

Table: Outline of an Awareness-raising strategy for the Nagoya Protocol on Access and Benefit-sharing

<p>Priority activity 1. Communications situation analysis and the development of needs-based awareness-raising strategies at national, regional and subregional levels.</p>	
<p>1.1. Operational objectives</p> <ul style="list-style-type: none"> - Conduct analysis of communications goals, target groups and existing awareness-raising materials. - For target groups, identify desired outcomes of communications efforts. - Evaluate effectiveness of existing tools, messages and activities. - Provide indicative costs for implementation of different activities. 	
<p>1.2. Expected Outcomes</p> <ul style="list-style-type: none"> - List of target groups and level of awareness. - List of desired communication goals. - Gap analysis of tools and identification of required products. - Evaluation of possible costs needed. 	
<p>1.3. Indicators</p> <ul style="list-style-type: none"> - Level of awareness amongst key target groups. - List of existing awareness-raising materials and their use. - List of communication and technical experts. 	
<p>1.4 Role of Secretariat</p> <ul style="list-style-type: none"> - Provide template for the development of national awareness-raising strategies. - Provide guidelines on survey methodologies. - Make available existing awareness-raising materials on ABS. - Make available awareness-raising strategies on the Clearing-House and report developments to the COP-MOP, as appropriate 	
<p style="text-align: center;">1.5. Activities</p> <ul style="list-style-type: none"> - Create national, regional and subregional awareness-raising strategies, including timetables, activities, evaluation tools and identification of target groups. Include all resource requirements. - Determine key target groups and desired behavior changes. - Carry-out surveys to determine level of awareness of key target groups. - Conduct audit of awareness-raising products and materials, including evaluation of the effectiveness of each. - Create a list of communication, and legal and technical experts on ABS. - Submit national awareness-raising strategy to the Clearing-House. 	<p style="text-align: center;">1.6. Actors</p> <ul style="list-style-type: none"> - Parties, including relevant government ministries. - Public opinion research organizations. - Representatives of the media.

Priority activity 2. Creation of toolkit and awareness-raising materials	
2.1. Operational objectives	
<ul style="list-style-type: none"> - Create awareness-raising and training materials to support national, regional and subregional ABS awareness-raising strategies. - Create toolkit for use in training of ABS communicators. 	
2.2. Expected outcomes	
<ul style="list-style-type: none"> - Awareness-raising and training materials and other information products that support national, regional and subregional awareness-raising strategies are created including, <i>inter alia</i>, brochures, booklets, fact sheets, materials for use in formal education, videos, radio spots, audio recordings, websites, flash and PowerPoint presentations. 	
2.3. Indicators	
<ul style="list-style-type: none"> - Catalogue of awareness-raising materials created. - Usage levels of awareness-raising materials. 	
2.4 Role of the Secretariat	
<ul style="list-style-type: none"> - Create ABS awareness-raising toolkit with templates, guidelines and example methodologies for training and communication activities. Translate into United Nations languages and disseminate in print and online. - Make available ABS communications materials developed by Parties and other stakeholders on the Clearing-House. 	
2.5. Activities	2.6. Actors
<ul style="list-style-type: none"> - Create ABS awareness-raising and training materials using toolkit and its resources. - Distribute materials at national and regional levels through established communication channels. - Submit materials to Clearing-House. 	<ul style="list-style-type: none"> - Parties through relevant government ministries and, as appropriate, relevant stakeholders such as indigenous and local communities. - Experts in communication, including representatives of the media. - Training agencies. - Educators.
Priority activity 3. Train communicators and engage target groups	
3.1. Operational objectives	
<ul style="list-style-type: none"> - Train a group of ABS communication experts to deliver key messages to target groups - Engage with target groups in order to raise awareness. 	
3.2. Expected outcomes	
<ul style="list-style-type: none"> - A group of trainers and communicators on ABS issues is established, to participate in awareness-raising activities. - Activities are held to implement the strategy. - The level of awareness of target groups is increased. 	

3.3. Indicators

- Number of communicators trained.
- Feedback from trainees.
- Number of activities held.
- Number of participants in activities.
- Feedback from participants on the effectiveness of the events and awareness-raising materials.
- Increases in awareness amongst target groups.
- Level of usage of awareness-raising materials.

3.4 Role of the Secretariat

- Provide guidelines on workshop structure and forms.
- Provide indicative list of outreach activities.
- When requested, participate in ABS awareness-raising activities at subregional and regional levels, subject to the availability of resources.

3.5. Activities

- Hold ABS communication training workshops with the participation of ABS communicators and others who will deliver communication activities to target groups.
- Hold awareness-raising activities for target groups.
- Distribute and disseminate awareness-raising and training materials.
- For all activities, conduct feedback and evaluation exercises and record this data for priority activity 4.
- Submit reports of activities to the Clearing-House.

3.6. Actors

- Parties, and, as appropriate, relevant stakeholders such as indigenous and local communities.
- Communications professionals, including representatives of the media.
- Target groups identified in the awareness-raising strategy such as users of genetic resources.

Priority activity 4. Evaluation and feedback	
4.1. Operational objectives	
<ul style="list-style-type: none"> - Evaluate effectiveness of awareness-raising activities against baseline data collected in priority activity 1. - Adjust national awareness-raising strategy as appropriate based on feedback. 	
4.2. Expected outcomes	
<ul style="list-style-type: none"> - Parties will understand the results of their activities and the effectiveness of their strategies. - Parties will have the information required to adjust and alter their strategies as needed. 	
4.3. Indicators	
<ul style="list-style-type: none"> - Level and type of participation in awareness-raising activities from priority activity 3. - Change in level of awareness amongst key target groups. - List of new awareness-raising materials and their use. - Detailed feedback from participants in activities. 	
4.4 Role of Secretariat	
<ul style="list-style-type: none"> - Make available information provided by Parties on evaluations and feedback to the Clearing-House. 	
<p style="text-align: center;">4.5. Activities</p> <ul style="list-style-type: none"> - Resurvey target groups to determine any changes in level of awareness. - Re-audit awareness-raising materials to determine effectiveness of new and existing materials under the new strategy. - Review list of communication and legal and technical experts on ABS issues. - Evaluate effectiveness of ABS awareness-raising activities using data collected under each Priority Activities. - Revise and adjust the national awareness-raising strategy according to this analysis. - Submit results of all analyses to the Clearing-House. 	<p style="text-align: center;">4.6. Actors</p> <ul style="list-style-type: none"> - Parties. - Public opinion research organizations.