



## Press Brief

# Awareness-raising

## Why is this important?

Communication, education and public awareness are central to the effective implementation of the Nagoya Protocol. The Protocol requires Parties to raise awareness of the importance of genetic resources and traditional knowledge associated with genetic resources, and related access and benefit-sharing issues. Effective awareness-raising plays a critical role for the overall success of the Nagoya Protocol and Article 21 of the Protocol sets out a list of potential measures to be taken into account by Parties.

Since the adoption of the Protocol, the Intergovernmental Committee for the Nagoya Protocol (ICNP) has made deliberations on an awareness-raising strategy intended to assist Parties in effectively implementing Article 21, as well as to guide the efforts of the Secretariat, stakeholders and indigenous and local communities. A draft awareness-raising strategy was prepared by the ICNP in its first meeting and revised in its second meeting, taking into consideration lessons learned from existing experience in this regard. The ICNP recommends that the first meeting of the COP-MOP adopt a revised version of the awareness-raising strategy in support of the effective implementation of the Protocol.



Convention on  
Biological Diversity

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## What news to expect in Pyeongchang?

What news to expect at Pyeongchang?

At its first meeting, it is anticipated that the COP-MOP will, among other things:

- Consider and adopt the awareness-raising strategy to support the effective implementation of the Nagoya Protocol
- Invite the Global Environment Facility to provide financial resources to Parties for early action on awareness-raising of the Protocol.

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