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**CONFERENCE OF THE PARTIES TO THE
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TO THE PROTOCOL ON BIOSAFETY**

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Agenda item 6.3 of the provisional agenda*

OUTREACH STRATEGY FOR THE CARTAGENA PROTOCOL ON BIOSAFETY*Note by the Executive Secretary*

1. The Executive Secretary has the honour to circulate herewith, for the information of participants, the Outreach Strategy for the Cartagena Protocol on Biosafety (2003-2005) developed by the Secretariat. This Strategy has a number of objectives. Among others, it seeks to engage, inform and motivate relevant stakeholders to actively participate in and support the implementation of the Protocol, including through carrying out biosafety capacity-building activities, such as awareness-raising, sharing of information and expertise, and/or sharing of publications and other resource materials with Parties and other stakeholders.

2. The Strategy initially targets the following key stakeholders: government authorities, academic and research institutions, regional and international organizations and networks, the media and the private sector. Within the framework of the Strategy, initial contacts have been made with different institutions to explore collaborative opportunities, including linking of websites and databases, exchange of knowledge and expertise regarding LMOs (for example relevant research data, scientific journal articles or policy studies) and collaboration in the development and dissemination of resource materials through the Biosafety Clearing-House.

* UNEP/CBD/BS/COP-MOP/1/1

OUTREACH STRATEGY FOR THE CARTAGENA PROTOCOL ON BIOSAFETY, 2003 - 2005

“Communicating the Protocol and Mobilizing Support for its Implementation”

Secretariat of the Convention on Biological Diversity, Biosafety Programme

INTRODUCTION

Communication and outreach are central to the effective implementation of the Cartagena Protocol on Biosafety.^{1/} Realization of the Protocol’s objective will require, among other things, broad awareness and informed participation of all relevant stakeholders in its implementation. This is recognized in the Action Plan for Building Capacities for the Effective Implementation of the Protocol, which was developed in 2002 by the Intergovernmental Committee for the Cartagena Protocol on Biosafety (ICCP).

There is an urgent need to reach out to, inform and motivate relevant stakeholders to support and participate actively in the implementation of the Protocol, including through engaging in biosafety capacity-building activities. It is also very important to make relevant information readily available through appropriate means and to communicate clear, credible, consistent and targeted messages to specific audiences. These are critical elements to building stakeholder awareness and confidence in the Protocol and to promoting their active involvement and support for its implementation.

Effective outreach requires a systematic and coordinated approach. A strategy is necessary to ensure that outreach efforts are focused and integrated in order to maximize the use of existing communication tools and to leverage available outreach opportunities. Over the past years, the Secretariat has employed different means to communicate information about the Biosafety Protocol and to reach out to different stakeholders.^{2/} However, these tools have not hitherto been used within a systematic integrated framework. This Outreach Strategy for the Protocol was developed to streamline and optimize the use of the existing and new communication tools in order to facilitate systematic, focused and coordinated dissemination of information and the effective engagement of key stakeholders to promote their active participation in the implementation of the Protocol.

Box 1: Key Features of the Strategy:

- ❖ It outlines actions and mechanisms to:
 - Reach out to different stakeholders regarding the Biosafety Protocol;
 - Facilitate timely dissemination of, and access to, relevant information;
 - Leverage resources of other organizations to reach out to broader audiences.
- ❖ It integrates the ongoing outreach activities and emphasizes making the best use of available opportunities to disseminate information about the Protocol.
- ❖ It emphasizes effective use of the following outreach strategies: printed information materials, the mass media, electronic communication tools, meetings and special events and the existing outreach programmes and networks, as appropriate.

^{1/} In this strategy, the term “outreach” is used to describe the process of establishing contact, informing, engaging and interacting with relevant stakeholders with the view to promoting their awareness, support and active participation in the implementation of the Protocol.

^{2/} The key means of communication and outreach used by the Secretariat include: regular correspondence (by letter, phone or fax), e-mail lists, the Convention on Biological Diversity Website and the Biosafety Clearing-House, publications (e.g. copies of the Protocol, brochures, the CBD News newsletter and background documents); press releases and newsletter articles; presentations at workshops, face-to-face meetings and response to public requests for information.

This Strategy document highlights the overall outreach objectives, the priority target audiences and the strategic means to be used to reach them. It is intended to serve as a management tool to guide the design, implementation and monitoring of the outreach activities for the Protocol by the Secretariat. It will be implemented within the overall framework of the Global Initiative on Communication, Education and Public Awareness (CEPA) adopted by the Conference of Parties to the Convention on Biological Diversity in decision V1/19. The priority substantive outreach themes and messages will be derived, principally, from the decisions and work programme of the Conference of the Parties serving as the meeting of the Parties to the Protocol and from emerging issues likely to affect the implementation of the Protocol.

VISION

The long-term vision is to have all key relevant stakeholders well informed about the Protocol's objective and provisions, supportive of and actively engaged in its implementation and constantly updated about new developments relevant to its implementation.

Box 2: Objective of the Protocol

... the objective of this Protocol is to contribute to ensuring an adequate level of protection in the field of the safe transfer, handling and use of living modified organisms resulting from modern biotechnology that may have adverse effects on the conservation and sustainable use of biological diversity, taking also into account risks to human health, and specifically focusing on transboundary movements.

GOAL AND OBJECTIVES

The overall goal is to contribute to increase awareness of the Protocol and support for the Protocol and the active participation of a broad range of stakeholders in its implementation.

The substantive objectives are:

1. To increase the visibility and level of awareness and understanding of the Protocol by a wide range of relevant stakeholders;
2. To engage, inform and motivate key stakeholders to support and actively participate in the implementation of the Protocol, including through undertaking biosafety capacity-building activities such as raising awareness about the Protocol, sharing data and information, providing expertise and developing publications and other resource materials;
3. To ensure increased, timely and easy access to available information by relevant stakeholders in comprehensible formats in order to facilitate informed decision-making and appropriate action;
4. To promote collaboration, networking and partnerships between different stakeholders involved in the implementation of the Protocol.

The strategic objectives are:

1. To optimize the use of existing communication tools and to leverage existing strategic events in order to ensure broad and effective communication of the Protocol and engagement of relevant stakeholders;

2. To ensure systematic, targeted and coordinated dissemination of information to achieve maximum communication impact;
3. To improve media relations in order to secure increased, regular, accurate and positive media coverage of the Protocol issues;
4. To ensure that the achievements, best practices and lessons learned in the implementation of the Protocol are appropriately packaged, showcased and widely shared and magnified.

It is expected that this Outreach Strategy will facilitate a more proactive and strategic use of the diverse communication and outreach tools and seek to incorporate the lessons learned from previous outreach activities.

GUIDING PRINCIPLES

The implementation of this Strategy will be guided by a number of principles, including the following:

- Broad, proactive and timely dissemination of information to relevant stakeholders
- Systematic, targeted and coordinated approach to communication and outreach for the Protocol
- Communication of simple, clear, credible, consistent and compelling messages about the Protocol
- Delivery of accurate, unbiased and high quality information in comprehensible formats
- Effective media relations to ensure regular, positive and accurate coverage of the Protocol
- Two-way communication between the Secretariat and key stakeholders, using accessible and adaptive means of communication.

TARGET AUDIENCES

Implementation of the Protocol will be influenced by, and will have an impact on, a wide range of stakeholders including: policy-makers, regulators, scientists, academics, business and industry, non-governmental organizations, the media, farmers, consumers, local communities and other groups. For the Protocol to succeed, it is important to reach out to all these stakeholders. Some of them are completely unaware of, or are marginally informed about, the Protocol. These would need to be sensitized, mobilized and engaged in the Protocol processes. Others are already aware about it and are involved in its processes, but would need to be kept informed about new developments, including emerging issues and opportunities, in a timely manner.

While reaching out to all the relevant stakeholders would be a desirable goal, it is not possible for the Secretariat to do so because of the limited resources and the sheer magnitude of the work involved. For that reason, the Secretariat will initially focus on reaching out to two categories of target groups, namely: those that have central strategic roles in the implementation of the Protocol, and those that would potentially reach out to other stakeholders and the broader public.

The primary target audiences will initially include the following:

1. Government officials (through the national focal points)
2. Business and industry (particularly the biotechnology industry) and
3. The media.

Secondary target audiences, to be engaged after the first group has been effectively reached and engaged, include the following:

1. Organizations and networks with environmental outreach programmes
2. Academic (universities) and research institutions.

The rationale for targeting the audiences listed above, the envisaged means and activities to reach them, as well as the expected results/outcomes are described in the implementation action presented on page 11 below. Basically, they are targeted because of their potential central role in the implementation of the Protocol and therefore there is a need for them to be well informed about its provisions and the outcomes of its processes. For example, government officials responsible for making or handling LMO import applications would need to fully understand the provisions of the Protocol and to be updated about new developments. Similarly, the private sector, which is currently championing biotechnology research and the commercial production and international trade in LMOs, needs to be conversant with the required procedures under the Protocol, and the emerging decisions of the Conference of the Parties to the Convention on Biological Diversity serving as the meeting of the Parties to the Protocol that might have implications for its activities. On the other hand, the mass media, which reach and influence a wide range of audiences, need to be well-informed and effectively engaged in order to report accurately and consistently about the Protocol.

OUTREACH STRATEGIES AND COMMUNICATION TOOLS

There is a wide variety of communication and outreach tools through which the different target audiences can be engaged, informed and involved in the implementation of the Protocol. Examples include use of: regular correspondences (by letter, phone, fax or e-mail), printed materials, e-mail and Internet, the mass media, presentations at meetings and special events, exhibitions, outreach visits or use of goodwill Ambassadors. Within the limited available resources, the Secretariat is currently employing a few of these tools.

In order to enhance the outreach effort for the Protocol after its entry into force, the following outreach strategies, including those already used, will be adopted or further enhanced:

- ▶ **Correspondence** with specific individuals or stakeholder groups (by letter, phone, fax, e-mail) and use of the official notifications;
- ▶ Production and targeted dissemination of **printed information materials** (brochures and copies of the Protocol);
- ▶ Active engagement of the **mass media**;
- ▶ Effective use of **e-mail and the Internet**;
- ▶ Making presentations and speeches at relevant meetings and organizing outreach activities at other **strategic events and processes** to promote the Protocol; and
- ▶ Strategic collaboration with **existing outreach initiatives and networks**.

These outreach strategies have been selected mainly because they are considered to be the most effective means to reach the key targeted stakeholders for the Protocol, who are widely scattered and have varying levels of capacity to access information. A wide range of outreach strategies, including both electronic and non-electronic means, has been selected, recognizing the varying levels of access to new information technologies between countries.

Specific measures on how each of the priority outreach strategies listed above will be implemented to achieve the outreach objectives most effectively are outlined below.

Strategy 1. Development and targeted dissemination of printed materials

Printed materials, such as newsletters, brochures, pamphlets, fact sheets, policy briefs and other publications are still the most widely used as means of information dissemination and outreach. If presented in simple and well-structured formats and if disseminated in a targeted manner, publications are very effective communication tools. The Secretariat currently produces a range of publications, including:

brochures, the “CBD News” newsletter, a technical document series and others. The use of publications as a means of outreach will be further pursued and enhanced. A number of specific strategies will be adopted to ensure more effective use of this tool (see box 3 below).

Box 3: Strategies to Improve the Use of Printed Materials

- ▶ Identification of the information needs of different stakeholders
- ▶ Streamlining and focusing the production of biosafety outreach materials – including fact sheets, policy briefs, toolkits and technical papers – for specific audiences
- ▶ Developing comprehensible information packages
- ▶ Developing standard graphic templates for various biosafety outreach materials (e.g. press releases, brochures, newsletters or PowerPoint presentations) to ensure a consistent outlook (or what is referred to as branding)
- ▶ Targeting the dissemination of outreach materials to specific audiences (for example, to national focal points, school and public libraries, specialized media and others) and also electronically through the Convention on Biological Diversity website and the Biosafety Clearing-House
- ▶ Exhibiting available biosafety outreach materials prepared by the Secretariat at relevant meetings and special events
- ▶ Identifying, cataloguing and publicizing Protocol-related outreach materials produced by other organizations

Strategy 2. Active engagement of the mass media

The mainstream media – newspapers, journals, radio, television and newswire groups – as well as specialized media (such as network television) represent powerful and cost-effective tools for promoting awareness on a broad scale, engaging a wide range of audiences around key issues and influencing their decisions and actions. Using a proactive approach, the Secretariat will engage and influence the media to play a more active role in communicating the Protocol. The aim will be to secure increased and accurate media coverage of the Protocol issues. Effort will be made to maintain good media relations and to share, on a sustained basis, relevant information with reporters, editors, authors, and others with expressed interest in biosafety issues. “Opportunistic media strategies”, including news releases and press conferences, will also be used to seize emerging opportunities for promoting the Protocol, for example in the run-up to strategic events, e.g. meetings the Conference of the Parties to the Convention on Biological Diversity serving as the meeting of the Parties to the Protocol, or when specific incidents or “breaking news” occur. Specific strategies to be pursued are outlined in box 4.

Box 4: Strategies to Enhance the Engagement and Effective Use of the Media

- ▶ Identification, and establishment of a database of, journalists (reporters and editors) who are interested in biosafety issues.
- ▶ Enhancing media relations, including establishment of formal contact and regular interaction with key journalists and media houses
- ▶ Developing and providing to journalists press kits with newsworthy information or updates on emerging issues to ensure a constant flow of stories and regular media coverage of the Protocol.
- ▶ Developing compelling messages on the Protocol that resonate appropriately with specific target audiences
- ▶ Issuing news releases and/or organizing press conferences, in a timely and strategic manner, when opportunities present themselves to promote the Protocol.
- ▶ Providing relevant updates to the media following specific published stories in order to maintain regular coverage of the issues.
- ▶ Identifying and writing newsworthy biosafety stories/ articles and pitching relevant newspapers and journals/newsletters to publish them.
- ▶ Compiling and archiving relevant biosafety news clips electronically and providing links to them.

Strategy 3. Effective use of electronic communication tools (e-mail and Internet)

New electronic communication technologies, such as e-mail and the Internet, provide effective means for ensuring comprehensive, in-depth and more lasting communication. While the traditional media-based outreach activities (through newspapers, television and radio) are usually influential and focused, they are unfortunately short-lived and do not allow comprehensive treatment of key issues. The Internet provides tools that can allow target audiences to interact with the outreach materials and messages, increasing the knowledge retention levels. The Secretariat will make effective use of e-mail and the Internet to make biosafety information, news, and reports readily available to broader audiences in a user-friendly and informative way. The Convention on Biological Diversity website will be effectively used as a tool for making available relevant information about the Protocol, including its activities, new developments, a calendar of events, and links to other relevant information sources. A dedicated Biosafety Outreach web page will be created to provide a “one-stop shop” where biosafety outreach materials produced by the Secretariat would be accessed in an easy, well-structured and user-friendly way. This web page will also provide a platform where organizations involved in promoting awareness about biosafety-related issues would register to cooperate and share their educational materials through the Convention on Biological Diversity website. Other specific strategies to improve the use of electronic communication tools for outreach purposes are outlined in box 5.

Box 5: Strategies to Enhance the Use of E-mail and Internet

- ▶ Establishing a dedicated Biosafety Outreach Web page that is easy to navigate, with links to specific categories of information about the Protocol relevant to different target audiences.
- ▶ Keeping the content on the Protocol web pages in the CBD Website up-to-date, diverse and credible.
- ▶ Establishment of links to other useful sources of information.
- ▶ Monitoring and enhancing the positioning of the Biosafety Outreach page among the different search engines.
- ▶ Establishing e-mail listservs for interested audiences, as necessary, to facilitate timely and targeted dissemination of information.

Strategy 4. Utilization of strategic meetings, events and processes

Meetings, conferences and other events are still the most effective means of outreach, awareness-building and knowledge-sharing. Face-to-face, real-time seminars and workshops with targeted presentations, discussions and dialogue on particular issues often provide good opportunities for getting the message clearly across to key stakeholders and for reaching consensus and common understanding of issues. Likewise, strategic events and processes such as regional and world summits of Heads of State, the Conference of the Parties or International Days (such as the International Day for Biological Diversity, World Environment Day and others) provide opportunities for leveraging public attention, political commitments or media coverage. The Secretariat will identify and maximize such opportunities to communicate, and raise the visibility and profile of, the Protocol. Some of the specific strategies to improve use of meetings and strategic events for outreach purposes are outlined in box 6 below.

Box 6: Strategies to Maximize the Use of Meetings/Events

- ▶ Developing and maintaining a calendar of strategic outreach events (e.g. seminars, conferences, summits or international days) where the Protocol could potentially be promoted
- ▶ Leveraging existing outreach events, for example by attending at relevant meetings/ events and making presentations on the Protocol, in order to increase its visibility and comprehension by different stakeholders
- ▶ Organizing side events on the Protocol (e.g. workshops, information sessions or information booths) during relevant meetings and other events
- ▶ Organization of outreach activities during strategic events such as the International Day for Biological Diversity, World Environment Day and others (dissemination of awareness materials on the Protocol)
- ▶ Organization of public lectures/presentations at key universities and other public groups, as resources permit and as opportunities arise

Box 7: Strategies to Maximize Collaboration with Other Outreach Initiatives

- ▶ Identification of organizations and networks already implementing biosafety-related awareness activities and registering them in a database
- ▶ Leveraging resources, outreach materials and expertise of other interested organizations in order to maximize outreach efforts
- ▶ Providing technical backstopping to partner organizations, where needed, for example by sharing information and offering advice in development of outreach materials and messages
- ▶ Encouraging other organizations not doing so already to include biosafety outreach in their programmes, disseminate materials prepared by the Secretariat and to establish links to the official Protocol web pages in their websites
- ▶ Establishing strategic collaborative partnerships and joint outreach activities with relevant organizations in order to realize maximum impact
- ▶ Exploring the possibility of establishing a thematic sub-network of biosafety educators and communicators, within the framework of the CEPA Initiative

Strategy 5. Establishing partnerships with outreach initiatives and “networks” of other organizations

There are a number of organizations and networks with good environmental education and outreach programmes and expertise, which provide strategic opportunities for sharing of biosafety information and knowledge. Examples include: UNEP^{3/}, /ICGEB ^{4/}, the Food and Agriculture Organization of the United Nations (FAO) ^{5/}, the IUCN Commission on Environmental Education, Third World Network ^{6/}, Food Safety Network ^{7/}, AgBiotechNet ^{8/}, International Federation of Environmental Journalists (IFEJ) and the World Environmental Journalists E-group (WEJEG). Because of their established contacts with their respective target audiences, these networks would provide strategic and cost-effective mechanisms for disseminating information on the Protocol and facilitating broader awareness-building.

Under this strategy, the Secretariat will make every effort to identify, build on and collaborate with existing environmental education initiatives and networks in order to leverage available resources, opportunities and lessons learned and to profile and communicate the Protocol to broader audiences. Other key partners, not doing so already, will be encouraged to include biosafety in their awareness programmes and to establish links to the Protocol’s web page and to the Convention on Biological Diversity in their websites. Some of the specific strategies that may be pursued to contribute to this are listed in box 7 above.

^{3/} UNEP’s Division of Communications and Public Information: <http://www.unep.org/cpi/> and the UNEP/GEF project: <http://www.unep.ch/biosafety/>

^{4/} International Centre for Genetic Engineering and Biotechnology: <http://www.icgeb.trieste.it/~bsafesrv/>

^{5/} FAO Biotechnology Forum and BiotechNews: <http://www.fao.org/biotech/act2.asp>

^{6/} Third World Network’s Information Service: <http://www.twinside.org.sg/bio.htm>

^{7/} Food Safety Network: <http://www.foodsafetynetwork.ca/#>

^{8/} AgBiotechNet of CABI International: <http://www.agbiotechnet.com/>

Strategy 6: Internal communication (in-reach) and capacity-building

The Secretariat will organize a number of internal discussion and training sessions to enable staff to discuss and learn more about the Protocol issues, to acquire basic communication and outreach skills and to build their awareness of the provisions of the Protocol and the outcomes of the Protocol process. For example, the Biosafety Unit will organize lunchtime presentations (“Brown Bags”) for staff of the Secretariat of the Convention, to provide opportunities for informal discussion and dialogue on topical issues under the Protocol.

Box 8: Strategies to Enhance the Capacity of the Staff of the Secretariat of the Convention on Biological Diversity to Communicate the Protocol

- ▶ Organize lunch presentations, “brown bag”, for staff of the Secretariat of the Convention (including presentations by biosafety staff and invited guest speakers, as appropriate)
- ▶ Prepare PowerPoint presentations or briefing notes/talking points about the Protocol and key outcomes of its processes for use by Convention Secretariat staff going on mission, to enable them to speak about the Protocol appropriately
- ▶ Collect and maintain relevant biosafety-related news and other useful information on the Intranet and in a file of news clips
- ▶ Organize short internal training seminars on basic communication and outreach approaches for SCBD staff to enhance their skills to better communicate the Protocol to external audiences.

MONITORING AND EVALUATION

Implementation of the strategy will be monitored on an ongoing basis and evaluated at appropriate intervals to assess progress and effectiveness in implementing the planned activities and realizing the intended outputs/targets and desired outcomes. The implementation plan outlined below, including the specific activities, expected outcomes and indicators, will be used to facilitate the monitoring process. The reasons for the successes and failures will be identified and any changes in circumstances will be tracked in order to adopt new approaches, means and techniques, if necessary, and to capitalize on any emerging opportunities.

A wide range of methods requiring minimal or no cost will be used to evaluate the progress and effectiveness in implementing the Strategy, including the following:

- Solicitation of feedback from the target audiences through e-mails, suggestion button on the website, and informal interactions
- Analysis of the content of media coverage (news clips) and the educational programmes of other organizations using extracts from the educational materials supplied by the Secretariat
- Internal self-assessment and self-evaluation
- Analysis of the nature and trend requests and queries received by the Secretariat from specific stakeholders and the general public.

A facility will be established on the Protocol web page and the Biosafety Clearing-House to encourage continuous feedback from the public, including on the relevance and legibility of the information disseminated, efficiency in disseminating information, the user-friendliness of the means used and proposals for improvement.

THE IMPLEMENTATION ACTION PLAN

The implementation plan describes the rationale/basis for reaching out to each of the proposed target audiences, the envisaged means and activities to reach them, as well as the expected results and indicators of success. Detailed work plans, deriving from this general action plan, will be prepared each year, specifying with more certainty the exact activities to be undertaken, by whom and by when, and the products.

1. Government authorities

Basis for action

Government officials at different levels – decision makers, regulators, risk assessors and others – are a critical group of stakeholders that will determine the successful implementation of the Protocol at the national level. It is very important that they are well informed about the Protocol and are updated regularly about relevant processes, emerging issues, opportunities and new available information. The officials who handle the LMO import applications, review the risk assessments and finally take decisions need to fully understand the provisions of the Protocol and sources of new information. Similarly, it is important for politicians and policy makers who provide the overall leadership, set the policies and laws and determine the budgets for biosafety activities at the national level to have at least a general understanding and appreciation of the objective and significance of the Protocol in order to generate the necessary political support and commitment to the Protocol.

Objectives

1. To improve communication with policy makers and political leaders, with a view to reinforcing their understanding of, and commitment to, the objective and provisions of the Protocol.
2. To share the most current information, including policy analyses and research findings regarding LMOs, in order to encourage dialogue among policy makers and practitioners, foster open exchange of views, and help shape informed policy.
3. Disseminate or provide access to available information for the relevant government officials, so that they have the information they need to make decisions or take relevant actions.

Activities

Activity	Responsibility	Time frame
▶ Establish/maintain an e-mail list for all National Focal Points (NFPs) and Competent National Authorities (CNAs)	BSU, CHM ^{9/}	Short-term (1-6 months)
▶ Maintain regular contact with the NFPs and CNAs		Ongoing
▶ Contribute biosafety articles to the CBD News for distribution to all Governments	BSU, I&O	Ongoing
▶ Produce an annual graphically engaging special edition of the CBD News, devoted to the Protocol, highlighting the major developments under the Protocol and the key events and emerging issues	BSU, I&O	BSU, I&O
▶ Provide relevant awareness materials (brochures, copies of the Protocol, newsletters, etc.) to NFPs and for dissemination at the national level	BSU, I&O	Ongoing and upon request

^{9/} BSU = Biosafety Unit; I&O = Implementation and Outreach Division of the Secretariat; CHM = Clearing-house mechanism; EDM = Executive direction and management; RMCS = .

▶ Prepare and send summary updates on the outreach activities of the Secretariat and progress with the implementation of the Protocol to all NFPs and CNAs every four months (partly deriving from the quarterly reports by the Executive Secretary)	BSU, RMCS	Medium-term (1-2 years)
▶ Prepare and disseminate policy briefs on specific issues to relevant government officials through the NFPs	BSU	Medium-term (1-2 years)
▶ Develop generic PowerPoint presentations on the Protocol that could be customized and used by NFPs and other interested players in their awareness activities	BSU	Medium-term (1-2 years)
▶ Prepare a pool of outreach messages about the Protocol and make them readily available to Parties and others, upon request, for use in press conferences and policy briefings ^{10/}	BSU, I&O	Medium-term (1-2 years)
▶ Encourage Parties, other Governments and relevant organizations to communicate to the Secretariat their achievements, lessons and best practices in implementing the Protocol to ensure that these are publicized and showcased (magnified), including through coverage in the media, as appropriate.	EDM, BSU, I&O	Medium-term (1-2 years)

Expected outcomes and indicators of success

- ▶ Parties better informed about the Protocol and continuously updated about new developments
- ▶ Relevant information required by Parties readily available and in useful formats
- ▶ Outreach and other resource materials made widely available to national focal points for national-level distribution
- ▶ Increased level of awareness and support for the Protocol at the political/decision-making levels.

2. Business and Industry

Basis for action

The private sector, in particular the biotechnology industry, is a key stakeholder in the Biosafety Protocol process. Many private companies are currently involved in research, commercial production and international trade in LMO commodities. It is important for private-sector stakeholders (including importers/exporters, transporters, processors, wholesalers and retailers) dealing in LMOs to understand the requirements under the Protocol, and to be informed about the decisions of the Conference of the Parties to the Convention on Biological Diversity serving as the meeting of the Parties to the Cartagena Protocol on Biosafety and other new developments under the Protocol that might have implications for their activities. On the other hand, the biotechnology industry is an important source of information that would be useful in the implementation of the Protocol. Therefore, the Secretariat will identify and reach out to key private-sector players to promote awareness and exchange of information and to promote strategic collaboration.

Objectives

1. To improve the understanding of, and adherence to, the requirements under the Protocol by the private-sector players.
2. To strengthen the collaboration and active involvement of the private sector (business and industry) in the Protocol's processes.
3. To promote sharing of available relevant biosafety data and information from the private sector.

^{10/} Examples of possible biosafety messages are included in the Annex.

Activities

Activity	Responsibility (who)	Timeframe
▶ Identify and register key biotechnology industries and businesses dealing in LMO production and trade in a database	BSU	Short-term (1-6 months)
▶ Establish contact and regular correspondence with specific individuals in key biotechnology industries and businesses dealing in LMOs	BSU	Short-term (6-12 months) and ongoing
▶ Invite key biotechnology industries and businesses to the relevant meetings and processes under the Protocol and encourage their active participation in its implementation	BSU, EDM	Ongoing and opportunistic
▶ Provide relevant information and regular updates on new developments under the Protocol to key private-sector players, e.g. briefs on the required procedures under the Protocol, and the emerging decisions of the Conference of the Parties serving as the meeting of the Parties to the Protocol	BSU	Ongoing

Expected outcomes and indicators of success

- ▶ Increase in number of private sector representatives participating in meetings of the Protocol at all levels
- ▶ Increased level of understanding and confidence in the Protocol and the active support for its implementation by the private sector
- ▶ Increased level of sharing of data and information between the Secretariat and private companies
- ▶ High level of compliance with the Protocol requirements by the private-sector players.

3. The media

Basis for action

Both the print and electronic media are important mechanisms for disseminating information to the public. The Secretariat will identify and target reporters/correspondents and editors working with key media houses and news wires covering environmental news. Potential targets include: Reuters World Environment News (Planet Ark), Environment News Service (ENS), Environmental Media Services (EMS), BBC, CNN, TVE as well as environmental journalists' networks such as: the International Federation of Environmental Journalists (IFEJ), the Commonwealth Environmental Journalists Association and the World Environmental Journalists E-group (WEJEG).

Objectives

1. To promote broader, positive and accurate coverage of the Protocol and its activities in the mass media.
2. To engage and effectively use the mass media to disseminate information and news regarding the Protocol, its activities and significance.

Activities

Activity	Responsibility	Timeframe
▶ Identify and register journalists, press officers and journal editors interested in biosafety-related issues in a database	I&O, BSU	Short-term (1-6 months) and ongoing
▶ Establish personal contact and liaise regularly with specific individual reporters and editors from key media houses and journals (by phone or e-mail, as appropriate)	BSU, I&O	Ongoing
▶ Provide updates to journalists on key developments under the Protocol, new emerging biosafety issues, calendar of events and advice on new available information and additions to the Convention on Biological Diversity web site	BSU	Opportunistic
▶ Maintain a file of important biosafety news clips/stories and provide links to them on the Biosafety Clearing-House	BSU	Ongoing
▶ Develop a pool of potential biosafety stories and provide them to interested newspapers and free-lance journalists	BSU, I&O	Medium term (1-2 years)
▶ Prepare and issue “news releases” around major events to highlight key Protocol issues, as appropriate (e.g. prior to the Conference of the Parties serving as the meeting of the Parties to the Protocol, other big meetings) and as opportunities occur	I&O, BSU	Opportunistic
▶ Arrange media interviews of relevant Secretariat staff on specific Protocol issues (e.g. in the run up to the meetings of the Conference of the Parties serving as the meeting of the Parties to the Protocol or when issues of public interest emerge) or organize “news conferences”, where appropriate	I&O	Opportunistic
▶ Prepare and provide to interested parties sample news releases (and background notes for journalists) or key messages that could be customized to promote media coverage of Protocol issues and activities at the national level	BSU, EDM	Opportunistic/ongoing
▶ Compile and produce a set of frequently asked questions for journalists and communicators	BSU	Long-term (2-3 years)
▶ Prepare news articles on the issues and accomplishments under the Protocol and pitch key newspapers and newsletters (e.g. FAO Biotech-News, Biotech & Development Monitor, Crop Biotech Update, Agnet, etc) to publish them	BSU	Opportunistic/Long-term (2-3 years)
▶ Monitor media coverage and take appropriate corrective measures to counter critical inaccurate reporting about the Protocol, for example by writing to the editor and providing the correct information	BSU, EDM	Ongoing

Expected outcomes and indicators of success

- At least 30 journalists reporters/editors identified and actively engaged
- A database for journalists working specifically on biosafety issues established
- Increase in the frequency of media contact with the Secretariat
- Increase in the number of journalists attending and covering meetings related to the Protocol
- Improvement in the level and quality of media coverage of the Protocol (for example, reflected by accurate reporting about the Protocol and increase in number of news articles on the Protocol published)
- Increased pick up of the press releases of the Secretariat of the Convention on Biological Diversity by different media houses (due to improved quality and timing of news releases)
- Establishment of contact between journalists and relevant experts (scientist and researchers) on LMOs.

4. Organizations and networks with environmental outreach programmes

Basis for action

A number of organizations currently have good environmental outreach programmes. Examples include UNEP, FAO, IUCN, Third World Network, Food Safety Network and ISAAA (CropBiotech Net). Because of their established networks and broad reach to their respective audiences, such organizations provide unique opportunities for sharing information and promoting awareness about the Protocol. It is therefore important to identify and establish strategic partnerships with such organizations in order to reach out to broader audiences.

Objectives

1. To identify and enhance collaboration with other organizations that have relevant environmental outreach initiatives with the view to leveraging their resources and expertise in order to maximize the biosafety outreach effort.

Activities

Activity	Responsibility	Timeframe
▶ Develop a database of organizations and networks with relevant outreach programmes that could potentially be used to promote the Protocol	BSU, CHM	Medium term (1-2 years)
▶ Establish formal and informal collaboration and links with the identified organizations and networks in disseminating mutually useful information	BSU	Medium term (1-2 years)
▶ Provide information on the Protocol and its processes to key organizations for dissemination to their respective audiences	BSU	Medium term (1-2 years)
▶ Establish links on the Protocol Website to the relevant outreach Website of other relevant organizations and encourage them to do the same.	BSU	Medium term (1-2 years)
▶ Identify and leverage others partners' resources, expertise and opportunities to disseminate information about the Protocol	BSU	Medium term (1-2 years)
▶ Encourage other potential organizations not doing so presently to consider initiating biosafety outreach activities	BSU, I&O	Long-term (2-3 years)

Expected outcomes and indicators of success

- ▶ Increase levels of collaboration with other relevant organizations in disseminating information about the Protocol
- ▶ Links established between the Convention on Biological Diversity website and those of other relevant organizations
- ▶ More information from different sources made available to different audiences.

5. The academic and scientific community

Basis for action

The academic and scientific community – including students, faculty, scientists, as well as policy analysts at universities and public research institutions – represents a major stakeholder group that has a big role to play in the implementation of the Protocol. A number of academic and research institutions are involved in biosafety and biotechnology-related training and research (both scientific and policy research) that would be useful in supporting the effective implementation of the Protocol. Many scientists and academics are a major source of information, new knowledge, ideas and expertise regarding LMOs and

biosafety and are often called upon to provide advice, for example in risk assessment, development of biosafety frameworks and other processes. It is therefore important that they are fully informed about the Protocol's provisions and processes and are encouraged to share their information. On the other hand, students are the next generation of policymakers, regulators or users of LMOs. Therefore it is important to start sensitizing them about biosafety issues and about the Protocol.

The Secretariat will adopt a two-pronged strategy. One will focus on sensitizing students, faculty, scientists and researchers about the Protocol's provisions, emerging biosafety issues and relevant decisions from the Protocol process. Some of the outreach activities will include: organization of public lectures and seminars at universities and research institutes and distribution of outreach materials (e.g. background papers, brochures and CD-ROMs) to relevant departmental libraries. On the other hand, the Secretariat will forge collaboration with relevant universities and research institutions, with the view to encouraging them to share their information and new knowledge, including research findings and policy analyses, for integration in the Protocol processes, as appropriate.

Objectives

1. To sensitize students, faculty, scientists and researchers working on biosafety-related programmes about the Protocol's provisions, emerging biosafety issues and relevant decisions from the Protocol process.
2. To facilitate access to information and new knowledge generated by the academic and scientific community for integration in the implementation of the Protocol.

Activities

Activity	Responsibility	Timeframe
▶ Identify university institutes and public research institutions actively involved in LMO research and training	I&O, BSU	Short-term (6-12 months)
▶ Provide copies of the Protocol and other information materials to the libraries of key identified university departments and research institutions	I&O	Short-term (6-12 months) and ongoing
▶ Organize public lectures and seminars for interested universities and research institutes	BSU, I&O	Medium-term (1-2 years)
▶ Promote student visits to the Convention Secretariat for study tours and access to the Convention library and other information sources	BSU, I&O	Medium-term (1-2 years)
▶ Encourage and support interested students to study and make presentations on the Protocol at their universities	BSU, I&O	Medium-term (1-2 years)
▶ Invite and encourage faculty and students' participation in relevant meetings of the Protocol, including the Conference of the Parties serving as the meeting of the Parties to the Protocol	BSU, I&O	Medium-term (1-2 years)
▶ Identify key experts (scientists, policy analysts, international law specialists, etc) at universities and research institutions working exclusively on LMOs and biosafety issues	BSU	Medium-term (1-2 years)
▶ Establish collaborative data and information exchange programmes with relevant universities and research institutions in order to ensure that their information and new knowledge (e.g. research findings) are integrated in the Protocol processes	BSU	Long-term (1-3 years)

Expected outcomes and indicators of success

- ▶ More academics informed and more interested in teaching or researching on the Protocol issues

- ▶ More information and new knowledge generated by the academic and scientific community made available to Parties and other users and applied in the implementation of the Protocol.

ANNEX: SAMPLE BIOSAFETY MESSAGES

1. "Modern biotechnology is a relatively new area of science. There are still limited research data regarding potential adverse effects of its products (i.e. living modified organisms) on biological diversity and human health. It is therefore important to exercise precaution and undertake risk assessments before making decisions regarding their transfer, handling, use and introduction into the natural environment." It is also important that the development and use of biotechnology is subjected to adequate and transparent safety measures, known collectively as biosafety.
2. The Biosafety Protocol provides an international legal framework for ensuring environmental safety in the development and application biotechnology. It provides important principles, procedures and enabling mechanisms to promote safety in the transfer, handling and use of LMOs.
3. With biotechnology set to expand in the coming years, the early entry into force and eventual effective implementation of the Biosafety Protocol are crucial in order to provide an international legal framework to regulate the transboundary transfer, handling and use of LMOs.
4. Modern biotechnology being relatively new, and with potential adverse effects biodiversity and human health, it is important that the public is well informed and actively involved in relevant processes in order to facilitate them to make informed choices, decisions and actions regarding LMOs.
5. Biosafety is concern for all humanity. Every individual has a responsibility and a role to play in ensuring that LMOs do not adversely affect biodiversity and human health. Everyone should contribute to implementation of the Biosafety Protocol. Governments should put in place national frameworks to regulate the transfer, handling and use of living modified organisms (LMOs).
6. Many developing countries lack building human and institutional capabilities to undertake measures necessary for ensuring biosafety, such as administering the AIA procedure, undertaking risk assessments, risk management, information sharing, public awareness and others. International cooperation and support are needed to assist those countries to build their capacities.
7. When a decision is taken to import an LMO, it is important to put in place appropriate mechanisms and measures to monitor, manage or control any acceptable risks identified during the assessment and to forestall any emerging threats.
8. Recognizing the potential trade implications of biosafety, the Protocol emphasizes the mutual supportiveness with trade agreements with a view to achieving sustainable development. It is in the interests of industry to support its effective implementation and assist in capacity-building.
9. Adherence to the obligations under the Protocol by all Parties is critical for its successful implementation. Procedures and institutional mechanisms to promote compliance with provisions of the Protocol need to be established and operationalized.
10. Some LMOs may have adverse effects on biological diversity and human health. Therefore, it is necessary to have a clear rules and procedures that would help to spell-out responsibility and possible remedies in the event of damage being caused due to the transboundary movement of LMOs.
11. Becoming a Party to the Protocol presents a number of benefits to Parties including: contributing to the global effort to achieve the objectives of the Protocol, participating in decision making by the Conference of the Parties serving as the meeting of the Parties to the Protocol and, in the case of a developing country Parties and Parties with economies in transition, becoming eligible for GEF support, capacity-building, and other financial/technical assistance under the Protocol.
12. Biotechnology products, such as LMOs, which are the focus of the Biosafety Protocol, are only one group of modified organisms, besides Genetic Use Restriction Technologies (GURTs) and others, that could have adverse impacts on biodiversity.
