



Regional Workshop for African Countries on the Clearing-House Mechanism (CHM)

5-9 May 2014 Buea, Cameroon



Guidance for Developing National Clearing-House Mechanisms

*Olivier de Munck
Programme Officer, CHM, CBD Secretariat*



Roadmap for establishing and strengthening national CHMs

Level	Situation	Action
0	No CHM NFP	Convince Party to nominate CHM NFP
1	CHM NFP not equipped	Find solutions to provide basic infrastructure & communication facilities
2	No national CHM website	Get tools & support to establish web presence
3	National CHM web presence	Enhance web content Improve user experience
4	Good national CHM website	Expand information services Establish interoperability mechanisms Support other national CHMs

Adapt guidance to national situation

- No one-size-fit-all solution
- Various needs → Various approaches and responses

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- 0 - No CHM NFP
- 1 - No Capacity
- 2 - No Website
- 3 - Web Presence
- 4 - Good Website
- Final comments



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Convince Party to nominate CHM NFP

- **Explain the important role of the CHM**

- Support to the NBSAP process
- Portal for national knowledge on biodiversity
- Useful as national dissemination tool
Public education & awareness
- Can increase international visibility
Country image, promotion of eco-tourism, ...
- Should facilitate scientific & technical cooperation

- **Identify the right person or partner institution**

- Survey of national biodiversity actors
(scientific institution, museum, university, ...)
- There may be a strong sustainable existing institution interested
in carrying out the role of CHM NFP
→ Win-Win situation
- Role of CHM NFP is very different from CBD NFP

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CBD NFP	CHM NFP
<ul style="list-style-type: none"> Political Role Government representative Diplomat skills Decision-making process <ul style="list-style-type: none"> - Negotiation - National Policy - National Planning 	<ul style="list-style-type: none"> Technical Role Project Manager Entrepreneur skills Implementation process <ul style="list-style-type: none"> - Scientific & tech. cooperation - Information Management (gathering, disseminating) - Webmaster
<ul style="list-style-type: none"> Both roles are important & time-consuming <ul style="list-style-type: none"> → Adequate capacity to be effective Importance of collaboration between CBD & CHM NFPs <ul style="list-style-type: none"> → CHM NFP should serve the CBD NFP 	

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Level 0 – Planning the new CHM

- **Promote and plan the CHM at national level**
 - Convince national decision-makers that CHM is useful
 - Integrate the CHM in the NBSAP
 - Identify & mobilize resources (National, GEF/NBSAP, other)
 - Prepare a plan with sustainability in mind
 - Establish inter-institutional coordination mechanism
 - Identify and capture national information & knowledge
- **Involve stakeholders and users**
 - Involve representatives of your target audience when planning, testing and collecting feedback
 - Joint ongoing process to improve effectiveness

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Level 0 – Planning the new CHM

Prepare a "business plan" for the New CHM

- **Institutional arrangements**
 - Responsibilities & Terms of references
 - Partnership arrangements
- **Resources allocation**
 - Human resources
 - Technical: graphic design, programming, webmaster
 - Content: management, update, validation
 - Website hosting options
 - Web content production & management
- **Activities**
 - Building national contact network
 - Learn about NBSAP priorities, targets & implementation
 - Information gathering & disseminating
 - Information architecture & web content preparation
 - Outreach & awareness activities

Level 1 – CHM NFP Not Equipped

Provide basic infrastructure & communication facilities

- **Party's responsibility**
 - CHM NFP should be operational
 - Donors insist on sustainability
- **Prepare realistic project proposal**
 - First assess sustainability potential
 - Provide a detailed description/justification of needs
 - Project funding is temporary
- **Identify sustained resources**
 - At least small budget to maintain operations
 - Resources may be allocated if effectiveness is proven

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Establish web presence

- **Several options to establish web presence**
 - New or existing website
 - Hosted in-house or externally
 - Select a content management system (CMS)
- **Important decision**
 - Based on available resources and expertise
 - Each option has advantages and drawbacks
 - Big impact on maintenance
 - Political aspect
 - Choose the safest and easiest approach
 - Don't undertake a big project without adequate resources

CMS-based website infrastructure

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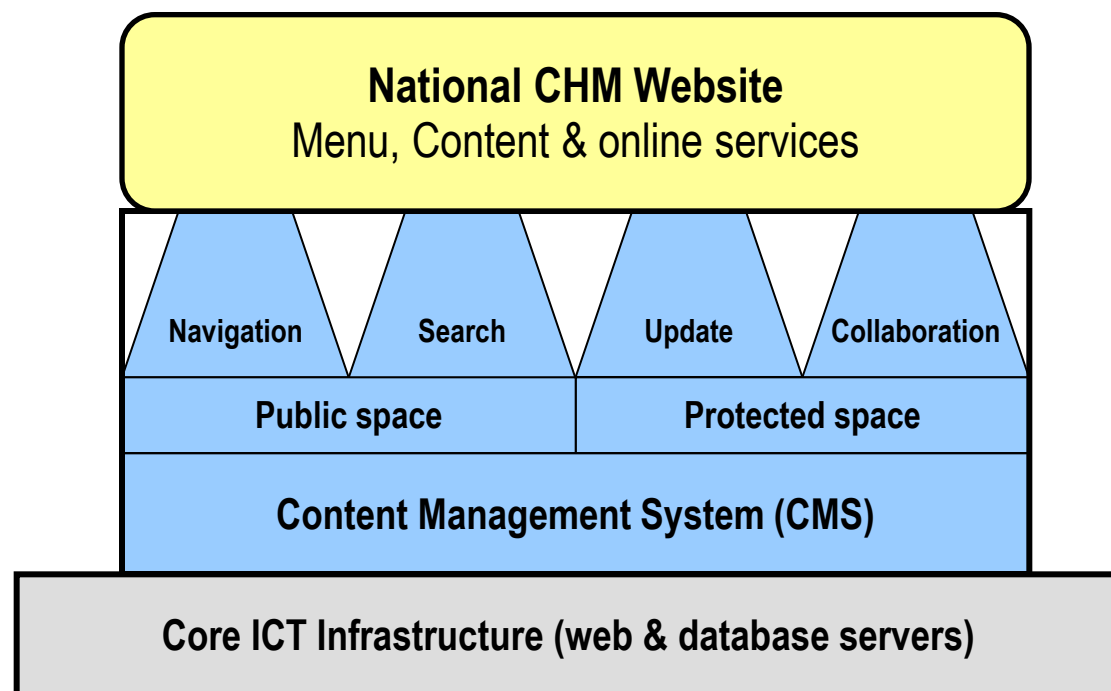
1 - No Capacity

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Options to establish web presence

- **Hosting a website**
 - Requires a solid infrastructure:
Web server + Firewall + High speed Internet + Support 24/7
 - Don't do it unless you have a special team
- **Obtaining space on existing website**
 - Agreement with a strong supporting partner
 - Many African Countries have their website hosted in Belgium
- **Using a web hosting service on the cloud**
 - Many options
 - Price depending on usage
 - Can be combined with a CMS → Easy solution

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Use a Content Management System (CMS)

- **Highly recommended**

- Avoid reinventing the wheel
- Many features, including templates & multi-lingual capabilities
- Adherence to modern web standards (XHTML, CSS)
- Follow trends (e.g. responsive user interface for mobile devices)
- Easier maintenance and evolution
- Extensible

- **Selecting a CMS**

- Several good open-source CMS
WordPress, Drupal, Joomla, Typo3
- European Portal Toolkit (PTK)
Customized open-source built for CHM
- Commercial CMS or custom solution
Depends on existing situation

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Some online references

- **European CHM Toolkit**

- <http://biodiversity.europa.eu/chm-network/the-european-chm-toolkit>

- **Top 10 Site Builders**

- Compares online services to build websites
- <http://www.top10websitebuilders.ca/>

- **Built With - Technology behind the website**

- Trends - <http://builtwith.com/trends>
- CMS Usage statistics - <http://trends.builtwith.com/cms>

- **Amazon Web Services (AWS)**

- Build low-cost scalable database-driven site
- <http://aws.amazon.com/>
- <http://www.youtube.com/watch?v=33oxPUvdR-Y>

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Join the CHM Network

- **Notification 2008-066**
www.cbd.int/doc/notifications/2008/ntf-2008-066-chm-en.pdf
- **Show CHM Logo**
- **Common domain chm-cbd.net**
 - National URL can be maintained
 - To strengthen CHM networking
 - Each country/partner is encouraged to join
cc.chm-cbd.net (where cc is the country code)
www.cc.chm-cbd.net (alias)
- **How to join the domain**
 1. Configure the web server to accept the URL
 2. Give URL & IP address to Secretariat
 3. The Secretariat will activate the URL in their Domain Name System (DNS)

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Level 3 – National CHM Web Presence

Enhance web content

- **Information Architecture:**
Structure of web navigation (menus, header, footer, search) to provide access to various website sections
- **User Experience:**
Web content must be attractive, easy to find, up-to-date and relevant
- **Usability Testing:**
Prepare test scenarios and involve users in testing the website
- **Requires a permanent effort**

Enhance web content

- **Reasons of no-use**

- Nobody knows that it exists → audiences
- It is not useful / no demand → strategic vision (marketing)
- Product that does not sell because nobody needs it
- Badly organized; too much information; not up-to-date
- Technical issues, bugs

- **Solutions**

- Target audiences → For whom? What for?
- User monitoring → Feedback, Statistics, "User Testing"
- User experience (UX) → **"User-Centric"** Design
- Information architecture (IA) → Home page & Navigation

*Perfection is achieved not when there is nothing to add,
but when there is nothing to remove*

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Who are the best designers of effective websites?

- Web Programmers?
- Graphical Designers?
- Artists?
- Others?

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Who are the best designers of effective websites?

→ Good marketing experts

Because:

- They know how to sell a product or service
- They know their clients and their behavior
- They know how to design attractive adds / brochures

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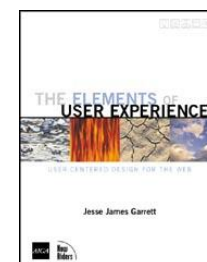
1. Content strategy for the web (2^a Ed.)

- Kristina Halvorson & Melissa Rach
- <http://www.contentstrategy.com>



2. The elements of user experience (2^a Ed.)

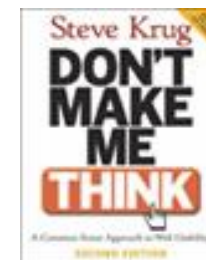
- Jesse James Garrett
- <http://www.jjg.net/elements>



3. Don't make me think (2^a Ed.)

A common sense approach to web usability

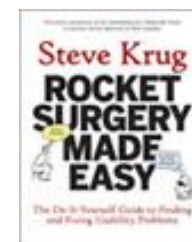
- Steve Krug
- <http://www.sensible.com/dmmt.html>



4. Rocket surgery made easy

The DIY Guide to Finding and Fixing Usability Problems

- Steve Krug
- <http://www.sensible.com/rsme.html>



Role of a national CHM

1. Entry point for country biodiversity

- Search result for "[Country] + Biodiversity"

2. Organized menu of available information

- Biodiversity
- NBSAP
- Activities / Actors / Cooperation
- References and services (per categories and/or audiences)
- Interactive area (participation / contribution / collaboration)
- About us

3. Home page

- Should answer 2 questions:
 - **Where am I?** (in the Internet shopping mall)
 - **What can I do here?** (What can I buy?)
- Promotion of what's recent or most important

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Level 3 – National CHM Web Presence

Enhance web content to disseminate information

- **Disseminate biodiversity-related information**

- Biodiversity in the country
- NBSAPs & national reports
- Other national biodiversity-related documents
- Information by programme areas relevant to the country

- **Support NBSAP implementation**

- National targets and indicators
- Build an inventory of projects/initiatives
- Links to expertise (experts, centres of excellence)

Potential Menu for a National CHM Website

Biodiversity [Country]	Strategy & Implementation	References & Services	Participate & Contribute	About
Overview <ul style="list-style-type: none">- Introduction- ... Ecosystems <ul style="list-style-type: none">- ... Species <ul style="list-style-type: none">- ... Threats <ul style="list-style-type: none">- ... Protected Areas <ul style="list-style-type: none">- ...	NBSAP <ul style="list-style-type: none">- Vision- Priorities- Targets- Indicators Actions <ul style="list-style-type: none">- Initiatives & Projects <ul style="list-style-type: none">- Progress- Reports Actors <ul style="list-style-type: none">- Government- Others Cooperation <ul style="list-style-type: none">- National & Local- Regional- International	For <ul style="list-style-type: none">- Everyone- Educators- Journalists- Government- Scientists About <ul style="list-style-type: none">- Protected Areas- Species- Indicators data- More > References <ul style="list-style-type: none">- Events- Directories- Publications- Legislation- Databases- Maps- Videos- Links	Your actions <ul style="list-style-type: none">- Suggestions- Join us- Your opinion For members <ul style="list-style-type: none">- Forum- Share data- ...	Us <ul style="list-style-type: none">- Who we are- Our mission CBD <ul style="list-style-type: none">- Strategic Plan- Aichi Targets CHM <ul style="list-style-type: none">- Information Exchange- Network

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Level 3 – National CHM Web Presence

Examples of national CHM

- **Canada**
 - <http://www.biodivcanada.ca>
 - Good federal structure
- **Europe - BISE**
 - <http://biodiversity.europa.eu>
 - Good information architecture
- **Switzerland**
 - <http://ch.chm-cbd.net>
 - Good integration of 3 treaties
- **Some African CHMs**
 - Burundi - <http://bi.chm-cbd.net>
 - Cameroon - <http://cm.chm-cbd.net>
 - Madagascar - <http://mg.chm-cbd.net>
 - Morocco - <http://ma.chm-cbd.net>

Level 3 – Canadian CHM

<http://www.biodivcanada.ca>

biodivcanada.ca - Home x

← → ↻ www.biodivcanada.ca/default.asp?lang=En&n=DABC84B3-1 ☆ ☰



[Home](#)



About Us

Canadian Biodiversity Strategy

Provinces and Territories

Biodiversity Outcomes Framework

Ecosystem Status and Trends 2010

Caring for Canada's Biodiversity

Valuing Nature

United Nations Decade on Biodiversity

Education and Awareness

Access and Benefit-Sharing

International Day for Biological Diversity

Convention on Biological Diversity

Biodiversity Events

Biodiversity Publications

Welcome to biodivcanada.ca

Helping protect Canada's biodiversity, while encouraging the sustainable use of our biological resources, is a responsibility that all Canadians can share. With our population of more than 34 million people, we can play a role in preserving the immense natural wealth and valuable ecosystems from which we draw significant social, economic and environmental benefits. Bordered by three oceans, the second-largest nation in the world, Canada is rich in biodiversity, and we depend on it for our survival.

We invite you to celebrate the [UN Decade on Biodiversity \(2011-2020\)](#) and to explore this website. Learn about our country's biodiversity and actions Canada is taking to conserve our biological resources.

Partnering in biodiversity

This is the website of the federal, provincial and territorial working group on biodiversity. It profiles biodiversity information, news and events. This website reflects the shared responsibility for biodiversity in Canada and the commitment of federal, provincial and territorial governments to achieve the goals and objectives of the United Nations Convention on Biological Diversity through a collaborative approach. This site also serves as Canada's national biodiversity [Clearing House Mechanism](#).

Highlights

1 2 3 4 5 6 7 8



Stop

Biokits

Level 3 – European CHM

<http://biodiversity.europa.eu>

The screenshot shows the BISE website interface. At the top, there's a browser window with the address bar showing 'biodiversity.europa.eu'. The BISE logo is on the left, and navigation links (HOME, ABOUT BISE, CONTACT US, SITEMAP, Log in) and a search bar are on the right. A green navigation bar contains links for Topics, Policy, Data, Research, Countries, and Networks. Below this is a green banner for the 'Assessment of Ecosystems and their Services (MAES) in Europe — Brussels, 22 May 2014 - online registration open'. The main content area features a large image of seagulls flying over a harbor. To the right of the image is the headline 'EU Biodiversity Strategy to 2020' and the sub-headline 'Our life insurance, our natural capital'. The text below explains that protecting natural capital is a priority objective of the 7th General Union Environment Action Programme to 2020, with the goal of 'Living well, within the limits of our planet'. It also states that BISE contributes to the improvement of knowledge and evidence base for the EU's environmental policy. At the bottom, there are three columns: 'BISE Highlights' with links to 'Towards the 2020 biodiversity targets' and 'Mapping and Assessment of Ecosystems'; 'News - Europe' with links to 'SCALES, 07 May 2014: Wissenschaftlichen Mitarbeiter' and 'IISD, 06 May 2014: ...'; and 'News - World' with a link to 'CBD, 07 May 2014: Peru Minister: "We are not going to repeat Kyoto"'.

BISE - Biodiversity Information System for Europe

HOME | ABOUT BISE | CONTACT US | SITEMAP | Log in

Search

Topics | Policy | Data | Research | Countries | Networks

Assessment of Ecosystems and their Services (MAES) in Europe — Brussels, 22 May 2014 - online registration open

EU Biodiversity Strategy to 2020

Our life insurance, our natural capital

The protection, conservation and enhancement of the Union's natural capital is one of the 9 priority objectives of the **7th General Union Environment Action Programme to 2020** 'Living well, within the limits of our planet'.

BISE is contributing to the improvement of the knowledge and evidence base for the European Union's environmental policy.

BISE Highlights

- Towards the 2020 biodiversity targets
- Mapping and Assessment of Ecosystems

News - Europe

- SCALES, 07 May 2014: Wissenschaftlichen Mitarbeiter
- IISD, 06 May 2014:

News - World


- CBD, 07 May 2014: Peru Minister: "We are not going to repeat Kyoto"

Level 3 – Swiss CHM

<http://ch.chm-cbd.net>

SIB - Swiss InformationSys

www.sib.admin.ch/en/index.html



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Administration admin.ch

Swiss InformationSystem Biodiversity (SIB)

Deutsch | Français
Italiano | English

Homepage | Sitemap | Contact | Login |

News | Convention on Biodiversity | Cartagena Protocol | Nagoya Protocol | Documentation

[Information Service Biodiversity Switzerland IBS: News on biodiversity research from the Swiss scientific community](#)

30.04.2014 [The fifth National Report on the Implementation of the Convention on Biological Diversity in Switzerland](#) is available: [Download](#) (pdf, 2.7 MB)

03.12.2013 [The Council of States adopts Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization](#)

01.10.2013 [Nagoya Protocol reaches halfway mark to entry into force](#)

01.10.2013 [New federal act: CITES](#)

11.09.2013 [New national phytosanitary laboratory: Safe research on pests](#)

11.09.2013 [Cartagena Protocol on Biosafety marks its tenth anniversary](#)

27.08.2013 [Model projects: New approaches and new partnerships for sustainable territorial development](#)


14.08.2013 [Impact of GMO on biodiversity: Federal Council supports adoption of an international liability regime](#)

10.07.2013 [New publication: Environment Switzerland 2013](#)

20.06.2013 [New publication: Swiss Environmental Law - A brief guide](#)

03.06.2013 [Area Requirements for the Conservation of Biodiversity and Ecosystem Services in Switzerland](#)


About the Swiss Information System Biodiversity (SIB)



The Swiss Information System Biodiversity (SIB) is Switzerland's contribution to the global network of Clearing-House Mechanisms (CHM) under the Convention on Biological Diversity (CBD).

Approval of the Nagoya Protocol

The Swiss Parliament has approved the Nagoya Protocol and its implementation in the Federal Act on the Protection of Nature and Cultural Heritage on 21 March 2014. The decision is subject to an optional referendum.. [Further information...](#)



Nagoya Protocol on ABS

Message on the approval of the N-KL Supplementary Protocol

The Federal Council adopted the message to the Parliament on the approval of the Nagoya – Kuala Lumpur Supplementary Protocol on 14. August 2013. [Further information...](#)

Action Plan on the Implementation of the Biodiversity Strategy

The Federal Council adopted the [Swiss Biodiversity Strategy](#) on 25 April 2012. In order to preserve biodiversity in our country, an action


Search inside SIB

search

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[Finding publications](#)

CBD



Convention on Biological Diversity

NATIONAL PARTNERSHIPS




GBIF SWISS NODE

Global Biodiversity Information Facility

sc | nat

Science and Policy
Platform of the Swiss Academy of Sciences
Swiss Biodiversity Forum

Swiss Biodiversity Forum



Level 3 – Burundian CHM

<http://bi.chm-cbd.net>

Centre d'Echange d'Inform x

← → X bi.chm-cbd.net

ACCUEIL ACTUALITÉS ÉVÉNEMENTS CARTE GLOSSAIRE À PROPOS



Centre d'Echange d'Informations du Burundi
Convention sur la Diversité Biologique

Connexion

Chercher

Anglais Français

Convention Biodiversité Mise en Oeuvre Coopération Information et liens



PLANTE DU MOIS

Osyris quadripartita Salzm. ex

BIENVENUE AU CENTRE D'ECHANGE DE LA REPUBLIQUE DU BURUNDI
Le [Centre d'échange \(CHM\)](#) dans le cadre de la Convention (CDB) est un instrument d'échange d'informations conçu pour promouvoir et faciliter la coopération technique et scientifique en vue de réaliser les trois objectifs de la Convention à savoir:

- la conservation de la diversité biologique,
- l'utilisation durable de ses éléments et
- le partage juste et équitable des avantages découlant de l'usage des ressources biologiques.

NOUVEAUTÉS

- [Formation sur la conservation et informatisation de collections muséales en zoologie et géologie au Musée Royal d'Afrique Centrale de Tervuren, en Belgique](#) [publié le 13/03/2014]
- [Avis d'appel d'offre de l'Institut National pour l'Environnement et la Conservation de la Nature/Projet Biodiversité](#) [publié le 19/02/2014]
- [Atelier de validation d'une Etude d'Exploitation Durable d'Osyris](#)

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• What are wireframes?

- http://en.wikipedia.org/wiki/Website_wireframe
- Represents the skeletal framework of a web pages.
- Created for arranging elements to best accomplish a particular purpose.
- Depicts page layouts, including interface & navigation elements and how they work together.
- Usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content.
→ Focuses on what a screen does, not what it looks like.

• Wireframing tools

- Paper & pen / Whiteboard
- PowerPoint
- Balsamiq (<http://balsamiq.com>)
- Pencil (<http://pencil.evolus.vn>)
- Many other tools



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Level 3 – Website Wireframes

• Videos

- <http://www.youtube.com/watch?v=T0vt3nLZKks> (Introduction)
- <http://www.youtube.com/watch?v=xruQjGyD4fo> (Pencil)
- <http://www.youtube.com/watch?v=NWO2vIBHPvI> (GoMockingBird)

• Articles

- <http://webdesign.tutsplus.com/articles/a-beginners-guide-to-wireframing-webdesign-7399>



created with Mocking Mockup - www.mockingmockup.com

Some references

1. Learning web design

- <http://www.w3schools.com> → Online tutorials
- <http://www.sitepoint.com> → Specialized in learning for websites

2. Graphics

- <http://www.getpaint.net> → Simple graphic software (Paint.Net)
- <http://www.gimp.org> → Photoshop of the poor (GIMP)
- <http://kuler.adobe.com> → To match colors

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Level 4 – Good National CHM Website

- **Expand information services**
 - Typical services
 - Specialized services contributing to the Strategic Plan
- **Establish information exchange mechanisms**
 - Interface specification
 - Interoperability
- **Support other national CHMs**
 - Advice and support
 - Cooperation

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Typical CHM information services

- Information search
- Databases (species, experts, calendars)
- Directories
- Videos
- Maps
- Forums
- Social networking

Specialized information services contributing to the Strategic Plan

	Aichi Strategic Goal	Information Services
A	Underlying causes & mainstreaming	Knowledge of biodiversity and of ecosystemic services
B	Reduce pressures	Information on invasive species, threatened species, vulnerable ecosystems
C	Safeguard biodiversity	Information on protected areas, ecosystems, species
D	Increase benefits	Information on sustainable use
E	Enhance implementation	NBSAP Indicators Cooperation Funding sources

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Specialized information services for planning and reporting

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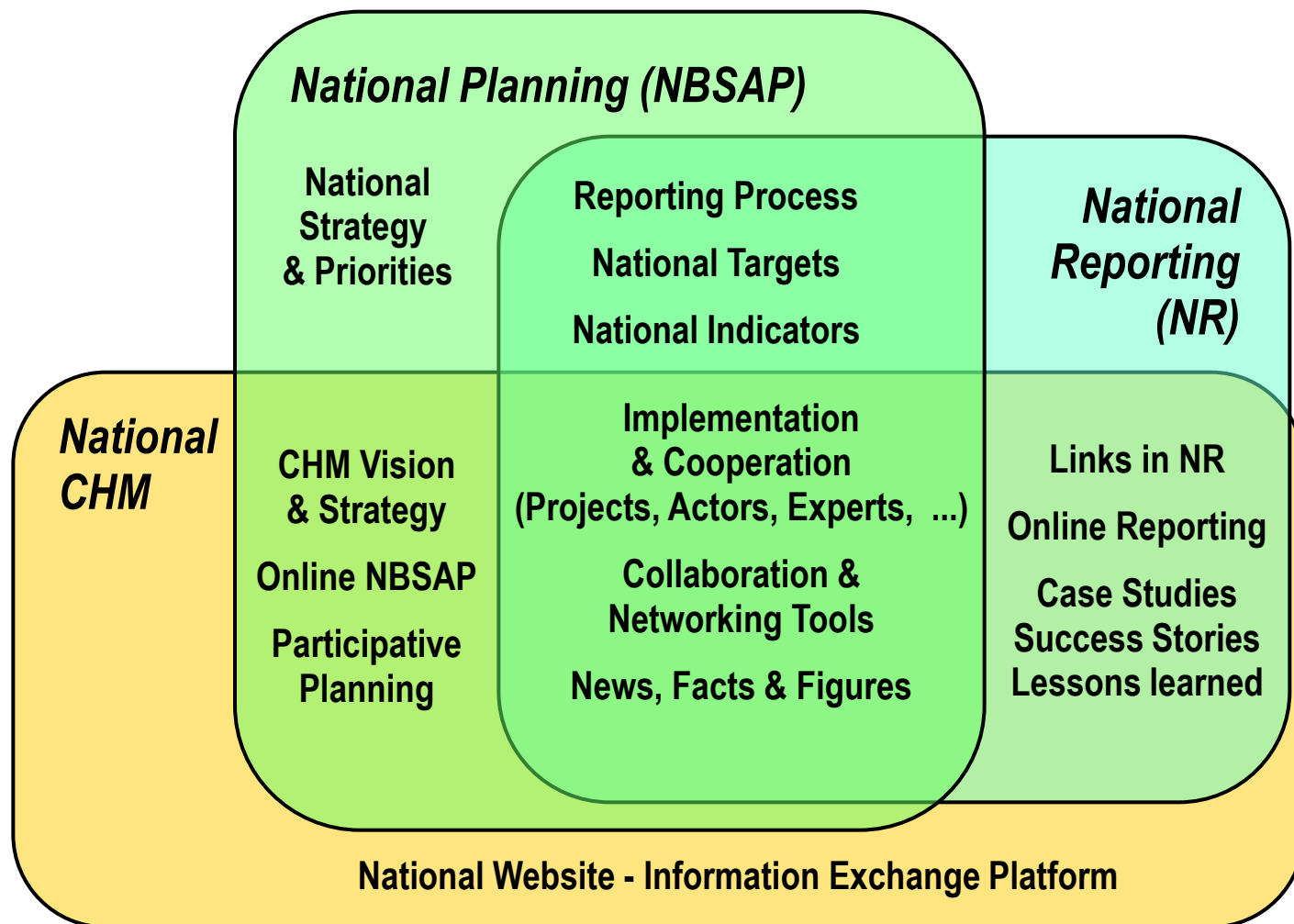


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• CHM → Planning

- **Raising public awareness** on national challenges and priorities
- **Participative planning** through stakeholder consultations to collect views, comments and suggestions
- **Dissemination of NBSAP** to stakeholders and the public
- Mobilization of support for participation and implementation
- Getting feedback on existing NBSAP for review and further planning

• CHM → Reporting

- **Central collection** of stakeholders' inputs for national reports
- Provision of relevant **sources of information/data** for reporting
- **Online collaboration** to collect comments/suggestions on draft report
- Sharing case studies and success stories
- **Dissemination and promotion** of national report
- Providing **up-to-date content for links** in national reports

Contents

Roadmap

0 - No CHM NFP

1 - No Capacity

2 - No Website

3 - Web Presence

4 - Good Website

Final comments



Level 4 – Good National CHM Website

Establish exchange mechanisms with other networks

- **Define information exchange interface**

- Basis for data exchange & aggregation
- Important to define good formats and classifications
- Agree on single update point

- **Interoperability**

- Automated information exchange between computer systems
- Various technologies based on standards (REST, RSS/Atom, Open Data Protocol, ...)
- Requires some IT expertise

- **Examples**

- European Portal Toolkit (RSS/RDF News & Events)
- InforMEA using Open Data Protocol www.informea.org
- GFIS RSS formats (News, Events, Publications) www.gfis.net

Contents

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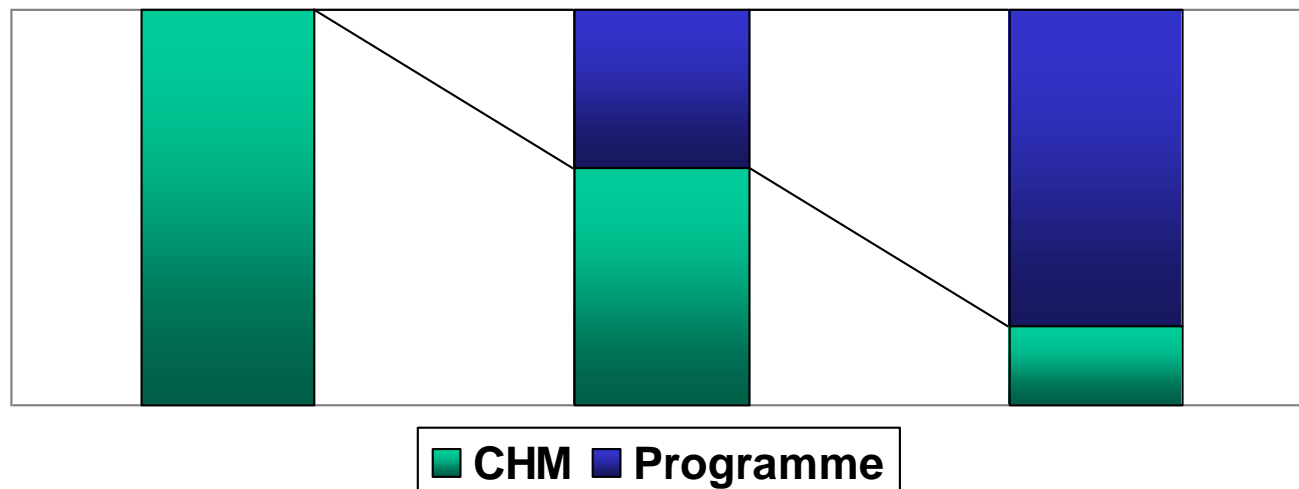
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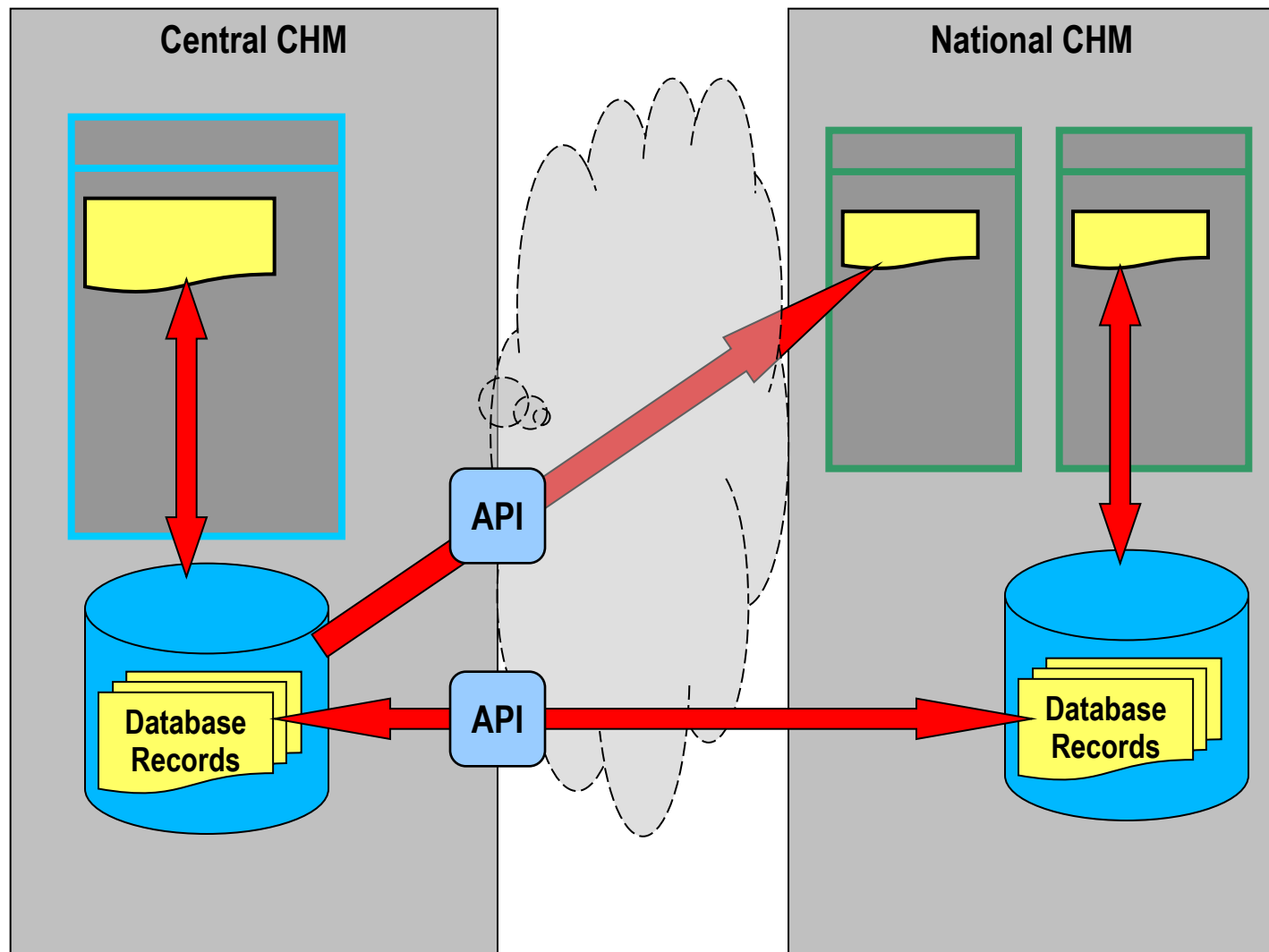
Final comments



Core Types	Customized Types	Specific Types
Meeting Decision Side event NFP	Expert Case study Best practice	Protected Areas Invasive Alien Species EBSA map ABS Certificate of Compliance

Level 4 – Information exchange mechanism

Interconnection & Interoperability



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Level 4 - Good National CHM Website

Encourage sharing of expertise to support other national CHMs

- **But do not neglect your own National CHM**

- Make sure information is kept up-to-date
- Ensure sustainability
- Be ready to adapt to new situations

- **Support other National CHM**

- in the same region / speaking the same language
- Share expertise & data
- Provide advice and technical support

- **Facilitate Scientific & technical cooperation**

- Meet national actors and facilitate scientific and technical cooperation
- Link to all cooperation agencies in the country (UN, EU, Bilateral Cooperation, NGOs, ...)
- Promote transfer of technology

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CHM

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*Buea, Cameroon
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- **General guidance (No one-size-fit-all)**
- **Importance of**
 - High-level commitment → CHM in NBSAP
 - Planning & thinking → Roadmap & wireframes
 - Regular work → Good content
- **Often possible to do something even with limited support**
 - External hosting, CMS & toolkit
 - A few pages can be very useful
 - Links to other sites / sources → National biodiversity portal
- **Do not hesitate to contact the CBD Secretariat**
 - olivier.demunck@cbd.int
 - sandra.meehan@cbd.int
 - chm@cbd.int
 - secretariat@cbd.int
- **Questions or comments**

Thank you



Regional Workshop for African Countries on the Clearing-House Mechanism (CHM)

5-9 May 2014 Buea, Cameroon



Guidance for Developing National Clearing-House Mechanisms

*Olivier de Munck
Programme Officer, CHM, CBD Secretariat*

