

THE **ABS**
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'APA

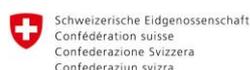


Expert Workshop: Developing ABS Communication Materials for Indigenous Peoples and Local Communities

29 January to 01 February, Limuru, Kenya

REPORT

The ABS Initiative is funded by

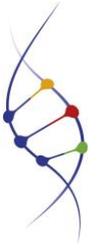


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Contents

| | |
|-------------------------------|----|
| List of Acronyms | 4 |
| Background..... | 5 |
| Approach and Objectives | 5 |
| Process..... | 7 |
| Results | 11 |
| Agenda..... | 29 |
| Presentations..... | 32 |
| List of Participants | 33 |
| Contacts..... | 35 |



List of Acronyms

| | |
|-------|--|
| ABS | Access and Benefit-sharing |
| AU | African Union |
| BCP | Biocultural Community Protocol |
| CBD | Convention on Biological Diversity |
| CBO | Community-based organisation |
| CNA | Competent National Authority |
| GR | Genetic resources |
| IPLCs | Indigenous Peoples and Local Communities |
| IPO | Indigenous peoples' organisation |
| MAT | Mutually Agreed Terms |
| PIC | Prior Informed Consent |
| TK | Traditional knowledge |



Background

The Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits arising from their Utilisation (ABS) grants relatively far-reaching rights to Indigenous Peoples and Local Communities (IPLCs) to decide about and benefit from the utilisation of their traditional knowledge and, in certain cases, genetic resources. Depending on national legislation, IPLCs are thus often the ones that act as providers of knowledge or resources and enter into ABS agreements with users.

Yet, many African IPLCs are not or only insufficiently aware of the concept of ABS and the related national and international frameworks defining their rights and roles in the interplay between users and providers. Communicating this complex topic in remote areas with low literacy levels and, very often, across language barriers remains a challenge for both government authorities and non-governmental organisations.

Over the last years, both ABS Focal Points and IPLCs have repeatedly pointed out the need for adapted ABS communication materials for rural / community contexts. Those materials would help to communicate the relevant elements of the Nagoya Protocol and respective national ABS frameworks in adequate ways. This would enable IPLCs to play a meaningful role in ABS implementation and, ultimately, benefit fairly from the utilisation of their traditional knowledge and genetic resources.

In response to these requests, the ABS Capacity Development Initiative and Natural Justice intend to develop a range of products that can be adapted and applied in rural and community contexts to support ABS-related communication and awareness raising activities. In order to start the product development process, this four-day workshop was held with African experts involved in local-level ABS and communications with the aim to provide the basis for adapted (and adaptable) ABS communications materials for IPLC target groups.

Approach and Objectives

This highly interactive workshop gathered representatives of IPLCs and non-governmental organisations, experts in communication, research and value chains as well as government officials, thus combining different relevant perspectives from a range of African countries. Apart from providing an opportunity for mutual learning and joint discussions around approaches and methods of communicating ABS and related topics, the workshop aimed to develop concepts for different communication materials targeting specific groups of IPLCs.

Accordingly, the main objectives of the workshop were to:

- Gain an overview of relevant concepts as well as existing materials and approaches;
- Discuss and identify target groups, contents and key messages to be communicated at the local level;
- Identify appropriate products to be developed;
- Prepare and discuss initial concepts for the selected products.

Using methods from the guide “Strategic Communication for ABS”, the participants spent four days identifying the most relevant target groups, designing communication objectives for them, selecting a



range of suitable communication channels, specifying main messages and outlining possible contents for some of those (Fig. 1). The results of the workshop will provide guidance to the organisers when developing the respective communication tools. The ABS Initiative and Natural Justice will keep the workshop participants informed during the product development process so that they can provide their feedback at the different stages.

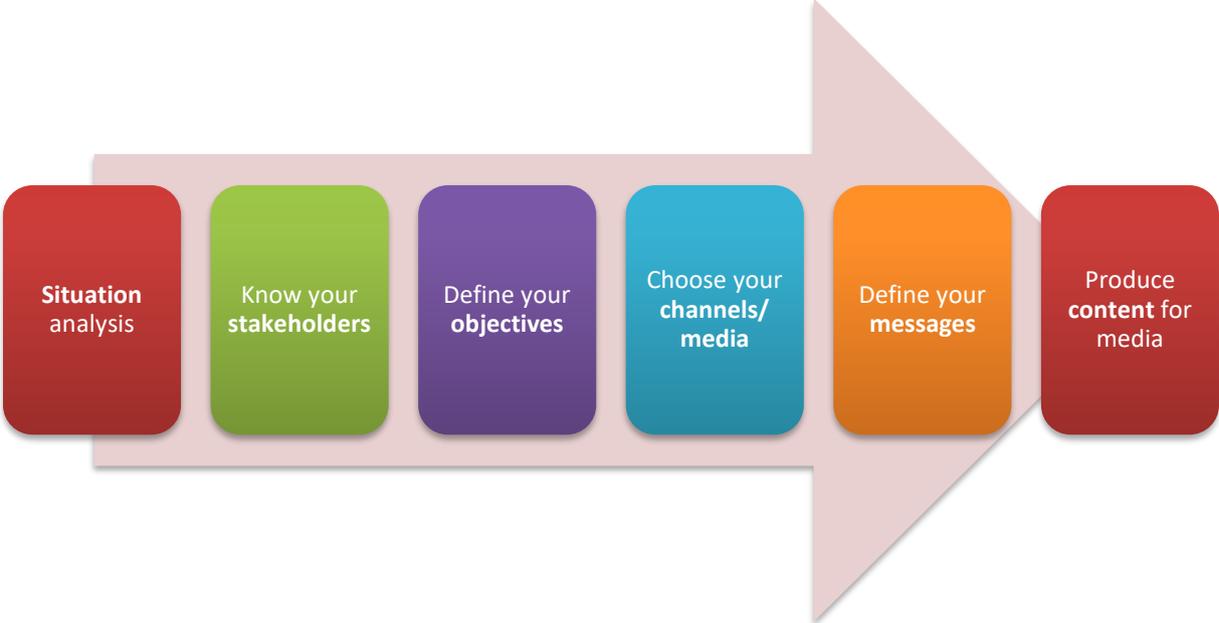


Fig. 1: Developing communication materials for IPLCs – process logic



Process

The workshop programme combined intensive work in small groups with regular feedback and discussion sessions in plenary. Following an introduction to the basics of ABS and communication, participants jointly identified the different stakeholder groups among IPLCs and discussed their roles as well as existing challenges and opportunities. Subsequently, four groups focussed on one stakeholder group / audience each to develop concepts for communication tools. In between group work sessions, participants also had time to get an overview of existing communication tools and share their own experiences and examples in that regard.

Selection of Target Groups

In order to select the most relevant target groups to work on, as a first step, participants reflected on the diverse roles IPLCs can – or should – play in ABS. Those roles were identified and grouped as follows:

| Category | Roles of IPLCs |
|-----------------------------------|--|
| National frameworks / governments | <ul style="list-style-type: none"> ▪ Advocacy for ratification and national legislation ▪ Participate in developing regulations, forms, entry points ▪ Dialogue with governments on rights and identities |
| Local governance | <ul style="list-style-type: none"> ▪ Self-organise, define local structures for decision-making ▪ Develop community protocols ▪ Strengthen / develop customary / traditional institutions ▪ Develop legitimate local representation ▪ Define local laws / rules |
| PIC | <ul style="list-style-type: none"> ▪ Give PIC ▪ Granting of access (or not) |
| MAT / Benefit-sharing | <ul style="list-style-type: none"> ▪ Negotiate benefits, contracts themselves ▪ Define how benefits will be shared horizontally |
| Monitoring & Compliance | <ul style="list-style-type: none"> ▪ Inform the government of non-compliance ▪ Participate in monitoring of user compliance (incl. change of use) ▪ Monitor access / utilisation ▪ In cooperation with governments, establish their own frameworks and tools for monitoring / compliance |
| Valorization | <ul style="list-style-type: none"> ▪ Identify objectives, needs, aspirations --> strategically valorize resources ▪ Participate in determining the value of GR ▪ Create awareness of local processes with users / researchers ▪ Participate in research |



| | |
|----------------------|--|
| Documentation | <ul style="list-style-type: none"> ▪ Develop inventories / registries of GR locally ▪ Documentation of TK |
| Conservation | <ul style="list-style-type: none"> ▪ Develop local ways to conserve GR & TK |
| Awareness & capacity | <ul style="list-style-type: none"> ▪ Mobilization around ABS ▪ Continually build capacity long-term |
| Alliances / networks | <ul style="list-style-type: none"> ▪ Build alliances among IPLCs ▪ Get organized at regional level ▪ Knowledge management & knowledge sharing |

In a second step, participants reflected on the reality and practice in their countries and communities. They discussed which strengths and opportunities IPLCs can build on to fulfil these roles, and which challenges they face:

| Opportunities | Challenges |
|---|--|
| <ul style="list-style-type: none"> ▪ Awareness raising of community rights in ABS by CSOs and indigenous peoples NGOs ▪ Existence of biocultural community protocols ▪ Majority of African countries have ratified the Nagoya Protocol ▪ Development of ABS legislations and guidelines ▪ Increased recognition of the role of non-state actors in conservation ▪ IPLCs live in areas with rich biodiversity ▪ IPLCs have rich TK that can be used to train other stakeholders, valorize resources ▪ Willingness of stakeholders (companies) to engage with IPLCs ▪ Recognition of the value of GR and TK at the international and national level (in some countries) ▪ Openness of IPLCs to interact and negotiate with governments on ABS process ▪ Existing structures in communities ▪ Increasing levels of literacy among IPLCs ▪ Increasing access to technology | <ul style="list-style-type: none"> ▪ Poor and slow implementation of the Nagoya Protocol – lack of funds for implementation ▪ Lack of national / local legislation ▪ Lack of cohesion among government departments ▪ Non-involvement of IPLCs in ABS processes ▪ Lack of knowledge / capacity building on ABS for IPLCs, governments and other stakeholders; lack of funds ▪ Lack of information sharing from the international to the local level ▪ Poor legal representation of IPLCs ▪ Lack of negotiation skills ▪ Poor organization of IPLCs ▪ Determining the value of GR and TK ▪ Conserving GR / avoiding overexploitation ▪ Users' lack of awareness of laws, value of GR and TK, other stakeholders ▪ Limited documentation / preservation of TK ▪ Defining owners of TK ▪ Loss of biodiversity |



Based on the previous discussions, the participants then identified a range of separate subgroups within IPLCs that fulfil the abovementioned roles to different extents. Those subgroups were subsequently placed in an actors' map to trigger a discussion on who of them could be regarded as **key players** in ABS, groups that are **directly** involved in ABS processes, and groups that are more **indirectly** affected or involved (Fig. 2).

Following these reflections, participants jointly selected four subgroups they wanted to focus on as target groups / audiences when developing concepts for communication tools:



Fig. 2: Actors' Map of IPLC subgroups

- **Traditional institutions / leaders**
- **Indigenous peoples organisations (IPOs) and community-based organisations (CBOs)**
- **Members of the broader community / beneficiaries not directly involved in negotiations**
- **Local government officials**

Apart from the four target groups that were prioritized for this workshop, participants underlined that **traditional health practitioners**, too, constitute a key group that might require their own specific communication materials.

Defining Media, Messages and Content

During the following days, participants worked in four groups, each of which focused on one of the target groups. In order to make sure that the appropriate objectives, messages and communication tools were selected for each audience, the groups took the following steps:

1. Defining Communication Objectives

*Analysis of **status quo**: What does this group know / understand about ABS ("Head")? What are their beliefs and attitudes ("Heart")? And what do they do ("Hands")?*

*Formulation of **desired change**: What should this group do / do differently ("Hands")? What attitude would be required for this ("Heart")? And what do they need to know ("Head")?*

2. Choosing appropriate media / channels

*What are the most **appropriate media / channels** for this audience?*



Results

The following sections compile the results of the group work.

Materials for Target Group 1: Traditional Institutions / Leaders

This target group includes all traditional institutions, such as traditional leaders, elders, traditional councils etc. In many countries, customary authorities are the ones thought to represent communities. They are often involved in ABS processes, such as giving PIC and participating in negotiations on behalf of their communities.

The group consisted of participants from Ethiopia, Kenya, Madagascar and South Africa who were traditional leaders or members of NGOs / CBOs.

Communication Objectives

Step 1: Analysis of status quo, formulating desired changes in knowledge, attitude and practice

| | Now – Status Quo | Desired Change |
|--------------|--|--|
| Head | <ul style="list-style-type: none"> ▪ Biological resources have a value ▪ GR / TK can be used scientifically and commercialised ▪ Their TK can be stolen ▪ Reliance on GR for their livelihoods ▪ GR / TK have been used for centuries | <ul style="list-style-type: none"> ▪ Enhanced, up-to-date understanding of ABS and TK ▪ Clarify their role in ABS – and know what are the roles of government and users to promote community participation ▪ Awareness of added value of natural resources and benefits of it for their community |
| Heart | <ul style="list-style-type: none"> ▪ GR and TK are there for certain purposes, but not for commercial gain ▪ They are the custodians of their land and resources ▪ Proud of their TK ▪ Traditional leaders have to be respected | <ul style="list-style-type: none"> ▪ GR can be developed, shared and bring benefits for their communities ▪ Attitude: learn – listen – understand ▪ Decisions must be taken with their communities, not in isolation or with the government |
| Hands | <ul style="list-style-type: none"> ▪ Protect and preserve resources as custodians ▪ GR management based on customary laws ▪ Encourage communities to respect traditions / customary laws / resources ▪ Conflicts: Who is the entry point for users? Who can negotiate on behalf of communities? ▪ Passing on knowledge and traditions to young generation | <ul style="list-style-type: none"> ▪ Prepare communities for potential use of GR / commercialization ▪ Strengthen legitimacy of traditional leaders / traditional institutions, strengthen their role ▪ Develop their own BCPs / community protocols ▪ Negotiate on behalf of their communities ▪ Set aside their differences, unite communities ▪ Lobby national government for recognition ▪ Form alliances with other ABS actors |



Step 2: Formulating concrete communication objectives

- Promote a good understanding of the basic principles of ABS laws and the potential roles of traditional institutions / leaders in the ABS process
- Enhance traditional leaders' and local institutions' negotiation skills to conclude ABS contracts that bring benefits to their communities
- Create awareness and mobilise local communities to form alliances and start a discussion on the measures to take to participate in ABS

Media and Messages

| Objective | Media / Channel | Messages |
|---|--|--|
| Have a good understanding of the basic principles of ABS laws and the potential roles of traditional institutions / leaders in the ABS process; | <ul style="list-style-type: none"> ▪ Training manual ▪ Animated video ▪ Documentaries | <ul style="list-style-type: none"> ▪ Understand ABS & TK + GR process: feel better – know better – do better ▪ Our story – our knowledge |
| Enhance traditional leaders' and local institutions' negotiation skills to conclude ABS contracts that bring benefits to their communities | <ul style="list-style-type: none"> ▪ Role play scenarios | <ul style="list-style-type: none"> ▪ Don't separate yourselves from yourselves / align yourself with your TK |
| Create awareness and mobilise local communities to form alliances and start a discussion on the measures to take to participate in ABS | <ul style="list-style-type: none"> ▪ Community radio | <ul style="list-style-type: none"> ▪ Let's walk together ▪ Develop your own protocols for ABS + TK + GR to own it ▪ Let's recognize and respect each others' roles and responsibilities |

The group added that their vision was to develop African indigenous guidelines on natural resources and their use and policies.

The group eventually decided that the media that would best contribute to achieving their objectives would be a **training concept targeting traditional leaders / institutions**.

Media / Channels: Contents

Training manual on ABS negotiation for traditional leaders / institutions

Objective: Strengthen the role of traditional leaders / institutions and enhance their negotiation skills in relation to TK and GR

Message: "Every game has rules and players" – Increase your negotiation skills and bring benefits to your community

Topic 1: Know the basics of ABS / GR / TK and the roles of traditional leaders / institutions

Information to be included:



- Idea of ABS: When / why / how did it emerge? What is it about?
- Who are the main actors in ABS? What are their roles?
- What are the relevant regulatory frameworks? (local – national – international)
- Potential added value of GR / TK
- Who are the potential users? What are the potential types of use?
- Types of permits (commercial, research etc.), different permitting procedures

Specific advice:

- Know the relevant laws!
- Make sure you know the contents of your community protocol
- If you do not have a community protocol, mobilize your community and develop one
- Develop a brief document that contains all the relevant information and guidelines

Topic 2: The principles and practices of negotiation in the context of ABS

Information to be included:

- Rules of engagement
- Things that negotiators should know:
 - Who are the other parties you are negotiating with?
 - What is their interest / position, what do they want?
 - Know your position and the community's interests
 - Know your limits
 - Know the limits of the resource / of sustainable extraction
- Establishing a memorandum of understanding (MoU):
 - Consult your community to be clear about your position!
 - Protect both parties' interests
 - Define both parties' positions
 - Privacy / confidentiality clauses
 - How to deal with the media

Specific advice:

- Be very clear on interests of the users and what you and your community wants in terms of benefits

Topic 3: Understanding the content of ABS contracts

Information to be included:



- Information on the contractors
- Purpose of the contract:
 - Which resource in which area?
 - For what type of use?
- PIC / MAT
- All conditions agreed between contractors
 - Types of benefit-sharing (monetary / non-monetary)
 - Other conditions (e.g. commitment in the event of a change in the type of use)
- Clause on how to regulate possible conflicts

Specific advice:

- Pay attention to the details of content:
 - Wording
 - Definitions

Feedback from the plenary

- Reflect further on level of education of traditional leaders: Localise, present lots of examples that fit the community context, use simple and relatable terms
- Traditional leaders often depend on others to support them in the implementation of ABS (IPOs, contract experts) --> Train them to work with others, possibly add an element of cooperation / seeking support
- Things that negotiators should know – be specific, give more detail
- Target group could be extended to IPOs / CBOs



Materials for Target Group 2: Indigenous Peoples Organisations / Community-based Organisations

This target group included non-governmental, often locally based organisations that support IPLCs in the implementation of ABS. They play an important role in awareness raising, training and community organising, but also in negotiation processes and value chain development. Furthermore, they often provide a link between communities and national, regional and international networks.

The group consisted of participants from Cameroon, Kenya and Sudan who were representatives of IPOs / CBOs themselves.

Communication Objectives

Step 1: Analysis of status quo, formulating desired changes in knowledge, attitude and practice

| | Now – Status Quo | Desired Change |
|--------------|---|---|
| Head | <ul style="list-style-type: none"> ▪ They know the community dynamics ▪ They are aware of the CBD and ABS processes ▪ Some know/ are aware of local legislation and constitution ▪ They know biopiracy is going on | <ul style="list-style-type: none"> ▪ They need to know + understand the processes of ABS (value chains, valorisation, contracts etc.) ▪ They need to know and understand the roles of the ABS focal point ▪ They should be aware of their mandate ▪ They need to know and enhance their negotiation skills ▪ They need to know and understand local and national law |
| Heart | <ul style="list-style-type: none"> ▪ They believe they are key stakeholders ▪ They think the government is the enemy ▪ They have a dominant attitude towards other communities, they think they are always right ▪ They believe they represent the community's interests / they think they don't need to consult the community in decision making ▪ They believe that they are the custodians of GR ▪ Some think they are being exploited ▪ There is a lack of interest and motivation with regard to ABS issues | <ul style="list-style-type: none"> ▪ Develop a positive attitude towards the government and local leaders, see them as allies ▪ Have an open mind and be vigilant towards exploitation ▪ Accommodate other stakeholders ▪ Help others grow |
| Hands | <ul style="list-style-type: none"> ▪ They participate in training workshops + ABS processes ▪ They train and create awareness in the community | <ul style="list-style-type: none"> ▪ Raise funds for awareness / communication ▪ Develop localised communication materials ▪ Organise and maintain dialogue with government and other stakeholders |



| | | |
|--|---|--|
| | <ul style="list-style-type: none"> ▪ They raise funds for community projects ▪ Some are middle men and brokers ▪ They represent the community in different forums ▪ Building community networks | <ul style="list-style-type: none"> ▪ Strengthen networks ▪ Help communities develop BCPs / protocols |
|--|---|--|

Step 2: Formulating concrete communication objectives

- Enhance IPOs'/CBOs' understanding of the ABS processes
- Enhance the development of BCPs based on existing national ABS laws
- Develop modalities for dialogue with governments and other stakeholders

Media and Messages

| Objective | Media / Channel | Messages |
|--|--|--|
| Develop modalities for dialogue with government and other stakeholders | <ul style="list-style-type: none"> ▪ Briefings / meetings ▪ Flyers / brochures ▪ Posters ▪ Capacity building workshops | <ul style="list-style-type: none"> ▪ Let's talk! Fair and equitable benefit sharing arising from GR and aTK ▪ Partnerships for sustainable use of our biological resources |
| Enhance IPOs'/CBOs' understanding of the ABS processes | <ul style="list-style-type: none"> ▪ Training manual ▪ Short videos (such as ABS simply explained, FPIC) | <ul style="list-style-type: none"> ▪ Advance your community by learning and understanding the ABS processes ▪ ABS made simple |
| Enhance the development of BCPs contemplated on existing national ABS laws | <ul style="list-style-type: none"> ▪ Toolkits / suitcase of materials ▪ Community radio series | <ul style="list-style-type: none"> ▪ ABS – Community, Consent and Contract ▪ Know your law, tell your story |

Feedback from the plenary

- Are community radio shows appropriate for this target group?

The group decided to focus on **posters and briefings / meetings**.

Media / Channels: Contents

ABS poster for IPOs / CBOs

Objective: Enhance IPOs' / CBOs' understanding of the ABS processes

Message: Advance our communities by learning and understanding ABS processes

Topic 1: CBD / Nagoya Protocol



Information to be included:

- Objectives of the CBD, Art. 8j, 10 and 15 (ABS)

Specific advice:

- Safeguard our TK

Topic 2: What is ABS?

Information to be included:

- The ABC of ABS – logic of the Nagoya Protocol (flowchart)
- PIC + MAT
- ABS-CH

Specific advice:

- Be very clear on interests of the users and what you and your community want in terms of benefits

Further detailed instructions for the poster:

User: A group of foreign business men standing in front of an office building, carrying briefcases and wearing suits

PIC + MAT: Community members (inclusive depiction: women, men, youth etc.) led by their chief / elder. The elder is distinguished by standing in front and holding a stick (symbol of authority) discussing with users. The picture is under a tree.

Benefits: A representation of GR, e.g. a branch, leaves = monetary compensation

Provider: A picture of community members in the community going about their usual business

CNA + ABS permit: Government official is sitting at a desk in his/her office. Surrounded with a lot of books and other documents.

ABS-CH: A person sitting at his / her desk with a computer, phone and documents, receiving a document with one hand and giving out another document with the other hand

Certificate of Compliance: Drawing of a certificate

Checkpoints: A security barrier with a government official standing next to it. The user is exiting and some community members are watching.

The flowchart “ABC of ABS” placed in the top corner of the poster.

Steps that actively involve IPOs / CBOs should be highlighted in different colours to help them know their roles and where they are involved.

What will make the posters attractive to the IPOs / CBOs:

- Use of bright colours
- Explanations in short texts
- Cartoon drawings: Facial expressions, body language



- Use of familiar objects like houses, trees, community environment, attires etc.
- Simple language that can be easily translated into local dialects / languages
- Develop an animation (interactive / animated graphic): clicking on an image opens further information
- Combine digital and print version of the poster

Feedback from the plenary

- Possibly too much detail for a poster – idea: develop a series of posters
- Good: Develop additional materials for presentation (digital version), but posters can be left with the audience
- Contents are very complex (ABS-CH, checkpoints), probably too far away from target group's reality. If the basic idea has to be communicated, think of how to simplify things.
- Suggestion: create a compilation of picture cards instead of a poster – separate topics clearly, more space for additional information.

Briefings / meetings for capacity building and awareness raising among IPOs / CBOs

Objective: Develop modalities for dialogue with governments and other stakeholders

Message: Partnerships for sustainable use of our biological resources

Topic 1: Negotiation skills

Information to be included:

- Identifying allies
- Building partnerships
- contracts

Specific advice:

- Invite government officials, ABS focal points and other stakeholders

Topic 2: Role of IPOs / CBOs

Information to be included:

- Helping the community in ABS process
- Building partnerships
- Monitoring and evaluation
- Bridging the gap between stakeholders



Materials for Target Group 3: Members of the Broader Community / Other Beneficiaries

This target group includes all members of communities that are already, or about to be, involved in ABS processes – i.e. everyone who would participate in the broader community processes and / or benefit from ABS agreements, but is not among the key players / decision makers.

The group consisted of participants from Kenya, Madagascar, South Africa and Uganda who were representatives of NGOs, research institutions and value chain experts.

Communication Objectives

Step 1: Analysis of status quo, formulating desired changes in knowledge, attitude and practice

| | Now – Status Quo | Desired Change |
|--------------|--|--|
| Head | <ul style="list-style-type: none"> ▪ TK is valuable to them and the researchers / users ▪ IPLCs can earn money from their resources ▪ Vulnerability of disclosing TK ▪ Government recognises them (in laws relevant to TK & environment protection) ▪ There are indigenous ideas, approaches, strategies that are relevant for ABS ▪ They have internal rules / governance systems | <ul style="list-style-type: none"> ▪ How to value TK ▪ What should be put in place before disclosing information to users ▪ Under which terms can they give their consent? ▪ They have the right to give or withhold consent ▪ How to negotiate / negotiation skills ▪ Simplified understanding of the ABS process |
| Heart | <ul style="list-style-type: none"> ▪ TK is a public good ▪ Efficacy of TK will be lost if commercialized ▪ TK system is inferior to other knowledge ▪ Stigma around TK ▪ They feel privileged to be consulted | <ul style="list-style-type: none"> ▪ They have rights to their TK and GR ▪ TK is a commonly held good of the community that can be valorised |
| Hands | <ul style="list-style-type: none"> ▪ They generously share information with anyone ▪ Most of them don't sign contracts, and when they sign, they don't understand it ▪ Passive participation (laws, process, negotiations, ...) ▪ They negotiate with very limited knowledge | <ul style="list-style-type: none"> ▪ Develop an internal vision ▪ List a whole range of issues of interest to guide negotiations ▪ Read and understand contracts (especially with regard to rights and obligations) |

Step 2: Formulating concrete communication objectives

- The community is empowered to actively participate in the ABS process



- Principles of contracts (within ABS process)
- GR / TK-based entrepreneurship that is aligned with the norms and values of IPLCs

Media and Messages

| Objective | Media / Channel | Messages |
|--|---|---|
| Understanding ABS process and their roles therein | <ul style="list-style-type: none"> ▪ Radio (call-in interviews, talk shows) ▪ Public meetings / barazas | <ul style="list-style-type: none"> ▪ There is a way / process that allows you to participate and benefit from TK / G R ▪ You have the right to determine how your TK / GR is utilised |
| Understand the principles of ABS contracts | <ul style="list-style-type: none"> ▪ Workshops (visual aids, Q&A, ...) ▪ Brochures | <ul style="list-style-type: none"> ▪ The contracts on TK / GR protect your interests – make them work for you! ▪ Contracts document a binding final position of all parties involved |
| Community adopts a culture of entrepreneurship that is aligned with their values, customs, norms | <ul style="list-style-type: none"> ▪ Drama ▪ Focus group (discussions, mentorship) | <ul style="list-style-type: none"> ▪ TK and GR are serious business. Make it work for you! ▪ It's our heritage, our resource – let's develop it our way! |

Feedback from the plenary

- Are brochures appropriate media for this audience?
- Workshops may not be appropriate for large and diverse groups
- Cost-effectiveness of some media choices was questioned

The group decided to further work on a **community radio concept**.

Media / Channels: Contents

Radio talk show series & call-in for community members

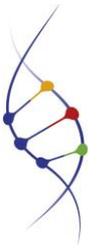
Objective: Understanding ABS process and the roles of community members therein

Messages: There is a way / process that allows you to participate and benefit from GR / TK; TK & GR are serious business – make them work for you!

Topic 1: Overview of ABS

Information to be included:

- What is it?



- International guidelines for domestic legislation of appropriate access to GR & TK ensuring that benefits are shared in a fair and equitable manner
- Why is it in place?
 - To support conservation and promote sustainable use of GR and TK
 - To protect local communities from being exploited
 - To ensure that benefits from TK and GR are shared in a fair and equitable manner

Specific advice:

- Be proactive and seek information around the development of laws
- Be more vigilant / cautious towards strangers who collect GR and ask for information on TK
- Ask questions, ask for permits / permission letters

Topic 2: How does ABS work?

Information to be included:

- The users get in touch with local leaders and express their interest in GR / TK
- Local leaders consult the community
- Users are invited to present the project to the local community (for them to make informed decisions)
- If communities consent, the following information will be documented in a contract (Mutually Agreed Terms / MAT):
 - Details of the project
 - Benefits to be shared
 - Obligations of the parties
 - Conflict resolution mechanisms
- There is a competent authority who issues permits to authorize the project
- Users will provide (periodic) reports on the progress of the project

Specific advice:

- They have the right to withdraw if the terms of the MAT are violated
- There are two types of benefits: monetary and non-monetary
- They need to be clear about their priorities (benefit sharing arrangements)
- It is important to be patient, because benefits may come in immediately
- Identify a (legally) competent person within the community or partners to assist with the arrangements (MAT)
- Before you give your consent, you must be well-informed about the purpose / use of GR / TK



Further instructions:

Underlined words need to be defined locally / adapted to local context

Suggested format: Talk show series, 30 minutes weekly. Studio guests: 1 ABS expert + 1 locally respected person who has a clear understanding of the issue

How to make people listen?

- Broadcast “teasers”/taglines: You have a right to determine how your TK / GR is utilised – and there is a way / process that allows you to participate and benefit from your TK / GR. Please tune in Radio X to learn more about this process on [date] at [time]!
- Give practical advice

Align programme with existing programme of radio stations to save costs, try as much as possible to get broadcasting time free of charge

Aim: Raise awareness, encourage seeking for information / partners / support from government, caution people from disclosing information / give GR to strangers

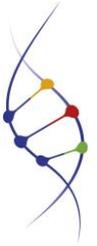
Ideas for interview questions:

Topic 1 (Overview of ABS)

- What is ABS?
- Why do we need ABS?
- Why is it important for the community?
- Whose right is it anyway? (eligibility)
- What is fairness and equity?
- How is a local person treated fair? How can ABS change their life?
- What is GR? What is TK?
- What types of benefits are there?
- Can you give us an example of a community that has benefitted from an ABS process?
- Where can I go for additional information?

Topic 2 (How does ABS work?)

- How does ABS work?
- Who are the key people in the process?
- How does the community give consent?
- What should people be aware of before disclosing / giving access to GR / TK?
- If conflicts arise from this contract, how are they resolved?



- How do communities know how the project is progressing?
- Can the government provide (legal) support during the process?
- Can you give us an example of a community that has benefitted from an ABS process?

Feedback from the plenary

- Do not use acronyms on radio!
- Try to develop a series
- Record the show and put it on USB to be distributed further
- Use podcasts, youtube
- Think about other networks of distribution



Materials for Target Group 4: Local Government Officials

This target group includes local government officials (who are in some countries elected, in others nominated). Even though they are not regarded as IPLCs in a strict sense, the workshop participants still felt they are among the key players at the local level that need to be better informed and capacitated to make ABS work. This is increasingly the case as many countries are undergoing decentralisation processes that assign more responsibilities to local government authorities.

The group consisted of participants from Burkina Faso, Malawi, Tanzania and the U.S., who were government officials, representatives of NGOs and research institutions or communication experts.

Communication Objectives

Step 1: Analysis of status quo, formulating desired changes in knowledge, attitude and practice

| | Now – Status Quo | Desired Change |
|--------------|---|---|
| Head | <ul style="list-style-type: none"> ▪ Some species are protected by the law ▪ They are the representatives of the communities, the IPLCs within their jurisdiction and their TK ▪ The Ministry of Environment is in charge of the environment ▪ Environmental conservation laws | <ul style="list-style-type: none"> ▪ Awareness of CBD Art. 8 & 15 ▪ Nagoya Protocol – genetic resources, benefit-sharing, TK – and their roles and limits in the implementation of ABS ▪ Value of TK ▪ Value of genetic information in biological resources ▪ ABS Focal Point |
| Heart | <ul style="list-style-type: none"> ▪ They have respect for traditional leaders ▪ They think they are the rulers and decide about issues without consulting the community ▪ Promoting economic and social development for the community ▪ They don't see biodiversity as a priority | <ul style="list-style-type: none"> ▪ Should be servant leaders and not rulers ▪ Contribution of TK & GR to economic and social development ▪ Internalize the value of TK and GR ▪ Stewards of the environment ▪ Become main actors of ABS implementation (“ambassadors”) |
| Hands | <ul style="list-style-type: none"> ▪ They grant access to natural resources without knowing their real value and without consulting the community + conservation groups ▪ They destroy resources by allocating projects to areas with high value natural resources which end up being removed or cleared ▪ They create by-laws | <ul style="list-style-type: none"> ▪ Mandate of local officials to include ABS ▪ Integrate ABS in plans, responsibilities and local official activities ▪ Share information on ABS and by-laws ▪ Lobby for protection / conservation and sustainable use of biodiversity ▪ Mobilise funding for ABS implementation ▪ Consult the traditional leaders before giving access to natural resources ▪ Consult the community and respect the areas and resources sacred to the people ▪ Ensure continuity and sustainability of ABS activities after expiry of their term |



Step 2: Formulating concrete communication objectives

- Achieve a good understanding of the ABS regime (CBD & Nagoya Protocol) and their role therein
- Be informed on the value of GR and TK and its contribution to socio-economic and cultural development
- Promote integration of ABS into local laws and plans

Media and Messages

| Objective | Media / Channel | Messages |
|---|---|---|
| Promote a good understanding of the ABS regime (CBD & the Nagoya Protocol) and their role therein | <ul style="list-style-type: none"> ▪ Posters ▪ Workshop facilitation tools | <ul style="list-style-type: none"> ▪ Ensuring the smooth functioning of the ABS process at the local level is one of my roles. ▪ Understanding the ABS regime can make us more successful / effective as an elected official. |
| Create awareness among local officials to respect customary laws and traditional institutions | <ul style="list-style-type: none"> ▪ Animated video ▪ Drama (role play) | <ul style="list-style-type: none"> ▪ Ignorance of customary laws put our leadership in jeopardy ▪ Traditional institutions are the pillars of our community |
| Inform on the values of GR and TK and its contributions to socio-economic development | <ul style="list-style-type: none"> ▪ Photos / slide shows ▪ Documentaries | <ul style="list-style-type: none"> ▪ TK and GR have socio-economic values. ▪ Our community can benefit from proper TK and GR exploitation |
| Promote integration of ABS into local laws and plans | <ul style="list-style-type: none"> ▪ Toolkit ▪ Guidelines & animation for each step | <ul style="list-style-type: none"> ▪ Incorporating ABS and conservation in local planning yields short and long term community growth ▪ ABS integration into local laws and plans can attract ABS-related investment |

Feedback from the plenary

- Consider appropriateness of documentaries; how would they be used?
- Are posters an effective / central tool to achieve the objectives?
- Consider flyers and policy briefs – might work better for this audience.

The group decided to further work on contents for **posters and documentaries**.



Media / Channels: Contents

Poster for local government officials

Objective: Promote a good understanding of the ABS regime (CBD & Nagoya Protocol) and their role therein

Messages: Understanding the ABS regime can make us more successful / effective as an elected official

Topic 1: ABS process

Information to be included:

- What is ABS, what is TK and GR?
- Explain how to access GR and / or TK, including the required stakeholders, documentation etc.
- Who are the beneficiaries, users, regulators?
- What are contracts? / The need for development of contracts to determine access requirements and benefit-sharing
- Monetary and non-monetary benefits
- PIC and relevant stakeholders to be consulted
- BCPs

Specific advice:

- There has to be an ABS contract in place before granting access!
- Consultations of all stakeholders are done before concluding a contract
- TK is not accessed at the expense of customary laws and values
- There is no ABS without GR and TK

Topic 2: The role of local officials in the ABS process

Information to be included:

- Local officials' role in access to GR and / or TK
- Create by-laws on ABS and share them with the community
- Lobby for protection of biological resources and their sustainable use
- Mobilise funding for ABS implementation at the local level
- Information about laws and provisions while specifying action points for local officials

Specific advice:

- Ensure that ABS is a permanent and sustainable issue beyond leadership terms
- Good documentation system is important for ABS
- Your role cannot be delegated – be committed!



Documentary or case studies for local officials

Objective: Inform on the values of GR and TK and its contribution to socio-economic development

Messages: TK and GR have socio-economic value

Topic 1: TK and GR in socio-economic development

Information to be included:

- Promoting the valorisation of genetic resources
 - Make an inventory of GR in the area
 - Focus on resources with known uses
 - Come up with a strategy to match users – resources – beneficiaries
- Provisions of the domestic legislation on GR and TK
 - What do current laws say?
 - What are the gaps?
 - Should we amend or create new laws?
 - Why is it important to TK / GR?
- Different types of genetic resources
- Value of TK and GR
 - What is TK? (Explain TK in local context)
 - What is the link between TK and GR?
 - What value does the link create based on use and benefits
 - The need to protect TK and how local officials can ensure this
 - Application of TK in research and development --> provide case studies
- GR have cultural / intrinsic and other non-monetary benefits

Specific advice:

- The economy needs GR, GR don't need the economy
- Genetic resources are not for sale!

Topic 2: Conservation of biological resources

Information to be included:

- Know the conservation status of biological resources (assessment of ecosystems or species)
- Mobilise and lobby for protection and management by:
 - Identifying partners in conservation
 - Lobbying for government budget allocation to conserve ecosystems and species with high value



- Identify local financial solutions to aid conservation, e.g. taxes
- Introduce measures to prevent over-exploitation
 - Involving the community in conservation
 - Setting rules to enhance protection status of species that are threatened or nearly extinct
- Identifying the species in demand

Specific advice:

- Biological resources can become extinct if not conserved
- The community are the stewards of biological resources

Feedback from the plenary

- Add workshop tools to posters
- Clarification on the advice “GR are not for sale”: Remain conscious of other, non-monetary values of GR. GR should not be sold out, overexploitation must be avoided.
- Suggestion: complement with work of the IPOs/CBOs group – create a poster for both target groups
- Documentary could be a radio show
- Suggestion: Add a memo / brief to the poster (more suited for government officials)



Agenda

| Monday, 29 January 2018: Introduction & Thematic Background | |
|---|--|
| 08:30 | Registration |
| 09:00 | Welcome and Introduction |
| 10:00 | Coffee / Tea |
| 10:30 | Access and Benefit-sharing and the Role of Indigenous Peoples and Local Communities |
| 12:30 | Lunch |
| 14:00 | Introduction to Communication |
| 15:30 | Coffee / Tea |
| 16:00 | Group Work: Defining Audiences |
| 17:30 | End of Programme |

| Tuesday, 30 January 2018: Defining Objectives | |
|---|--|
| 09:00 | Group Work: Defining Communication Objectives |
| 10:30 | Coffee / Tea |
| 11:00 | Group Work: Defining Communication Objectives |
| 12:30 | Lunch |
| 14:00 | Communication Objectives: Discussion |



| | |
|--------------|--|
| 15:00 | Communication materials and methods for IPLCs: Sharing experiences and examples |
| 16:00 | Coffee / Tea |
| 16:30 | Communication materials and methods for IPLCs: Sharing experiences and examples (cont.) |
| 17:30 | End of Programme |

Wednesday, 31 January 2018: Media & Messages

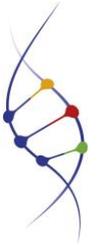
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|--------------|--|
| 09:00 | Finalisation of communication objectives |
| 10:30 | Coffee / Tea |
| 11:00 | Group work: Selecting Media, Defining Messages |
| 12:30 | Lunch |
| 14:00 | Presentation: Media & Messages |
| 15:30 | Coffee / Tea |
| 16:00 | Group Work: Defining Contents for Selected Products |
| 17:30 | End of Programme |

Thursday, 01 February 2018: Products & Contents

| | |
|--------------|--|
| 09:00 | Group Work: Defining Contents for Selected Products |
| 10:30 | Coffee / Tea |



| | |
|--------------|--|
| 11:00 | Reporting Back: Products & Contents |
| 12:30 | Lunch |
| 13:30 | Way Forward & Closing |
| 14:30 | End of Workshop |



Presentations

The presentations made during the workshop are available here for download.

Day 1

- [The Role of IPLCs / TK Holders in ABS: Provisions of the Nagoya Protocol and the AU Guidelines](#) – Lena Fey, ABS Initiative
- [Strategic Communication 101](#) – Barbara Lassen, Natural Justice

Day 2

- [Communication Materials and Methods: Sharing Experiences and Examples](#) – Lena Fey, ABS Initiative
- [Some Examples of Communication Materials Used in Madagascar](#) – Jazzy Rasolojaona, Natural Justice and Rina Razanakolona, UEBT
- [ABS / IPLC Communication Materials: Examples from Natural Justice](#) – Barbara Lassen, Natural Justice

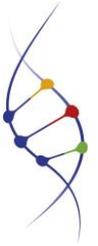


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