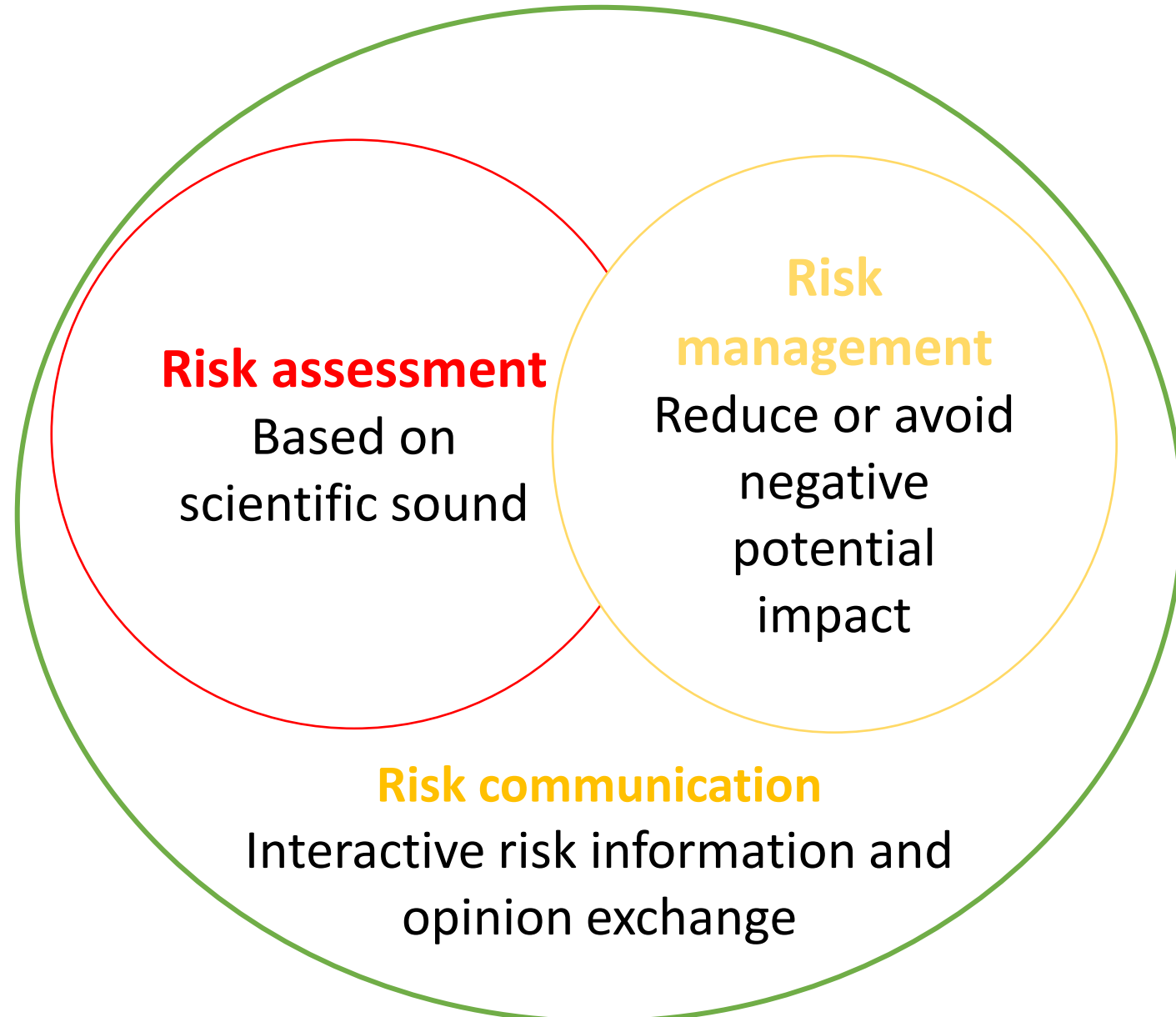
to make  
my choice

to be sur

Biosafety

# What are doing

- **Legal Framework**
- Communication missions
  - Inform and educate the public
  - To ensure public participation in the decision-making process of a GMO
  - To create and make available to the public a database on GMOs intended for food, feed and processing
- Decree on public participation



# Risk communication

- To inform and to arise public on GMO
- Ensure public participation to the process of decision making (in the case of GMO release)
- To permit a free and informed decision about GMO

## Structure of Risk communication

With Who to  
communicate:

Stakeholders

When to communicate:

Period

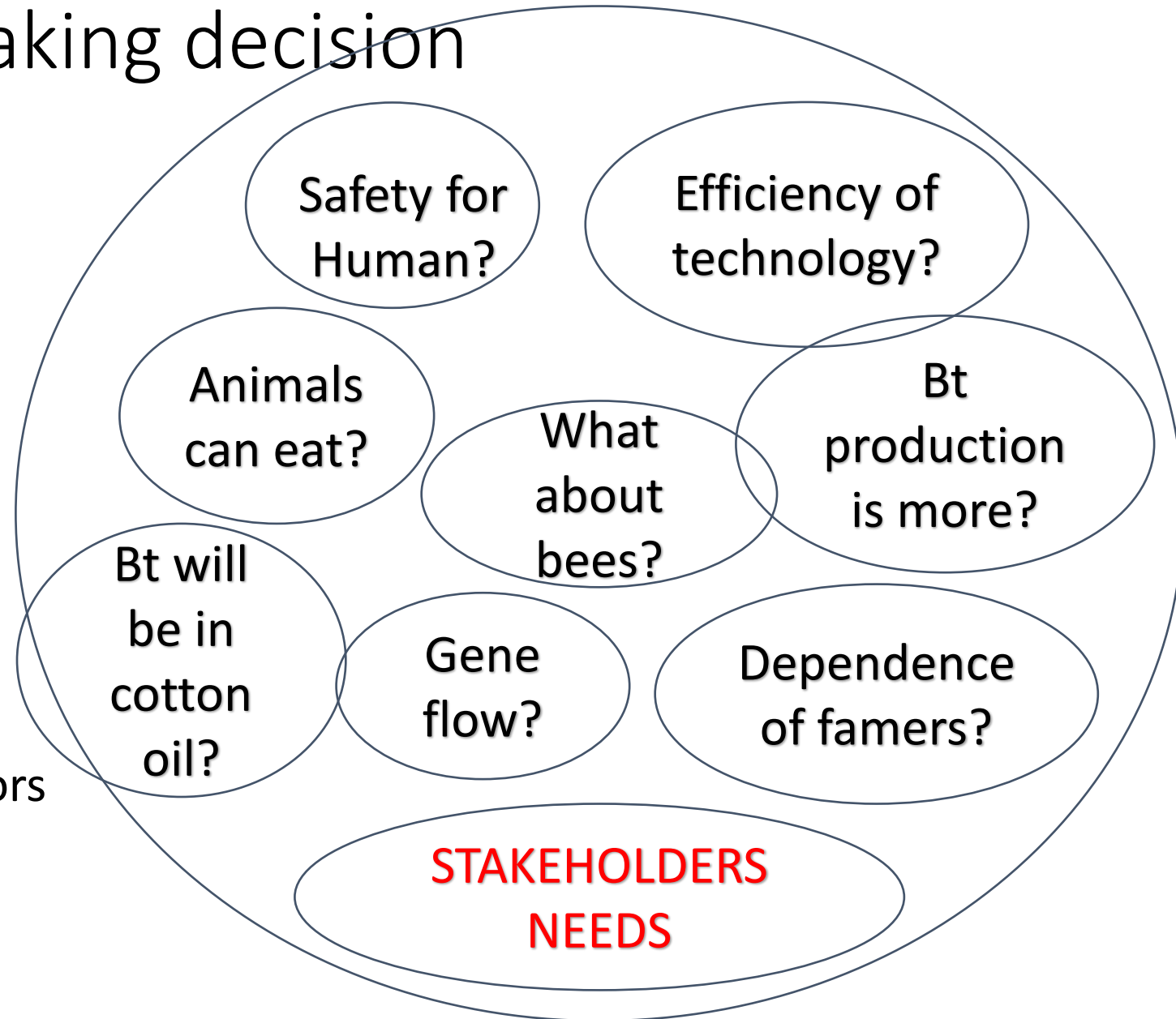
How to communicate:

Target, Message and  
Channels

# Who are stakeholders: Example of Bt cotton making decision

- Stakeholders :

- Political decision makers
- Cotton farmers association
- Industrial of Cotton
- Industrial of Cotton oil
- Consumers Ligue
- Journalists and Communicators
- Opinion leaders
- Teachers / Students







# How to Identify the needs of stakeholders

## 1. Meeting / Workshop / Conference

ANB organizes every year information and public awareness sessions on the regulatory framework of Biosafety. These sessions are the main opportunities to collect and analyze the needs of the stakeholders.

## 2. Public survey / Consultation / Specific study

ANB on specific topic can consult public or specific group to identify their needs by this way

## 3. Direct message / Official letter / Document

Specific group / person can send directly ours needs or concern ton ANB through official letter, document or rapport.



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### EVALUATION POST-ATELIER DE SENSIBILISATION SUR LA BIOSECURITE

Date : ..... Structure : ..... Lieu : .....

#### I- Connaissances des OGM

1.1 Vos connaissances sur les OGM se sont-elles améliorées ? Oui / \_\_\_\_ / Non / \_\_\_\_ /





# When to communicate

- Before making decision :
  - To ensure public participation
  - Raising public awareness on resume of risk assessment
  - To collect of concern and analyze ( if it is necessary)
- After making decision
  - To inform public on decision
  - Raising public awareness on GMO
  - To ensure public that this decision in based on risk assessment
  - To give risk assessment synthesis (in the case of release)





# How to communicate

- Message :
  - Legal Framework
  - Risk assessment summary and process
  - Purpose of GMO CFT or Release
- Channels
  - Television/Radio/Press
  - Meeting/Workshop/Conference
  - Training/Courses
  - Guided tour of the fields
- National biosafety Observatory:
  - Public Education





Thank for your attention

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