

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 lit 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





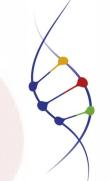
Valorisation strategy/approach

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?



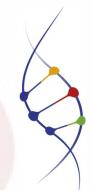
How can I impact my environment so it serves my purpose?

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