

THE ABS
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'APA

The CEPA Guide

What it can do for you!

(It's time for questions)

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Objective

Participants get an idea of how they can use the CEPA guide in order to develop strategic communication approaches helping them to **improve and extent cooperation with relevant ABS stakeholders.**

REMEMBER

We are NOT talking about developing policy strategies but how you can create a **strategic communication approach** that helps you to influence the policy process in favour of ABS (in your favour).



Not a novel – to be read from beginning to end

It's a **tool box** – open the lid and grab the tool you need

Introducing ABS means introducing social change

You are a **CHANGE MANAGER**

Communicating ABS is helping you doing exactly that

Strategic communication: Who to address, with which objectives and in which way

It's more than structure, it's **interpersonal relations**

Don't flee reality, challenge it



Valorisation strategy/approach

Key issues countries must consider and choices to make:

A cross-sectorial (i.e. integration into existing regulatory frameworks)
vs. stand alone regulatory framework

Benin

Question: How are ILCs integrated in the process?



Just ask the right

QUESTIONS

What do I really want to achieve?

What is the policy field I am working in like?

How can I impact my environment so it serves my purpose?

What are the most and less relevant stakeholders like? How do they relate to others?

What do I want „my“ stakeholders to do?

How can I influence „my“ stakeholders so they help me to pursue my goals?

How do I choose the best communication channels to influence them?





KISS – Keep It Short And Simple

AIDA – Attention, Interest, Desire and Change

SMART – Specific, Measurable, Attractive, Realistic, Timed

Ask the right questions

Strategic Communication Strategy