ABS communication
Challenges, Experiences, Approaches

Wednesday 4 May 2016
1st Meeting of the Subsidiary Body on Implementation
ICAO HQ, Montreal, Canada
ABS capacity development support

ABS Initiative – ACP countries
ABS Initiative w / bilateral DC
ABS only in bilateral DC (out of ACP)
2015-2020
Where do we come from?

Some of the things that have been done so far:

- Paper "ABS Spoken here?", Oct 2008
- Discussions  Trainings at regional and pan-African workshops, 2008-2014
- Special ABS CEPA workshop in Nairobi, Mar 2009
- ABS CEPA Task Force developed recommendations, Jun 2009, for a set of CEPA projects and products
- Nagoya Policy Focus 2009 - 2010
- Post Nagoya ratification support (video) 2010 – 2014
- Support to national implementation (guide) 2012 – ongoing
- ABS and ntl / international development goals, 2015 – ongoing
ABS capacity development support

ABS Initiative – ACP countries
ABS Initiative w / bilateral DC
ABS only in bilateral DC (out of ACP)
Working on “ABS”

GET KILLER ABS

10 sit-ups
10 v-sits
10 crunches
10 bicycle crunches
20 reverse crunches
1 minute plank hold

Do as many times over as you want.

A.B.S.
Airline Baggage Service GmbH
Frankfurt-Flughafen
Telefon (0175) 5268001 • (069) 690-77546

Acrylnitril-Butadien-Styrol

Acrylnitril-Butadien-Styrol-Copolymerisat ist ein synthetisches Terpolymer aus den drei unterschiedlichen Monomerarten Acrylnitril, 1,3-Butadien und Styrol und gehört zu den amorphen Thermoplasten. Wikipedia

Formel: (C₉H₈ C₄H₆ C₃H₃N)ₙ
However…said is not done

“…. the fair and equitable sharing of the benefits arising from the *utilization* of genetic resources, including by *appropriate access to genetic resources* and by *appropriate transfer of relevant technologies*, taking into account all *rights over those resources* and to *technologies*, and by *appropriate funding*, thereby contributing to the *conservation of biological diversity* and the *sustainable use* of its components”
First Steps..

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

With a View to COP 10
Beyond COP 10
Projects and Products recommended by ABS CEPA Task Force,

With a View to COP 10

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Some examples:

Beyond COP 10
Basket of Visual Products (Multi-Purpose Video, Posters)

Sep 2011
"ABS Simply Explained": Essentials of ABS and the Nagoya Protocol in 5 min's

Mar 2012
"People, Plants and Profit": ABS essentials with three real-life examples in 25 min's
Projects and Products recommended by ABS CEPA Task Force,
June 2009

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With a View to COP 10
Beyond COP 10

Some examples
Training for leaders and organizers of multi-stakeholder dialogues

Training for facilitators of large and multi-stakeholder groups
Projects and Products recommended by ABS CEPA Task Force,
June 2009

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Some examples

With a View to COP 10
Beyond COP 10
ABS Business Dialogue pre-Nagoya 1: Kwalata, South Africa

ABS Business Dialogue pre-Nagoya 2: Copenhagen 1, Denmark
Projects and Products recommended by ABS CEPA Task Force, June 2009

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With a View to COP 10

Beyond COP 10

Some examples
Basket of Tools and Templates
(Toolkit for the National Level)
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>
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<tbody>
<tr>
<td>Ratification/ Implementation</td>
<td>Decide whether / when to ratify NP</td>
<td>Support government to make informed decisions on ratification</td>
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<td>Overall Policy/ Strategy</td>
<td>Clarify national ABS approach</td>
<td>Collect and consider relevant views</td>
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<tr>
<td>Legislation/ Regulations</td>
<td>Create legal certainty</td>
<td>Provide clarity about ABS for legal drafters and decision makers</td>
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<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>
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<td>Institutional arrangements</td>
<td>Facilitate implementation with clear institutional responsibilities</td>
<td>Facilitate operational coordination</td>
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<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>
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<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
## Tools for Ten Steps in Eight Fields

<table>
<thead>
<tr>
<th>Step</th>
<th>Field 1</th>
<th>Field 2</th>
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### Tool 2.2 Stakeholder Map

1. **When to use the tool**
   A stakeholder map allows you to visualise the landscape of individuals, groups and organisations who play a role in the Field of Action you are working on. It is a very flexible tool that can be structured according to your needs. It also provides you with insights about both the relative importance of each stakeholder, and how close or far they relate to each other. There are several forms of stakeholder maps, so it is important to choose the right one to suit the needs of your organisation.

2. **How to use the tool**
   As in the case with most other tools, a stakeholder map is best created in collaboration with others. The discussion about who are the actual stakeholders is often a good starting point. The tool is less relevant where they should be listed on a list and without feedback from the process.

   - **Ideally, use coloured cards, felt pens and a pin board or flipchart for this tool.** If you don’t have cards, you can easily reproduce them by cutting paper into squares and adding small white paper onto each square.

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### Step 1 - Define the structure

- **Define the stakeholders.** For most strategic issues, distinguishing state, private and civil society makes most sense.

### Step 2 - Prepare the map

- **Draw the “circle” onto a flip chart or a large board, as shown in the picture with an inner circle for “primary stakeholders”** and an outer circle for “intermediaries”, and add with markers for the three defined categories.

### Step 3 - Collect the stakeholders

- **Brainstorm all the stakeholders you can think of in this particular Field of Action.** Write each one on a card, using different colours for each category of stakeholders (for example, yellow for state, blue for private sector, and green for civil society).

### Step 4 - Place the stakeholders on the map

- **Put the cards on the map according to the three categories and two circles.** Use the distance from the center as an indicator for the relative importance of each stakeholder, and place stakeholders that have a close relationship (for example, because they co-operate near each other on the map).

### Step 5 - Add any additional relevant information

- **Label the cards and add information.** For example, you can add information on individual stakeholders or the relationships between them. You can even add to players by putting a “√” on the respective card. Or you could draw solid and dotted lines between certain stakeholders, indicating the relative strength of their relationships.
Complementing activities to date:

- Communication Expert
- Beginner briefs on user sectors
- High Level lobbying (AU etc.)
- ABS – SDG policy paper
- Business Campaign
- ABS News Digest
- Interactive case presentation
- Website
- Story Collection
- National ABS CEPA training
- Local level CEPA template
Thank you!

More information:

www.abs-initiative.info

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