

THE ABS
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'APA

ABS communication Challenges , Experiences, Approaches

Wednesday 4 May 2016

***1st Meeting of the Subsidiary Body on Implementation
ICAO HQ, Montreal, Canada***

funded by



Federal Ministry
for Economic Cooperation
and Development



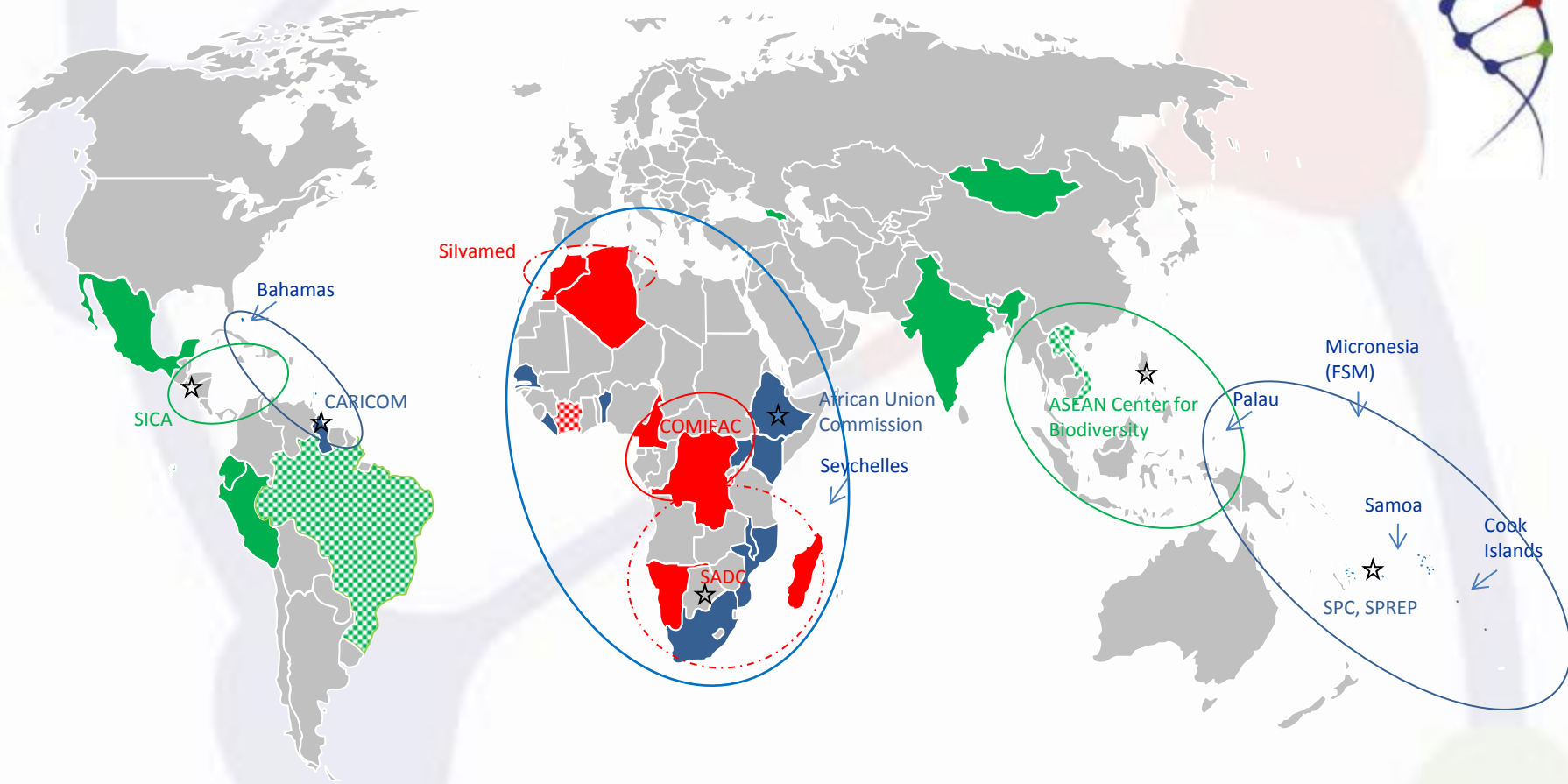
DANISH MINISTRY
OF THE ENVIRONMENT



implemented by



ABS capacity development support

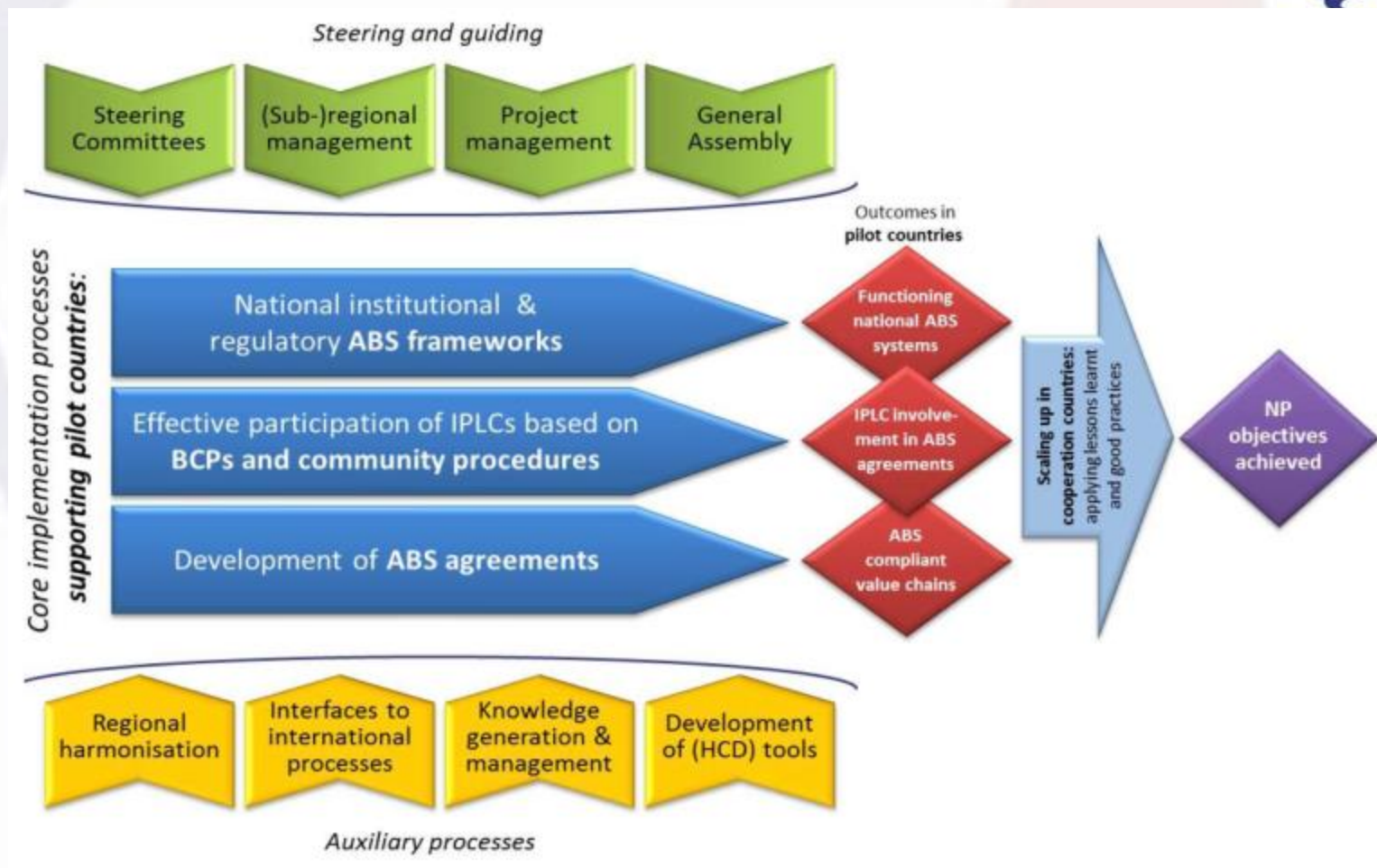


ABS Initiative – ACP countries

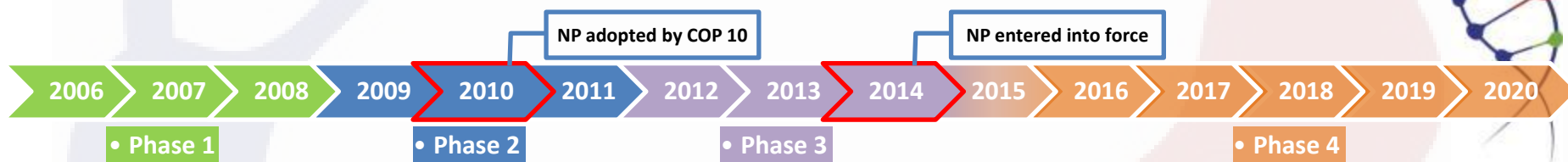
ABS Initiative w / bilateral DC

ABS only in bilateral DC (out of ACP)

2015-2020



Where do we come from?

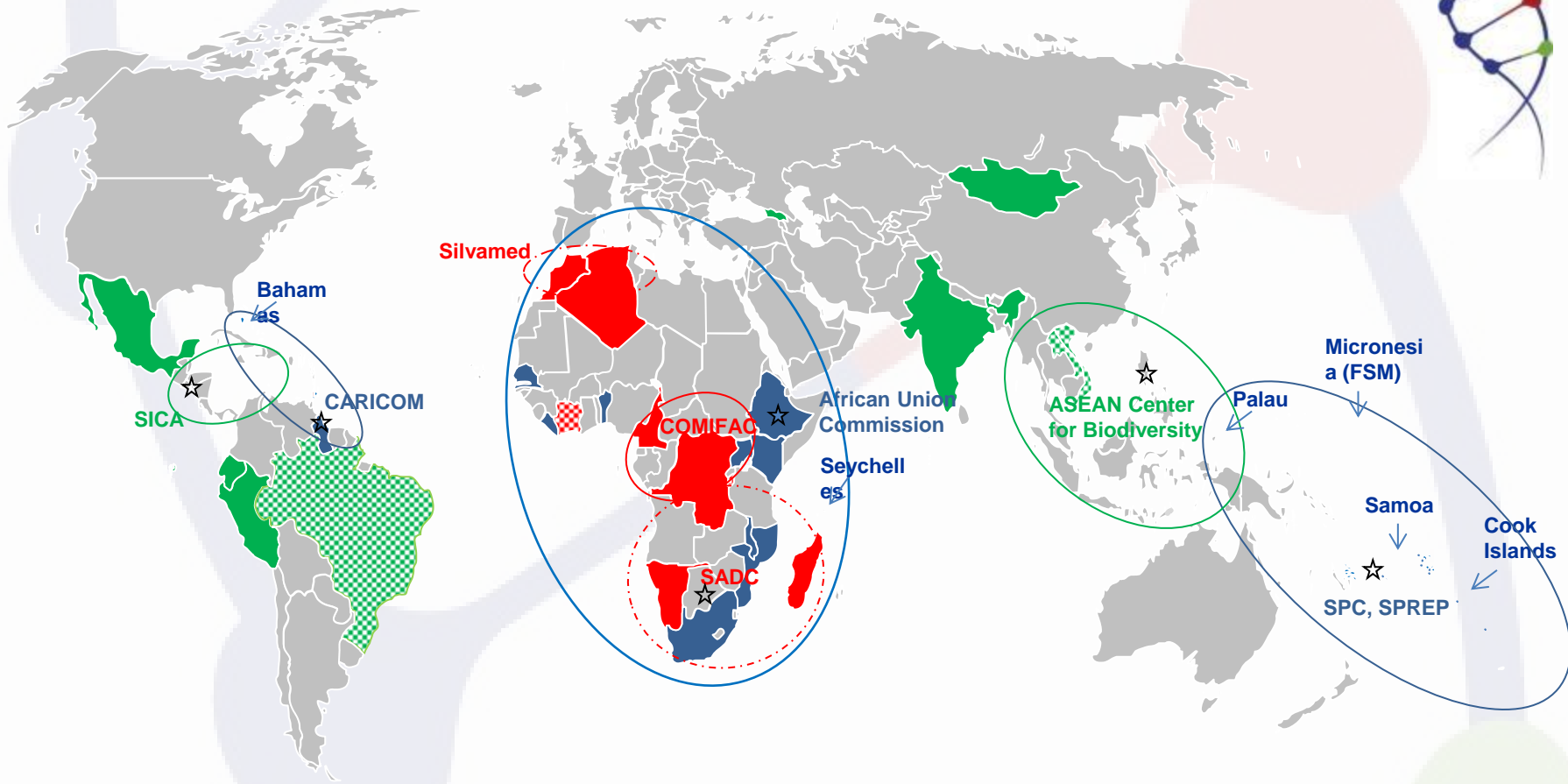


Some of the things that have been done so far:

- Paper "ABS Spoken here?", Oct 2008
- Discussions Trainings at regional and pan-African workshops, 2008-2014
- Special ABS CEPA workshop in Nairobi, Mar 2009
- ABS CEPA Task Force developed recommendations, Jun 2009, for a set of CEPA projects and products
- Nagoya Policy Focus 2009 - 2010
- Post Nagoya ratification support (video) 2010 – 2014
- Support to national implementation (guide) 2012 – ongoing
- ABS and ntl / international development goals, 2015 – ongoing

Full documentation at www.abs-initiative.info

ABS capacity development support

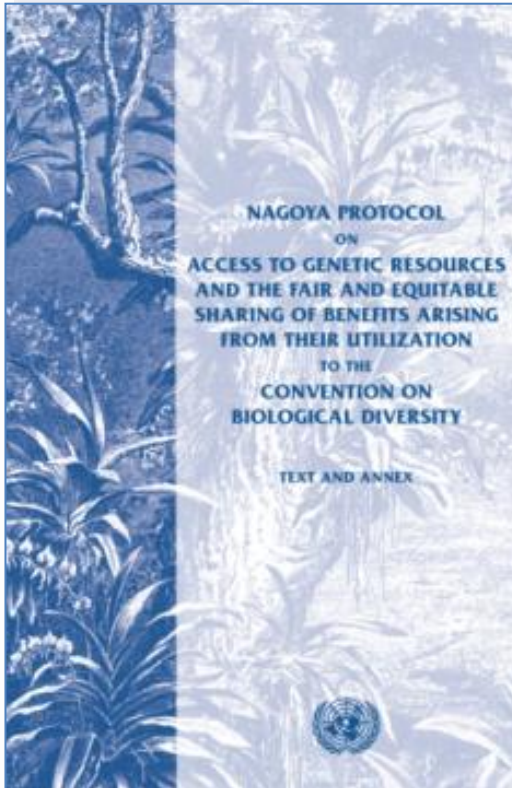


ABS Initiative – ACP countries

ABS Initiative w / bilateral DC

ABS only in bilateral DC (out of ACP)

Working on "ABS"



GET KILLER ABS

10 sit-ups
10 v-sits
10 crunches
10 bicycle crunches
20 reverse crunches
1 minute plank hold

Do as many times over
as you want.



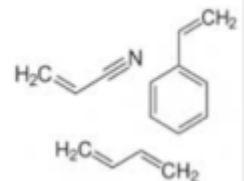
anti-lock brake system



agcoauto.com



Acrylnitril-Butadien-Styrol



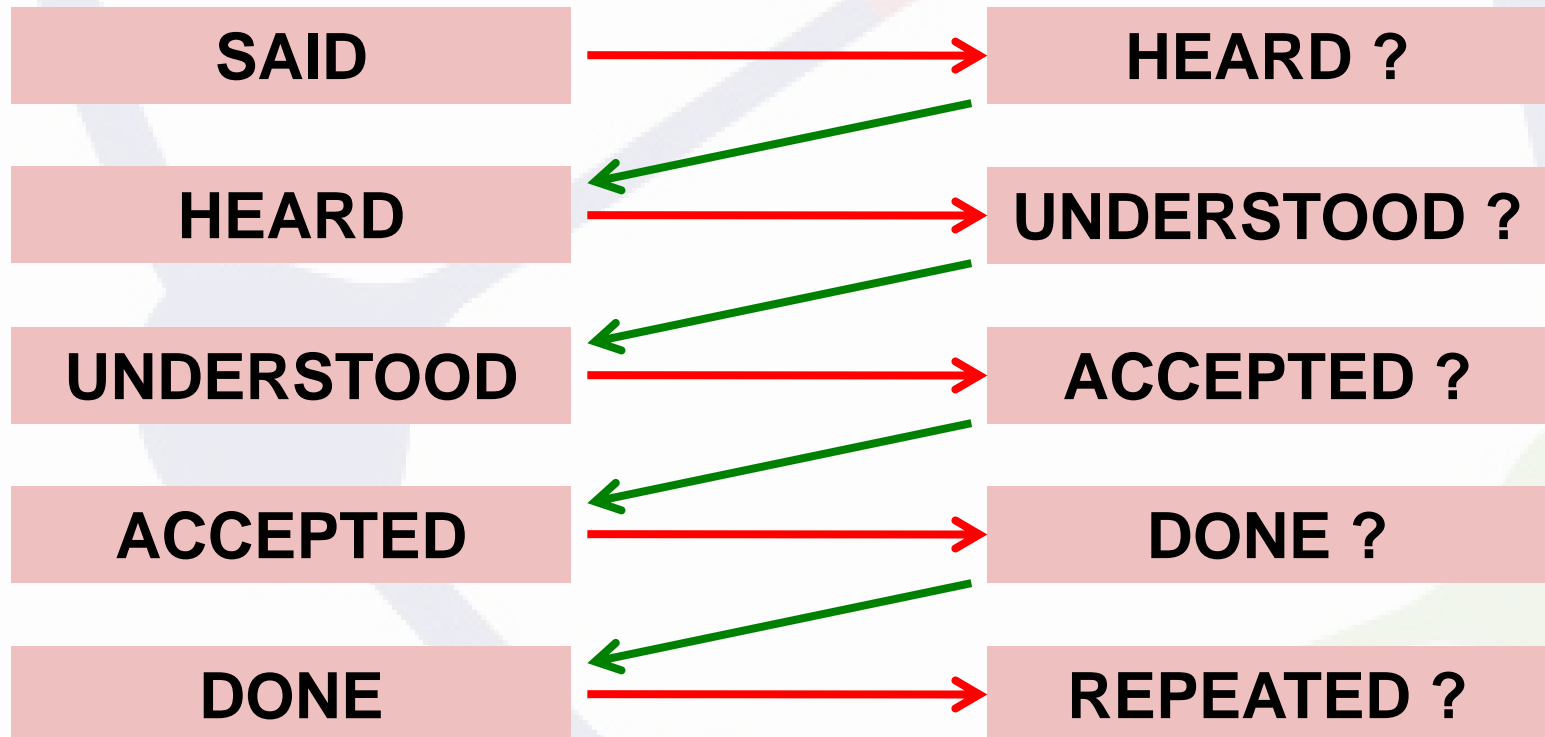
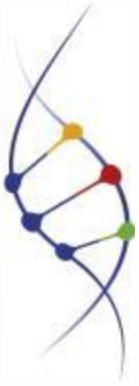
Acrylnitril-Butadien-Styrol-Copolymerisat ist ein synthetisches Terpolymer aus den drei unterschiedlichen Monomerarten Acrylnitril, 1,3-Butadien und Styrol und gehört zu den amorphen Thermoplasten. [Wikipedia](#)

Formel: $(C_8H_8 \cdot C_4H_6 \cdot C_3H_3N)_n$

However...said is not done



“... the fair and equitable sharing of the benefits arising from the **utilization** of genetic resources, including by **appropriate access to genetic resources** and by **appropriate transfer of relevant technologies**, taking into account all **rights over those resources** and to **technologies**, and by **appropriate funding**, thereby contributing to the **conservation of biological diversity** and the **sustainable use** of its components”



First Steps..



Mar 2009

**1st pan-African ABS and CEPA Workshop
UNEP/Gigiri, Nairobi, Kenya**

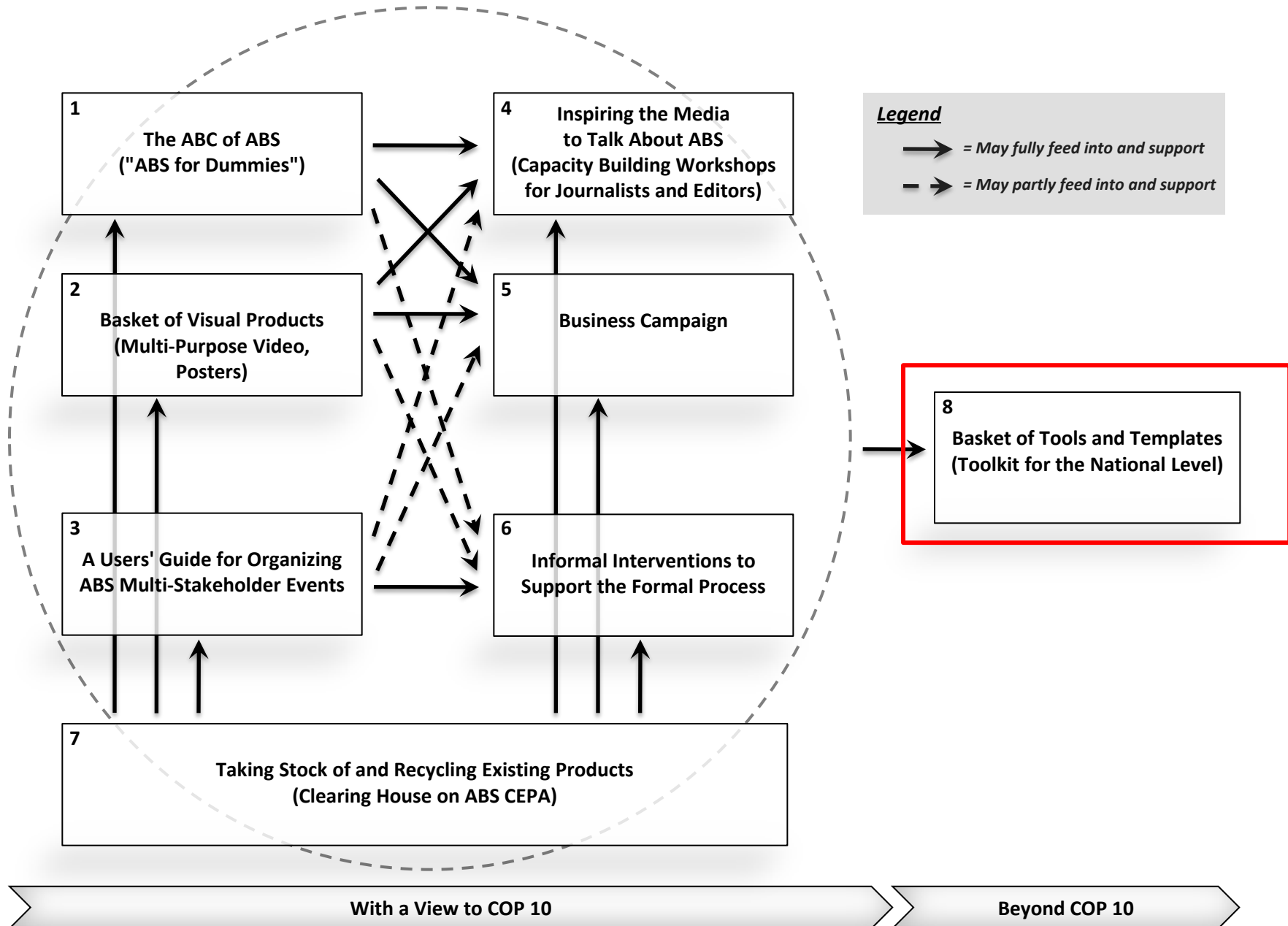


Jun 2009

**ABS and CEPA Task Force
Meeting, Bonn, Germany**

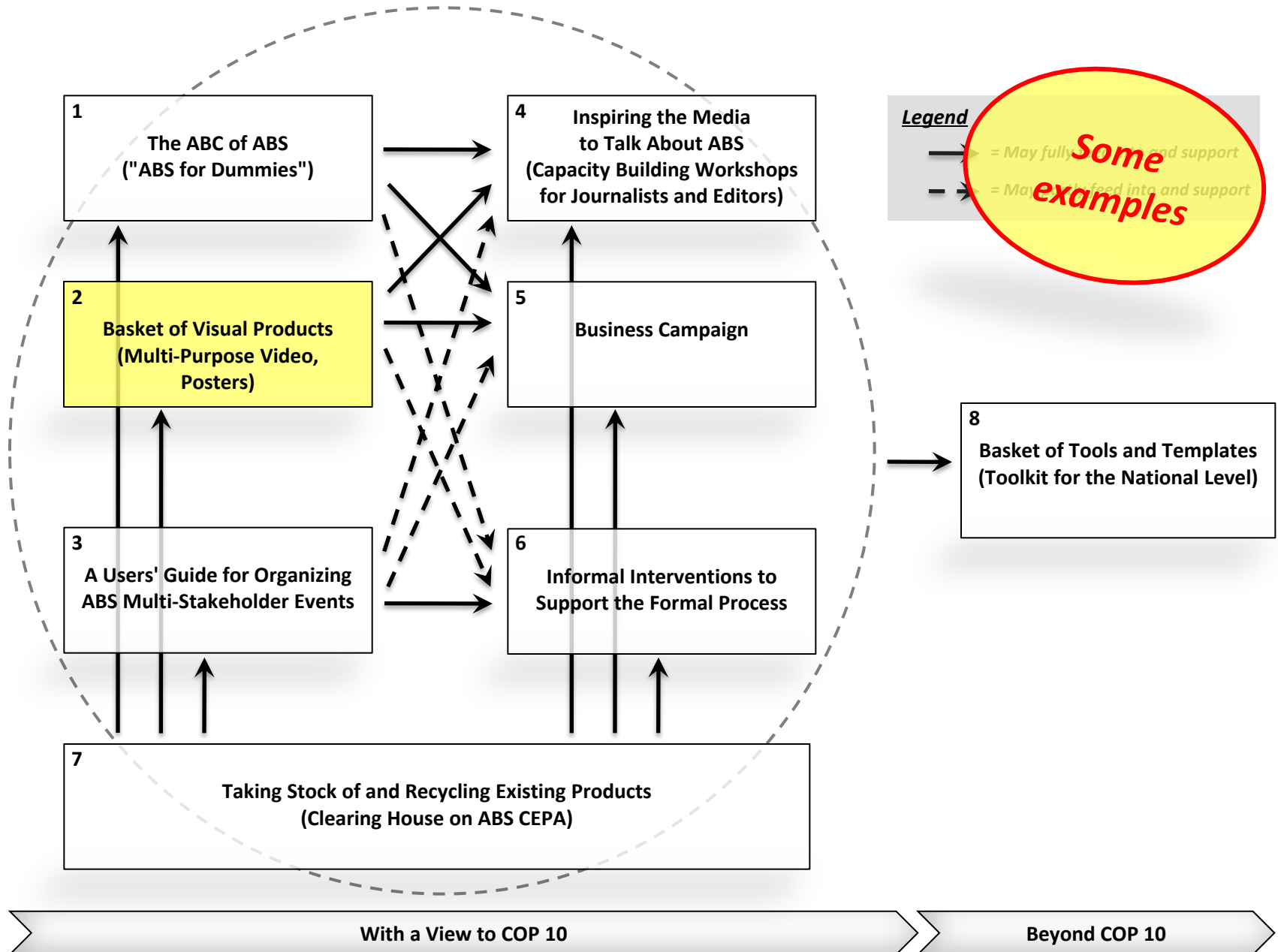
Projects and Products recommended by ABS CEPA Task Force,

June 2009



Projects and Products recommended by ABS CEPA Task Force,

June 2009



2

Basket of Visual Products
(Multi-Purpose Video,
Posters)

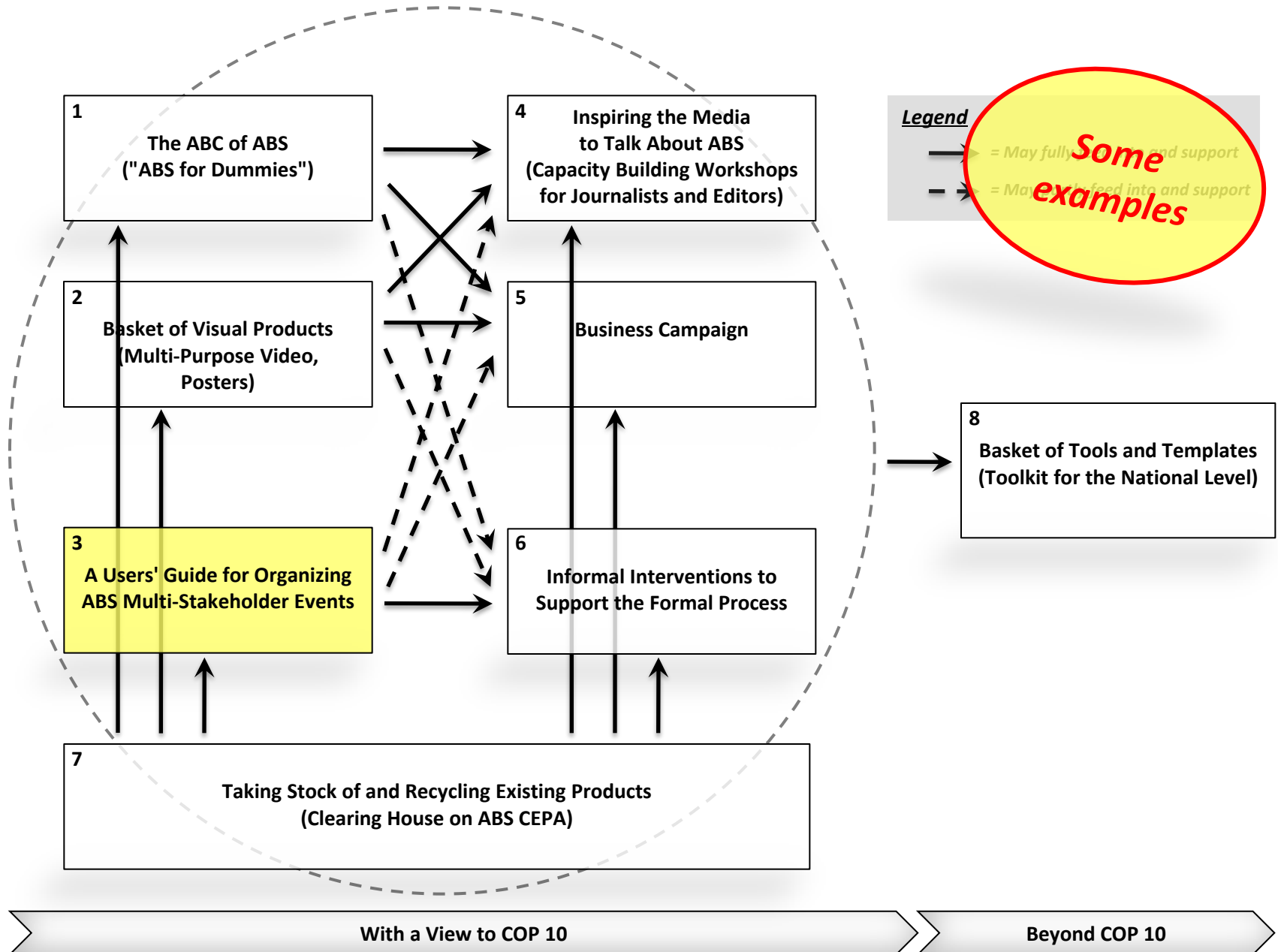
Sep 2011
**"ABS Simply Explained":
Essentials of ABS and the
Nagoya Protocol in 5 min's**



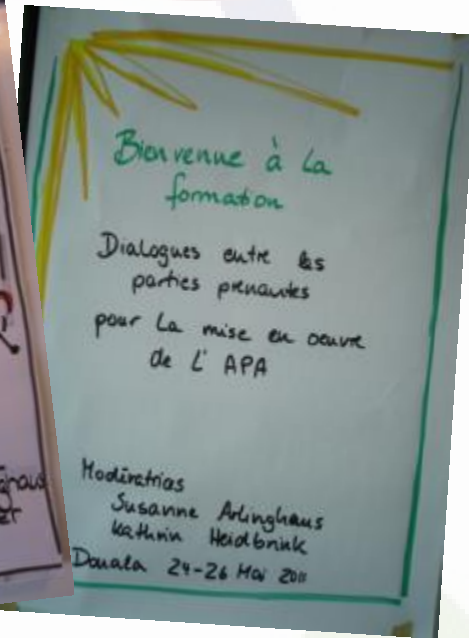
Mar 2012
**"People, Plants and Profit":
ABS essentials with three
real-life examples in 25 min's**

Projects and Products recommended by ABS CEPA Task Force,

June 2009



Training for leaders and organizers of multi-stakeholder dialogues



Training for facilitators of large and multi-stakeholder groups

funded by



DANISH MINISTRY
OF THE ENVIRONMENT

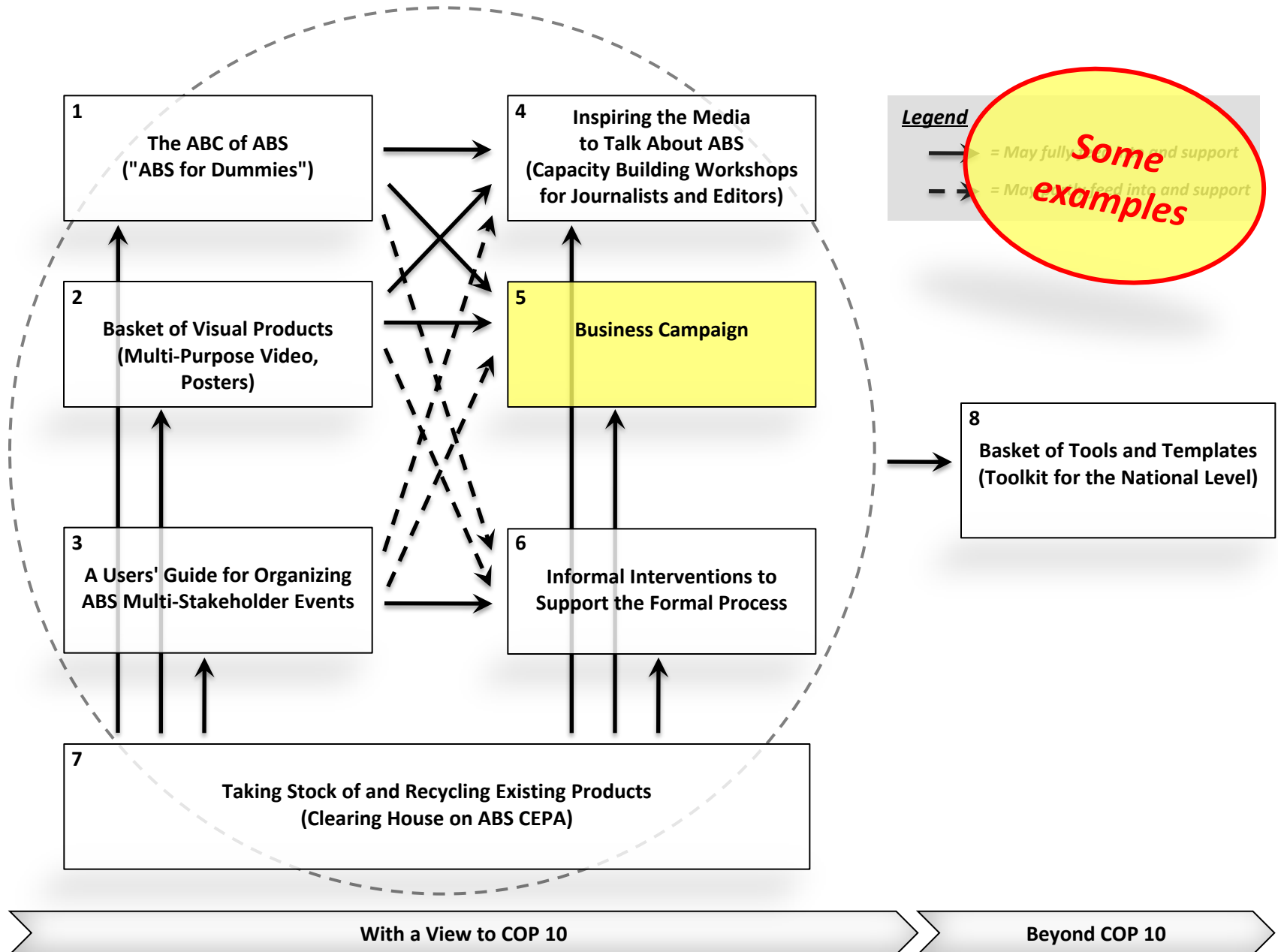


implemented by



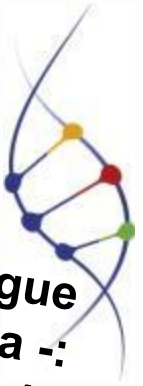
Projects and Products recommended by ABS CEPA Task Force,

June 2009



5

Business Campaign



ABS Business Dialogue post-Nagoya -: Copenhagen 2-4 , Denmark

ABS Business Dialogue pre-Nagoya 1: Kwalata, South Africa

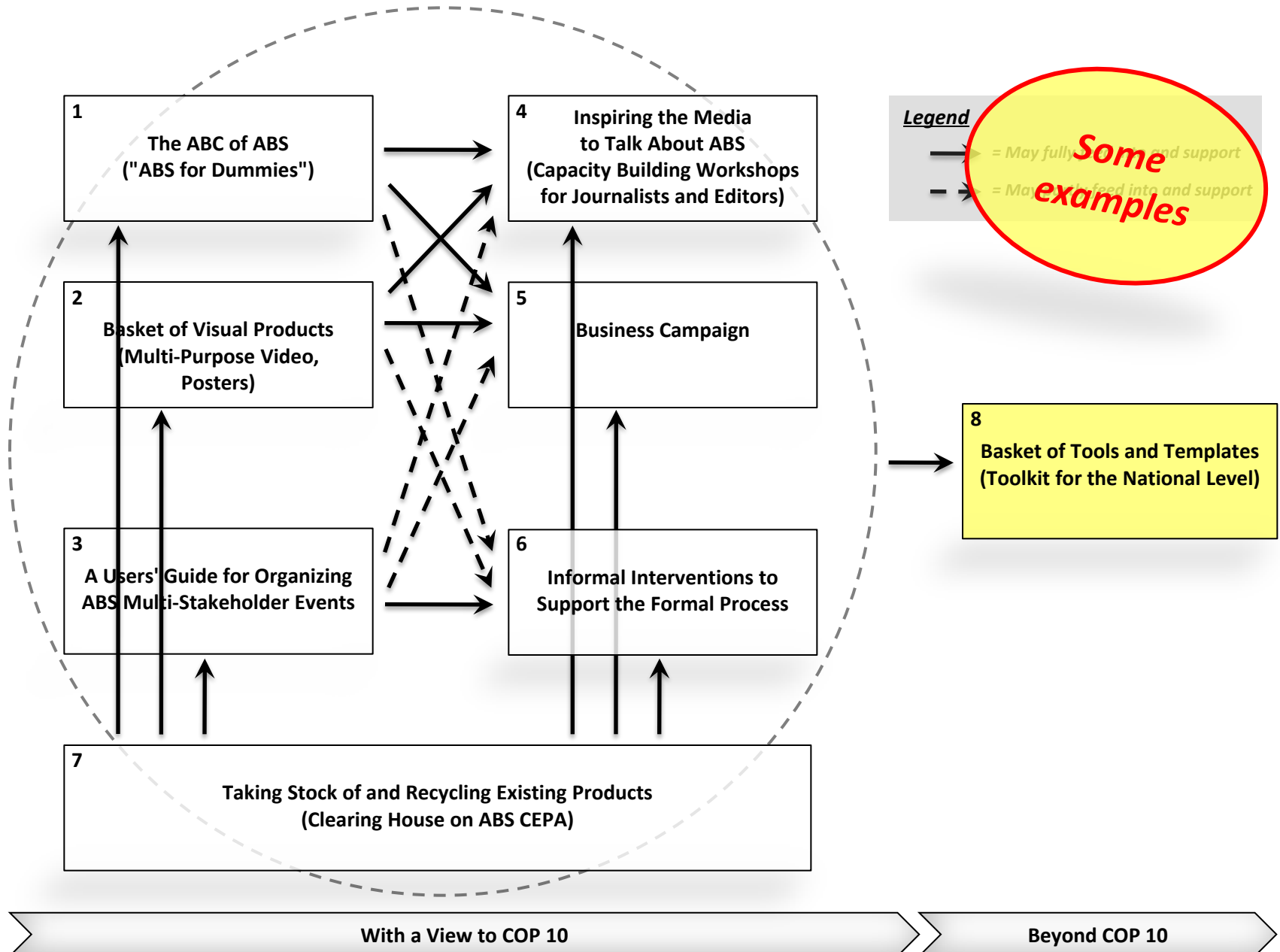


ABS Business Dialogue pre-Nagoya 2: Copenhagen 1, Denmark



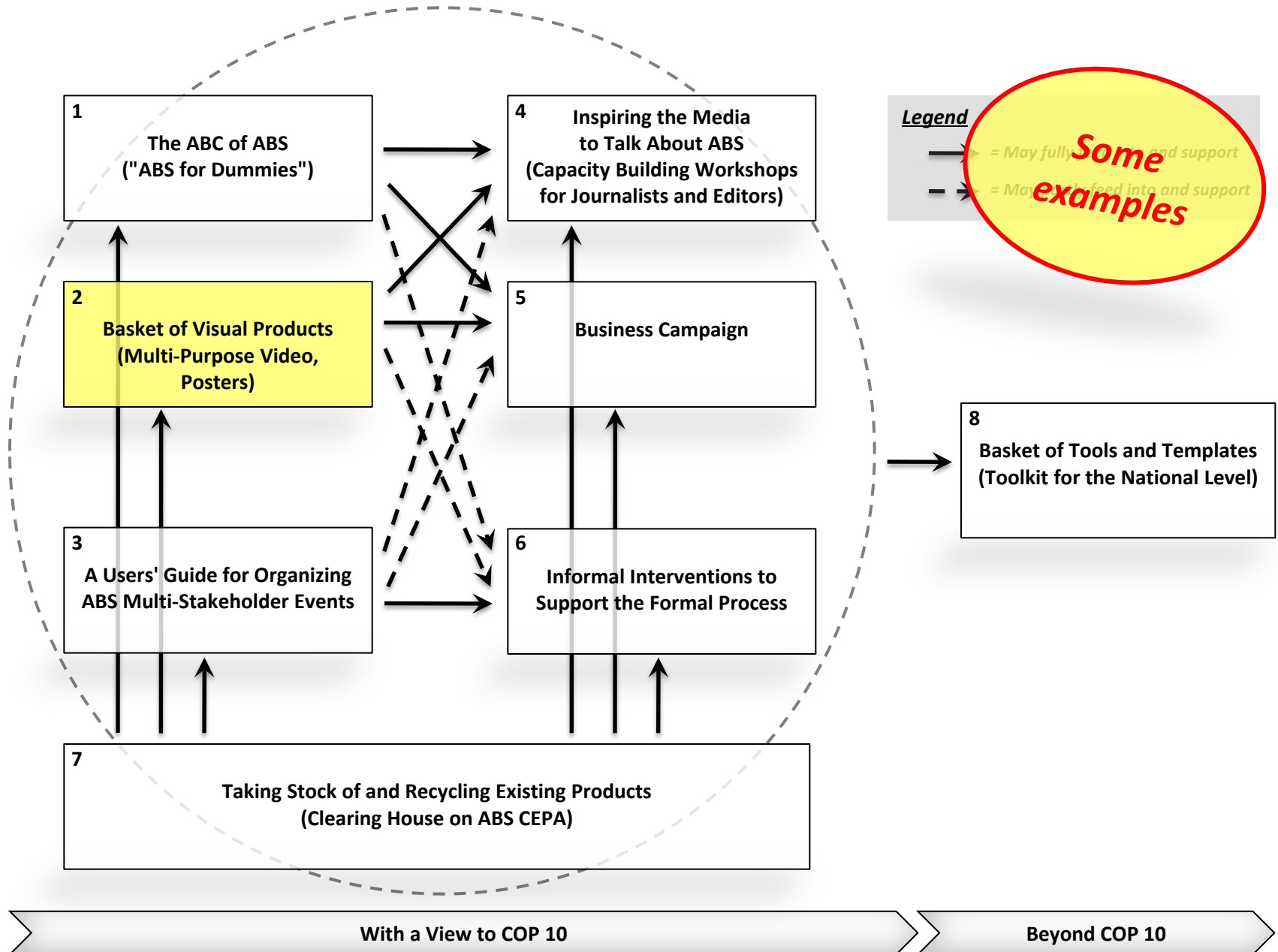
Projects and Products recommended by ABS CEPA Task Force,

June 2009

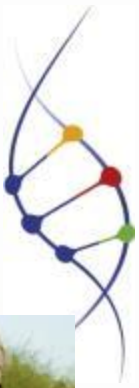


Projects and Products recommended by ABS CEPA Task Force,

June 2009



**Basket of Tools and Templates
(Toolkit for the National Level)**



Assess and Benefit-sharing

STRATEGIC COMMUNICATION FOR ABS

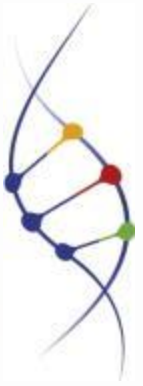
A Conceptual Guide and Toolkit for Practitioners

Assess et partage des avantages

COMMUNICATION STRATÉGIQUE EN MATIÈRE D'APA

Guide conceptuel et boîte à outils pour praticiens

ABS Strategic Communication Guide



Target group

People who are **in charge of** or **involved in** implementing ABS and the Nagoya Protocol, such as

- National Focal Points
- National Competent Authorities
- Individual officers in the responsible Ministries
- Anyone who has a need to communicate about ABS

Purpose

Assist people in charge of ABS implementation with **guidance and tools** for strategic communication.

Help non-experts of communicators understand the **relevance** of CEPA in ABS implementation.

Support people involved in ABS to communicate their **interests**.

Structure

1. Introduction
2. Getting started
3. **Eight Fields of Action** for ABS implementation (1 page / field)
 - What each field is about
 - How communication can help
4. **Ten Steps** of strategic communication (max 2 pages / step)
 - What each step is about
 - How you can take the step
5. **Toolbox** (max 2 pages / tool)
 - Tools for each of the 10 steps, with examples from the 8 fields of action

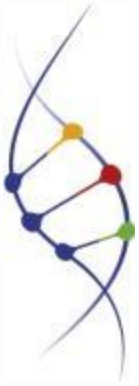
Content		
1. Introduction		3
2. Getting Started		5
Some Food for Thought		5
Initial Practical Orientation		6
3. Communicating What: Eight Fields of Action for ABS Implementation		7
Field 1: Ratification of the Nagoya Protocol		8
Field 2: Defining Overall ABS Policies/Strategies		9
Field 3: Putting in Place Domestic ABS Regulations		10
Field 4: Establishing Institutional Arrangements		11
Field 5: Dealing with Traditional Knowledge (TK)		12
Field 6: Dealing with Transboundary Issues		13
Field 7: Valorisation Strategy		14
Field 8: Stakeholder Involvement		15
Summary: Eight Fields of Action for ABS Implementation		16
4. Getting Strategic – 10 Steps for Communicating ABS		17
Assessment		19
Step 1: Situational Analysis		19
Step 2: Stakeholder Analysis		21
Step 3: Communication Objectives		23
Planning		25
Step 4: Outlining the Communication Process		25
Step 5: Participation of Strategic Groups		27
Step 6: Selection of Communication Channels		29
Production		31
Step 7: Message Design		31
Step 8: Producing Media and Preparing Dialogues		33
Action & Reflection		34
Step 9: Managing the Multi-Channel Communication Strategy		34
Step 10: Monitoring and Evaluation (M&E)		35
5. Toolbox		37
Assessment		38
Tool 1.1: JobAid: Situational analysis		38
Tool 1.2: Policy Field Analysis Review		40
Tool 1.3: Big Picture Chart		41
Tool 2.1: JobAid: Identification of Stakeholder Groups		43
Tool 2.2: Stakeholder Map		44
Tool 2.3: Four-field Analysis of Stakeholders		45
Tool 2.4: Force Field Analysis		47
Tool 2.5: JobAid: Knowledge – Attitudes – Practices (KAP)		48
Tool 3.1: JobAid: Communication Objectives		49
Tool 3.2: Indicators for Communication Objectives		50
Planning		51
Tool 4.1: JobAid: Outlining the Communication Process		51
Tool 5.1: JobAid: Participation of Strategic Groups		52
Tool 5.2: Forms of Cooperation and Roles		53
Tool 5.3: Negotiation		54
Tool 5.4: Chairs in the Corner		55
Tool 6.1: JobAid: Selection of Communication Channels		56
Production		57
Tool 7.1: JobAid: Message Design		57
Tool 8.1: JobAid: Producing Media and Preparing Dialogues		58
Action & Reflection		59
Tool 9.1: JobAid: Managing the Multi-Channel Communication Strategy		59
Tool 10.1: JobAid: Monitoring and Evaluation		60

Eight Fields of Action for ABS Implementation

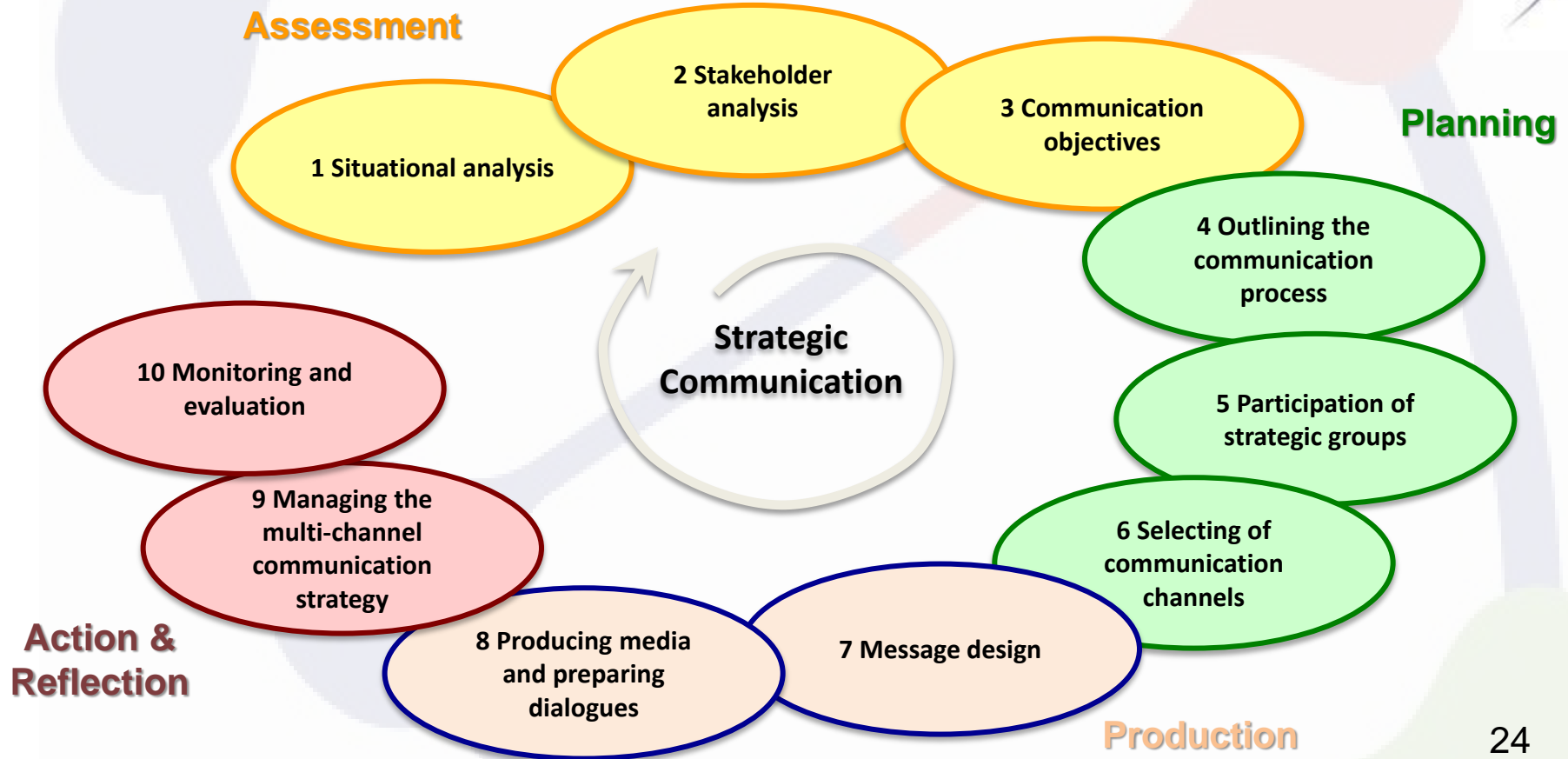


Based on the results of the 5th pan-African ABS workshop held in Marrakech, Morocco, February 2011.

ABS implementation requires	Policy objective in that phase	How Communication can help
Ratification/ Implementation	Decide whether / when to ratify NP	Support government to make informed decisions on ratification
Overall Policy/ Strategy	Clarify national ABS approach	Collect and consider relevant views
Legislation/ Regulations	Create legal certainty	Provide clarity about ABS for legal drafters and decision makers
Stakeholder involvement	Ensure commitment & compliance of different stakeholders	Make diff. stakeholders aware of their rights, roles & responsibilities
Institutional arrangements	Facilitate implementation with clear institutional responsibilities	Facilitate operational coordination
Traditional Knowledge	Facilitate benefit-sharing with TK holders	Empower TK holders to understand and exercise their rights and opportunities
Trans-boundary issues	Avoid conflict and create synergies	Enhance clarity about rights and obligations across borders
Valorization	Turn the potential economic value of GR and aTK into actual income and economic development	Provide the information needed on and by different sectors to make investment and MAT decisions



Ten Steps of Strategic Communication



Tools for Ten Steps in Eight Fields

	Field 1	Field 2	Field 3	Field 4	Field 5	Field 6
Step 1						
Step 2						
Step 3						
Step 4						
Step 5						
Step 6						
Step 7						
Step 8						
Step 9						
Step 10						

Tool 2.2 Stakeholder Map

Assessment

1. When to use the tool

A stakeholder map allows you to visualise the landscape of individuals, groups and organisations who play a role in the ABS Field of Action you are working on. It is a very flexible tool that can be structured according to your needs. It also provides you with insights about both the relative importance of each stakeholder, and how close or far they relate to each other. There are several forms of stakeholder maps; the one we suggest here takes the shape of an onion.

2. How to use the tool

As is the case with most other tools, a stakeholder map is best created in collaboration with others. The discussion about who the actual stakeholders are, how relevant they are and where they should be placed vis-à-vis one another brings out interesting insights that you can use later in the process. Ideally, use coloured cards, felt pens and a pin board or flipchart for this tool. If you don't have cards, you can easily produce them by cutting paper into pieces, about half the size of an envelope.

Step 1 – Define the structure

Define three broad categories into which you will group the stakeholders. For most ABS purposes, distinguishing state, private sector and civil society makes most sense. In some cases, a structure of, for example, global, national and local players may be a useful alternative.

Step 2 – Prepare the map

Draw the "onion" onto a flipchart or a large board, as shown on the picture: with an inner circle for "primary stakeholders" and an outer circle for "intermediaries", and with marks for the three defined categories.

Step 3 – Collect the stakeholders

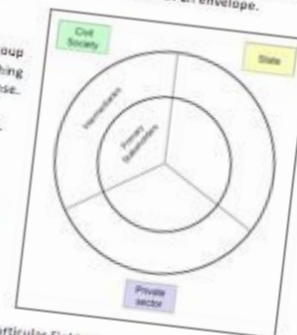
Brainstorm all the stakeholders you can think of in this particular Field of Action. Write each of them on one card, using different colours for each category of stakeholders (for example, yellow for state, blue for private sector, and green for civil society).

Step 4 – Place the stakeholders on the map

Put the cards on the map, according to the three categories and two circles. Use the distance from the center as an indicator for the relative importance of each stakeholder, and place stakeholders that have a close relationship (for example, because they co-operate) near each other on the map.

Step 5 – Add any additional relevant information

Finally, you can add information on individual stakeholders or the relationships between them. For example, you can mark veto players by putting a "V" on the respective card. Or you could draw solid and dotted lines between certain stakeholders, indicating the relative strength of their relationship.



Complementing activities to date..

- **Communication Expert**
- **Beginner briefs on user sectors**
- **High Level lobbying (AU etc.)**
- **ABS – SDG policy paper**
- **Business Campaign**
- **ABS News Digest**
- ***Interactive case presentation***
- **Website**
- ***Story Collection***
- ***National ABS CEPA training***
- ***Local level CEPA template***



THE **ABS**
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'**APA**

Thank you!

More information:

www.abs-initiative.info

Tobias.Dierks@giz.de

funded by



Federal Ministry
for Economic Cooperation
and Development



DANISH MINISTRY
OF THE ENVIRONMENT



implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH