

Submission by Waikiki Hawaiian Civic Club

PROPOSED ELEMENTS OF AN AWARENESS-RAISING STRATEGY FOR THE NAGOYA PROTOCOL ON ACCESS AND BENEFIT-SHARING (2012 -2016)

Priority Activity 1: Communications Situation Analysis	
1.4.Suggested activities <i>1.4.1</i> Conduct audience analysis, including identification of key target groups and desired outcomes of communication activities. Include a focus on communications with indigenous and local communities, <u>particularly indigenous women</u> . <i>1.4.2</i> Using online surveys and focus groups, conduct analysis of existing communication tools at global and regional levels. <i>1.4.3</i> Establish an inter-agency task force for communication on the Nagoya Protocol, and include the participation of relevant agencies <u>and indigenous and local communities</u>	1.5 Actors SCBD with input from the department of Public Information of the United Nations as well as other relevant international organizations including UNU, UNEP, CEC of IUCN, representatives of regions, indigenous and local communities and key national actors. Include expertise from media and communication experts.
Priority Activity 2: Create key messages, a suite of communication products and a media strategy	
2.1. Operational objectives <i>a)</i> Develop core messages for different target groups. <i>b)</i> Develop key principles for the future development of additional messages. <i>c)</i> Create core suite of communication products to deliver messages. <i>d)</i> Create media strategy for delivery of messages.	
2.2. Expected outcomes <i>a)</i> List of core messages developed for different audiences. <i>b)</i> Information products created including, inter alia brochures, promotional videos, public service announcements, radio scripts, and others. <i>c)</i> Story ideas and messages created for engagement with the media.	
2.3. Indicators <i>a)</i> Products <i>b)</i> List of messages	
2.4.Suggested activities <i>2.4.1</i> On basis of Priority Activity 1 create communications and messaging guide, including:	2.5. Actors SCBD in collaboration with UNU, UNESCO, CEC of

<p>a)Core messages; b)Communication products for print, television and radio diffusion including a brochure, a video and public service announcement, and a radio spot in United Nations languages <u>and indigenous languages</u>; and c)Media engagement strategy, including story lines for media organizations.</p>	<p>IUCN, Inter Press Services, Biodiversity Media Alliance, <u>IIFB Working Group on CEPA</u>, and indigenous and local communities</p>
<p>2.4.2Make products available through the ABS Clearing-house, <u>the Traditional Knowledge Portal, the Indigenous Portal (www.indigenousportal.com), and on CD/DVD.</u> 2.4.3Ensure that products are disseminated to United Nations Information Centres (UNICs).</p>	<p>SCBD <u>and Indigenous ICT Task Force</u></p>
<p>Priority Activity 3: Create ABS Communication Toolkit</p>	
<p>3.1.Operational objectives</p> <p>a)Create resources that allow Parties <u>and indigenous and local communities</u> to hold capacity-development activities to build communication strategies around ABS. b)Build modules for media relations. c)Develop online community to share experiences. d)Parties <u>and indigenous and local communities</u> develop customized communication toolkits.</p>	
<p>3.2.Expected outcomes</p> <p>a)A toolkit is created that allows Parties to develop custom campaigns and communication tools for desired target audiences. b)Parties have appropriate communication tools and resources. <u>c)Indigenous and local communities have culturally appropriate communication tools and resources.</u></p>	
<p>3.3.Indicators</p> <p>a)Downloads of the toolkit from the Clearing-house, <u>the Traditional Knowledge Portal, and the Indigenous Portal.</u> b)Use of the toolkit in workshops.</p>	
<p>3.4.Suggested activities</p> <p>3.4.6Create communications toolkit specifically directed to issues involving communication of ABS issues with indigenous and local communities. 3.4.7Ensure that kit is created with appropriate delivery mechanisms for a variety of communities.</p>	<p>3.5. Actors</p> <p>SCBD in collaboration with ILCS from different regions <u>and the IIFB Working Group on CEPA</u></p>
<p>Priority Activity 4: Holding of workshops</p>	

4.1. Operational objectives

- a) Develop capacity for communication at regional levels using the ABS communication toolkit.
- b) Develop communications training capacity for Parties using the ABS communication toolkit.
- c) Provide opportunities for development of custom ABS communication modules and products.
- d) Provide opportunities to brief regional media on the messages of ABS communication
- e) Create the basis for a community of practice around ABS communication.
- f) Develop communications training capacity of indigenous and local communities with their full and effective participation using the ILC customized toolkit.**

4.2. Expected outcomes

- a) Global communications framework and toolkits are customized for regional experiences.
- b) ABS communication practitioners, **including those from indigenous and local communities,** share experiences.
- c) Regional media are briefed on the significance of ABS communication

4.4 Suggested activities

- 4.4.1 Using ABS toolkit, and in collaboration with the ABS Clearing house, hold regional ABS communication workshops, **including indigenous and local communities** which:
- a) Explain and train communicators in the use of the toolkit;
 - b) Provide opportunities for the creation of custom modules and products for National contexts;
 - c) In collaboration with UNICs, hold media briefing sessions at regional workshops, and involve local communicators; and
 - d) Create the basis for communities of practice on ABS communication. Include the participation of indigenous and local communities.

4.5 Actors

- a) Global level: SCBD, UNU, UNEP, CEC of IUCN, UNESCO, CI; UNICs
- b) Regional level: regional organizations, ILCs
- c) National level: governments, academic
- d) Media representatives

Elaboration of guidance for the financial mechanism (Article 25)

Any Financing Mechanism shall ensure adequate and direct access to funding for indigenous peoples and local communities.

Guiding principles for a financial mechanism:

1. Indigenous peoples must have direct access to funds established under the Convention any activities or actions proposed and supported by the Convention.
2. Indigenous peoples must be represented in the governance bodies (e.g. Board, Expert Panel, Monitoring Panel, Technical Panel) of funding mechanisms relevant to the actions and activities to be undertaken by indigenous peoples.

Indigenous Peoples and Local Communities Dedicated Initiative

To be effective, support must be built from the ground up, with the full and effective participation of Indigenous Peoples and Local Communities. Our participation depends on strengthening our capacity to play an active role in ABS processes, and on recognizing and supporting our rights found in the UN Declaration on the Rights of Indigenous Peoples. An Indigenous Peoples and Local Communities Dedicated Initiative should be established to provide our communities grants in country or regional pilots to support our participation in the implementation of the Nagoya Protocol, related projects, and programmes. At the implementation stage grants to Indigenous Peoples and local communities will be an integral component of each pilot.