



## NOTIFICATION

### **Social Media Kit for Biosafety and Biosafety Clearing-House, developed together with the Global Biosafety Clearing-House Capacity-Building Project**

Dear Madam/Sir,

The United Nations Environment Programme is currently implementing a project, funded by the Global Environment Facility, on “Sustainable Capacity Building for Effective Participation in the Biosafety Clearing-House”, commonly known as the BCH III Project.

The BCH III Project, together with the Secretariat of the Convention on Biological Diversity (CBD), developed a social media kit that contains key messages on the importance of biosafety and the Biosafety Clearing-House (BCH), which can be used on various social media platforms. Additionally, the social media kit contains an animated video on the Cartagena Protocol on Biosafety and the BCH. These new communication resources can be accessed at the following address: <https://trello.com/b/in6N7Rk3/bchiii-communication-strategy>.

The development of additional biosafety communication resources was identified as a key need by 250 respondents (from 71 countries) during a survey on needs assessment that was conducted from 1 July to 3 August 2020 by the BCH III Project in collaboration with the CBD Secretariat. The goal of the survey was to collect information and perspectives from Parties to the Cartagena Protocol on Biosafety on capacity-building needs, implementation measures, and long-term general knowledge, awareness, and participation in the BCH and biosafety-related activities. Respondents indicated that public education and outreach were among the most important gaps in biosafety-related activities, and they expressed the need for increased awareness on the BCH.

Following the survey, the BCH III Project developed new outreach and communication materials. These include the social media kit and the animated video. Additional training materials and videos on success stories and lessons learned are under development.

On behalf of the BCH III Project, I encourage Parties and observers to disseminate these materials widely and I look forward to receiving any feedback they may have.

Please accept, Madam/Sir, the assurances of my highest consideration.

Elizabeth Maruma Mrema  
Executive Secretary

To: Cartagena Protocol National Focal Points, CBD National Focal Points (where Cartagena Protocol Focal Points have not yet been designated), BCH Focal Points, relevant organizations

