

CEPA Fair Guide for Participants

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IMPORTANT

In order to access the CEPA Fair, Participants must be registered to the Conference of the Parties. Instructions for registration are in the [Information Note for Participants](#)

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Introduction

CEPA stands for [Communication, Education and Public Awareness](#), which is a Programme of Work of the [Convention on Biological Diversity](#) (CBD).

The [Cartagena Protocol on Biosafety](#) and the [Nagoya Protocol on Access and Benefit-sharing](#) are supplementary agreements to the CBD, and are integral parts of the CEPA Fair. Throughout this guide, specific information related to the Protocols is identified by two colours: **brown** and **blue**, respectively.

The **CEPA Fair** is short for the Fair on Communication, Education and Public Awareness (CEPA) related to biodiversity. It takes place every two years during the [Conference of the Parties of the Convention on Biological Diversity and its Protocols](#) (COP), and provides a unique opportunity for [Parties](#), other Governments and Organizations to showcase their work, national experiences, and contribution to the implementation of the Convention in the context of CEPA. The activities presented at the **CEPA Fair** represent the foundation upon which future work in support of the [Strategic Plan for Biodiversity](#) will be implemented. More details are available at www.cbd.int/cepa/fair.

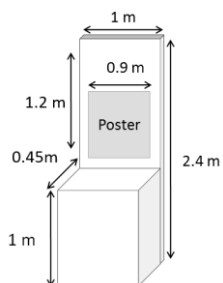
How Participants benefit from the CEPA Fair

- Promote your work, your country or organisation in an international setting
- Network with likeminded people to initiate new collaborations for achieving your goals, and for implementing the Strategic Plan for Biological Diversity
- Get inspired by other people's work at the international level
- Gain insight into current trends, learn what works and what doesn't
- Inspire others and encourage them to adopt your good practices

Set-up

The **CEPA Fair** consists of two components: an exhibition of outreach materials (kiosks), and a thematic side event (presentation and/or performance). Participants submit proposals for one or both components, which are then selected by the Secretariat of the CBD and organized into a programme. Proposals that bring together more than one Party or organization under an activity are encouraged.

Exhibition of outreach materials (kiosks)



Dimensions are indicative only and will be confirmed closer to the event

During the **CEPA Fair**, a number of display stations are provided to Participants for showcasing their outreach materials such as posters, brochures, audiovisual, etc. Exhibitions are to be mounted by the Participants. The duration of the exhibition ideally spans the entire duration of the COP. However, depending on the number of Participants and/or depending on the needs of the Participants, it is possible that Participants display their materials only some days.

Thematic side event (presentation and/or performance)

Parties, other Governments and Organizations are invited to submit proposals for short presentations that demonstrate activities related to the themes listed below. The presentations could be stand alone, or could be part of a collection of proposals. The Secretariat reserves the right to assemble presentations into a panel format, following consultation with the organizers. Note that side events could also incorporate theatre and musical performances, if deemed relevant.

Themes

The CEPA Fair highlights three overarching themes for the CBD and each of its Protocols, as follows. These themes are can be further subdivided into specific topics. Other topics may be proposed by Participants:

Measuring the progress of implementation of the Strategic Plan for Biodiversity 2011-2020 and the celebration of the United Nations Decade on Biodiversity. The focus is on Aichi Biodiversity Target 1: *“By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably”*

Topics

- The role of CEPA for mainstreaming biodiversity in energy and mining, infrastructure, manufacturing and processing, and health
- CEPA and the Biosafety Protocol
- CEPA and the Nagoya Protocol
- Raising Media’s engagement on biodiversity
- Building capacity for CEPA at national and regional levels
- Mainstreaming biodiversity into education for sustainable development
- Communications in support of transformational change
- The role of WWF in support of Aichi Biodiversity Target 1
- The role of natural history museums, zoos, botanical gardens and CEPA
- The role of key actors, including cities and businesses, in CEPA
- Information technology and CEPA (including social networking)
- Indigenous Peoples and Local Communities (IPLCs) and communicating traditional knowledge
- Communicating biodiversity post-2020
- Celebrating 25 years of the CBD: CEPA success stories

Cartagena Protocol on Biosafety

15 years of the Cartagena Protocol on Biosafety and the entry into force of its Supplementary Protocol on Liability and Redress.

Topics

- Implementing the Protocol: lessons learnt in developing biosafety frameworks
- Mainstreaming biosafety into National Biodiversity Strategies and Action Plans and other sectoral and cross-sectoral legislation, plans and programmes
- Experiences with the use of the Biosafety Clearing-House and national biosafety clearing-houses
- Experiences and best practices in the detection and identification of LMOs
- Lessons learnt in raising awareness and ensuring participation in decision-taking on LMOs
- National developments in the field of liability and redress and consideration of socio-economic considerations in decision-taking processes on LMOs

Nagoya Protocol on Access and Benefit-sharing

Contributions of the access and benefit-sharing to sustainable development.

Topics

- Examples of ABS experiences that are supporting different targets of the Sustainable Development Goals
- Best practices in raising awareness on ABS especially of high level officials
- Examples of products that are being developed that are ABS compliant
- Best practices, experiences and materials related to national awareness-raising and capacity-building strategies
- Examples and best practices for communicating the benefits of ABS and the Nagoya Protocol to different user and provider groups including Indigenous Peoples and Local Communities, business sector and research community
- Examples of tools and means to support the implementation of the Nagoya Protocol

Participate

Every COP year, a [notification](#) is sent out (available on the CBD website), inviting Parties, other Governments and Organizations to submit proposals for exhibitions and/or presentations. The notification also gives other details such as deadlines for submission.

Interested Parties, other Governments and Organizations are invited to fill the form available at www.cbd.int/cepa/cepafair/cepa-fair-proposal.doc and submit it to cepa.fair@cbd.int, or provide the following information by email:

- Name and contact information of contact person and/or Participant
- Information on the agency/organization and its partners who are implementing the activity
- Title and short description of materials/presentation/activity
- Its relevance to the theme/topic
- Links to any online resources that describe the activities
- Special audio visual requirements
- Preferred date and time
- Short biography, photo and contact details of speaker(s) (this may be submitted at a later time)
- A copy of the presentation and any other relevant materials (PPT, PDF, video links, etc.) (may be submitted at a later time)

Please note that due to restricted room capacity, only a limited number of Participants can be offered the opportunity to showcase their work. The Secretariat reserves the right to select the Participants.

CEPA Fair videos: virtual presentations

Those who are unable to attend the COP, or are unable to showcase their work at the CEPA Fair, but still wish to do so, have the possibility to participate virtually or contribute in other ways to CEPA by submitting a proposal for a video presentation.

Once the Secretariat of the CBD approves the proposal, Participants submit a very short preview of their video. If approved (criteria below), Participants are required to include COP/CEPA Fair branding (which will be provided). Finally, Participants post their video online (ex. youtube, vimeo, etc.), and the link is shared on the CEPA Fair website. The Secretariat promotes the videos, but does not endorse them.

Video criteria – what you will need

- **Record your presentation**

The video does not need to be professional, but the image and sound need to be very clear (ex. good lighting, legible text, no background noise/buzzing). It is also possible to simply record sound over a PowerPoint presentation without the need of additional

footage or, alternatively, if the visuals are self-explanatory (ex. animation), no sound is required.

- **Edit your video**

Before you start editing your video, please send a short clip to cepa.fair@cbd.int. If approved, you will receive **CEPA Fair** branding, which needs to be incorporated in the final video.

Simple video editing software comes with popular operating systems (ex. Windows Movie Maker for Windows, or iMovie for Mac), and there are many free software online. If the presentation includes a PowerPoint, the slides should be incorporated in the video or it should be made clear during the presentation when to change slides.

- **Share your video**

Participants are responsible for uploading their videos on youtube, vimeo or other platform. The link to the video is then shared on the **CEPA Fair** website.

The Secretariat of the CBD can provide basic guidance on the above, however it is not in a position to produce the videos, nor does it endorse the contents of the videos.

Greening the CEPA Fair

Please, let's try to practice what we preach. This means, as much as possible, no waste – reduce flyers and find other (more effective) ways to advertize (see annex), recycle/compost materials, offer eco-friendly catering choices, be the change you want to see in the world.

Contact us

Thank you very much for your interest in the **CEPA Fair**, we hope to meet you soon in person!

More information about the **CEPA Fair** as well as related updates are available at www.cbd.int/cepa/fair, but please do not hesitate to contact us at cepa.fair@cbd.int if you have any questions or comments. We are always looking for ways to improve the CEPA Fair.

You can also reach the **CEPA Fair** team directly:

Mr. David Ainsworth, Information Officer is responsible for the CEPA Programme of Work and oversees the CEPA Fair: david.ainsworth@cbd.int, tel. +1 514 287 7025.

Mr. Mateusz Bański is your principal contact person and handles the details of the preparation and delivery of CEPA Fair: mateusz.banski@cbd.int, tel. +1 514 287 6676.

Ms. Franca D'Amico is your secondary contact person: franca.damico@cbd.int, tel. +1 514 287 7011.

Cartagena Protocol on Biosafety

Ms. Ulrika Nilsson handles inquiries related to the Cartagena Protocol:
ulrika.nilsson@cbd.int, tel. +1 514 287 8720

Nagoya Protocol on Access and Benefit-sharing

Ms. Kristina Taboulchanas handles inquiries related to the Nagoya Protocol:
kristina.taboulchanas@cbd.int, tel. +1 514 764 6347

ANNEX

Tips for a successful CEPA Fair

- Catering
- Original advertizing

Catering

Experience shows that side events are much more attended if catering is provided, in particular during lunch hours.

Original advertizing

“Hired” word-of-mouth. Hire/designate someone to walk around the venue, ride up and down in the elevators at peak times, hang around at the food/coffee shops and strike up conversations with random delegates. “Have you heard about that presentation at the CEPA Fair tomorrow at 1pm? It sounds like it will be really interesting!” Try it, it works!

Mascot. A more theatrical version of the method above.

Social media. Make sure your facebook friends tune into the presentation by providing them the link to the webcasts and/or CEPA Fair website.

Email. Invite by email everyone you know (and/or you don’t know) at the COP venue.

Run a contest or award ceremony. Make the prize something desirable and related to your presentation -- it could be free services or something else. The (short) draw/award ceremony could be during your presentation.

Other events. If you or your friends are speaking at other events, advertize your CEPA Fair presentation. This could also be an intervention during the Q&A period. The impact will be stronger if someone else advertizes your presentation. If you think that another presentation will attract large crowds, make your announcement there or try to partner with that organization.

Your personal belongings. Print your advertizing on your briefcase/backpack or clothes (and also your team’s). Or print/carry something that will make people want to spontaneously start a conversation with you.

Other handouts. If you are anyway planning to distribute other handouts, flyers, publications, business cards, cloth bags, etc., print or add a sticker with your CEPA Fair information.

Advertize before COP. If you are part of working groups, workshops, meetings, email exchanges, social media communications, etc., you can start talking about your CEPA Fair

presentation in advance, either directly (ex. substance of your work) or indirectly (ex. email signature or 'thank you' slide at the end of your presentation). Invite your colleagues and partners who will be present at COP.

Listen to your audience. You can test your presentation in front of a real audience: they will give you the most helpful insight into how you can improve and win more interest. Listen to their feedback and put new systems in place to ensure your presentation is even better.

Finally, a few inspiring quotes.

An ad is finished only when you no longer can find a single element to remove.

Nobody reads ads. People read what interests them. Sometimes it's an ad.

Advertising should say: "Here's what we've got. Here's what it will do for you. Here's how to get it."