



Communication, Education and Public Awareness Plan on the ABS Law and the Nagoya Protocol.

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Abbreviations and acronyms

ABS	Access and Benefits Sharing
CBD	Convention on Biological Diversity
CEPAP	Communication, Education and Public Awareness Plan
CRTV	Cameroon Radio Television
CSO	Civil Society Organisation
DSI	Digital Sequence Information
IEC	Information Education and Communication
IPLCs	Indigenous People and Local Communities
GEF	Global Environment Facility
IM	Information Management
KAP	Knowledge, Attitudes and Practices
MINEPDED	Ministry of Environment, Protection of Nature and Sustainable Development
NGO	Non-Governmental Organization
NP	Nagoya Protocol
PMU	Project Management Unit

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Executive Summary

Background

Under Intermediate Outcome 2.1.1, of the project titled “Support to the Nagoya Protocol implementation, research and development, on biodiversity value chain for smallholders in the South West and Far North Regions of Cameroon”, an awareness-raising campaign on Law No. 2021/014 of 09 July 2021 to govern access to genetic resources, their derivatives, traditional knowledge associated with genetic resources and the fair and equitable sharing of the benefits arising from their utilization (ABS Law), the CBD, the Nagoya Protocol and the scientific, technological and socio-economic benefits, targeting researchers, indigenous people and local communities, industry and relevant stakeholders was earmarked. This Communication, Education and Public Awareness Plan (CEPAP) emanates from a baseline study conducted on the Knowledge, Attitudes and Practices (KAP) related to the Nagoya Protocol and ABS. This study establishes a situational analysis on the number of stakeholders targeted by the CEPAP who are aware of and comply with the national legal framework on ABS.

The KAP analysis which informed the CEPAP provided an opportunity to master the communication issue and target groups, to identify key messages; the most effective communication strategies, approaches, channels and partners.

Besides the KAP analysis, secondary sources were also used to fill the gaps where the KAP survey could not reach all the stakeholders.

CEPAP goals are as follows:

- ▶ Improve the knowledge of target groups and stakeholders on the Convention on Biological Diversity (CBD), the Nagoya Protocol, the ABS Law, technological and socio-economic benefits, genetic resources and associated Traditional knowledge and Digital Sequence Information;
- ▶ Improve access to information, education and communication for all stakeholders in view of better ownership;
- ▶ promote the dissemination of information on the Convention on Biological Diversity (CBD), the Nagoya Protocol, the ABS Law, technological and socio-economic benefits, genetic resources and associated Traditional Knowledge and Digital Sequence Information focusing on the mass media and social media;
- ▶ Use the media and social media to produce specialised compelling content on the issues at stake;
- ▶ disseminate success stories that can inspire other stakeholders, particularly smallholders;
- ▶ improve researchers' level of information on ABS and its implications for research and development;
- ▶ Raise awareness on the need to move towards a new paradigm of research on genetic resources, one that bars the way to spoliation of state resources, and fosters the emergence of a generation of researchers based on the principles of the Nagoya Protocol;
- ▶ increase access to information on ABS for national private sector stakeholders.

Key stakeholders include:

- ▶ Indigenous Peoples and Local Communities, Civil Society Organisations and Non-Governmental Organisations: they relay information on the communication, education and public awareness plan as well as monitoring and evaluation activities;
- ▶ MINEPDED Communication Unit Head: they will provide technical assistance to the ABS Focal Point in terms of communication, monitoring and evaluation activities;
- ▶ The Project Management Unit (PMU) and the ABS Focal Point: they will be the institutional relay for the implementation of ABS activities. They shall be responsible for all operational implementation of the project activities in the South-West and Far-North Regions. To this end, the PMU and the Focal Point shall be responsible for supervising communication, monitoring and evaluation activities;
- ▶ The Competent National Authority: this is the main actor responsible for implementing the communication, education and public awareness plan.

Key communication priorities are as follows:

- ▶ Address knowledge disparity amongst the key stakeholders in the South West and Far North Regions of Cameroon on the Convention on Biological Diversity (CBD), the Nagoya Protocol, the
- ▶ ABS Law, technological and socio-economic benefits, genetic resources and associated Traditional Knowledge and Digital Sequence Information in the Regions concerned;
- ▶ Increase awareness and reinforce compliance with national ABS legislation and regulations by arousing the interest of target groups through the dissemination of key information;
- ▶ Set up an inclusive and participatory communication model that takes into consideration the initiatives and contributions of targeted stakeholder groups on the Convention on Biological Diversity (CBD), the Nagoya Protocol, the ABS Law, technological and socio-economic benefits, genetic resources and associated Traditional Knowledge and Digital Sequence Information;
- ▶ Promote ABS compliance amongst researchers;
- ▶ Ensure compliance by the private sector with the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law.

Target groups include



Indigenous Peoples and Local Communities



target institutions in the South West and Far North Regions, including governmental institutions



Civil Society Organisations



Non-Governmental Organisations



Councils



Cooperatives

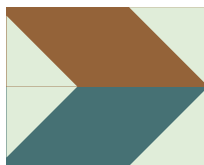


Research Institutions



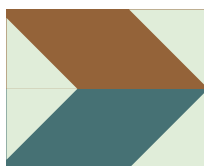
Industries, Etc.

Key messages include:



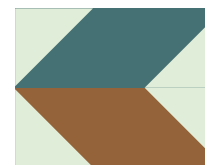
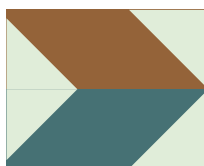
The fair and equitable sharing of monetary and non-monetary benefits that arise from the use of genetic resources implies exploiting the commonwealth for the common good;

Compliance with the ABS Law and regulations in exploiting GR is mutually beneficial and safeguards the interests of all the stakeholders;



Conservation and sustainable use of GRs;

Promotion of research and innovation in the area of ABS;



The private sector plays an important role in developing ABS compliance values chain and sharing the benefits with the providers.

These messages should be adapted to the evolving socio-political context, so as to capture attention and easily reach the identified targets.

Communication channels include (in order of importance)

Radio
TV
Social Media
Internet (websites)
Newspapers
Non-Media

	Division	Radio Stations	TV Stations	Social	Web sites
SOUTH WEST REGION	Kupe Muanenguba	Ultimate Community Radio, Bangem	CRTV	WhatsApp X Facebook	www.google.com www.cbd.org
	Manyu	CRTV Manyu Community Radio	CRTV	WhatsApp X Facebook	www.google.com Sites Webs des ONG : Erudef, GIZ MINEPDED
	Meme	CRTV	CRTV	WhatsApp X Facebook	Non mentionné
FAR NORTH REGION	Mayo Kani	Radio Bon Berger Kaele CRTV	CRTV Canal 2 Equinoxe Vision 4	WhatsApp Instagram Facebook	Yahoo gmail

Time frame of the communication plan

This Communication, education and public awareness plan covers the three-year period which is the duration of the project. However, it can be modified in time and scope to go beyond this three-year period and the two regions.

Monitoring and evaluation

The monitoring and evaluation framework will be based on the objective and verifiable indicators during the three (3) years that the CEPAP will be rolled out. This includes : five (5) strategic priorities, five (5) operational objectives with their corresponding recommended actions, twenty (25) activities and seventy eight (78) tasks. These indicators which are not exhaustive are essentially quantitative and will be used to monitor and evaluate the evolution of the plan for three years.

Introduction

As part of efforts to implement the ABS regime in Cameroon, a project titled “ Support to the Nagoya Protocol implementation, research and development, on biodiversity value chain for smallholders in the South West and Far North Regions of Cameroon” has been approved by the Global Environment Facility (GEF). The project aims to support the operationalisation of the national ABS framework by providing access to genetic resources and associated traditional knowledge that generate tangible national and local economic benefits through their commercial use in a fair, equitable and sustainable manner.

Output 2.1.1, of the said project which focuses on the development of a detailed ABS awareness raising strategy on the National ABS framework, has considered the development of a communication, education and public awareness plan (CEPAP).

Prior to developing this Plan, a baseline study was conducted on the Knowledge, Attitudes and Practices (KAP) on the Nagoya Protocol and ABS to establish a starting point on how many of the stakeholders targeted by the CEPAP are aware and are complying with the national ABS Law and regulations. The KAP analysis also made it possible to have a meaningful situational analysis **of the communication issues and target groups in order to identify the message to focus on, the most effective communication strategies, approaches, channels, and partners.** The proposed three-year work plan identifies a number of outreach activities, educational and public awareness priorities.

Why a CEPAP?

Despite the strides made by Cameroon in developing several pilot initiatives that have led to the drafting and enactment of the ABS Law and the signing of its enabling instruments, the implementation of the national ABS framework is still hampered by inadequate knowledge and awareness amongst stakeholders. After carrying out a KAP analysis which served as the basis for this CEPAP, it became imperative to identify how the outreach, educational and public awareness priorities could be fully met, and how it could serve as basis for producing relevant sections of a work plan for the three-year period.

The objective of the Communication, Education and Public Awareness Plan is to identify actions and activities to be undertaken by the PMU in the Ministry of Environment, Protection of Nature and Sustainable Development (MINEPDED), through the National Directorate of the ABS Project, other stakeholders and relevant partners within a three-year period to improve on the awareness and compliance to the national ABS Law and regulations. This could be done with a given budget.

Approach used in developing the CEPAP

This CEPAP is built essentially on a baseline study conducted on the Knowledge, Attitudes and practices (KAP) related to the Nagoya Protocol and the ABS which served as a meaningful situational analysis. The KAP survey was also used to establish a baseline situation on the number of targeted stakeholders by the CEPAP who are aware of and comply with the national ABS framework. Within the same context, it provided an opportunity to have a sharp analysis of the communication issue and target groups, which contributed in identifying key messages, the most effective communication strategies, approaches, channels and partners. The KAP analysis also served as a means of assessing the capacities of governmental institutions and other target

groups in the South-West and Far-North Regions with regard to ABS procedures, key obligations under the Nagoya Protocol, access requests and the negotiation of ABS contracts.

During the KAP analysis, data was collected through interviews and questionnaires administered to target groups, exploitation of secondary sources, and expert knowledge.

Overall operational framework

1. Key actors

The Communication, Education and Public Awareness Plan will be implemented within a context that takes into consideration the key players and messages, and the institutional framework. Each of these has a specific role to play in the process to roll out the plan.

The key actors of the CEPAP implementation are as follows:

- ▶ The Competent National Authority, which is the Ministry of Environment, Protection of Nature and Sustainable Development (MINEPDED), is the main actor that shall be responsible for implementing the CEPAP;
- ▶ The ABS Focal Point shall serve as the institutional relay for the implementation of ABS activities, including those in the CEPAP;
- ▶ MINEPDED Communication Unit Head shall provide technical assistance to the ABS Focal Point in terms of communication actions and activities and liaise with communication units of other relevant ministries and institutions;
- ▶ Non-Governmental Organisations and Civil Society Organisations shall serve as another communication channel to relay information on the CEPAP.

2. Strategic priorities

The key strategic priorities will be as follows:

Strategic priority SP1:

Address knowledge disparity amongst the key stakeholders in the South West and Far North Regions in Cameroon on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law;

Strategic priority SP2:

Improve awareness on national ABS legislation and regulations among stakeholders group ;

Strategic priority SP3:

Set up an inclusive and participatory communication model that takes into consideration stakeholders' initiatives on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law;

Strategic priority SP4:

Promote ABS compliance amongst researchers;

Strategic priority SP5:

Ensure compliance by the private sector with the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law.



Operational objectives

The operational objectives are as follows:

► Operational objective 1.1 :

Increase the knowledge of target groups and stakeholders on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law

► Operational objective 1.2 :

Improve access to information, education and communication for all stakeholders in view of better ownership

► Operational objective 2.1 :

Promote the dissemination of Specialised Information on the Convention on Biological Diversity (CBD), the Nagoya Protocol, and the ABS Law **across various stakeholder groups (IPLCs, researchers, private sector, administrations, CSOs/NGOs)**

► Operational objective 2.2 :

Use of the media and social media to produce specialised compelling content on the issues at stake

► Operational objective 3.1 :

Showcase successful examples of actions carried out by Indigenous Peoples and Local Communities (IPLCs) and their networks throughout the benefit sharing chain and their subsequent spin-offs

► Operational objective 3.2 :

Disseminate success stories that can inspire other stakeholders, particularly small holders

► Operational objective 4.1 :

Improve researchers' level of information on ABS and its implications for research and development

► Operational objective 4.2 :

Communicate on ABS compliance amongst researchers

► Operational objective 5.1 :

Increase access to information on ABS for the private sector

► Operational objective 5.2 :

Reinforce information, education and communication towards the national private sector stakeholders

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Recommended activities and implementation plan

This Communication, Education and Public Awareness Plan covers the three-year period which is the duration of the project titled "Support to the Nagoya Protocol implementation, research and development, on biodiversity value chain for smallholders in the South West and Far North Regions of Cameroon", However, it can be modified in time and scope to go beyond this three-year period and the two Regions.

The table below summarises the calendar for the implementation of activities under the five (5) strategic priorities.

OPERATIONAL OBJECTIVE 1.1: Increase the knowledge of target groups and stakeholders on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law						Y1	Y2	Y3
OPERATIONAL OBJECTIVE 1.2: improve access to information, education and communication for all stakeholders in view of better ownership								
Activities	Targets	Tasks/Inputs	Outcomes/Outputs	Monitoring Indicators	Implementing Entities			
1. Design, production and distribution of media and non-media information, education and communication material	<ul style="list-style-type: none"> General public IPLCs 	<ul style="list-style-type: none"> Drafting of TORs Production of materials and gadgets (rollups, brochures, flyers, banners, posters, stickers, institutional videos, eyewitness clips, etc.) - Creation of a mailing list 	Materials and gadgets are available Stakeholders have owned the materials.	Number of materials and gadgets distributed	<ul style="list-style-type: none"> ABS Focal Point Com. Unit MINEPDED PMU 	✓	✓	✓

2. Participation of the PMU in trade fairs Exhibitions, and public relation events¹	<ul style="list-style-type: none"> ▶ Researchers ▶ Private sector ▶ Institutions/ NGOs ▶ General public 	<ul style="list-style-type: none"> ▶ Booking of space ▶ Setting up an organising committee ▶ Implementation 	<ul style="list-style-type: none"> ▶ Attendance rate ▶ Materials and gadgets available ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ Activity reports ▶ List of participants ▶ Number of visitors (% of women) ▶ Number of materials and gadgets distributed 	<ul style="list-style-type: none"> ▶ Point focal APA ▶ Cellule de Communication du MINEPDED ▶ Médias/Réseaux sociaux 	✓	✓	✓
3. Participation in the celebration of thematic days as occasions for sensitisation.²	<ul style="list-style-type: none"> ▶ All audiences 	<ul style="list-style-type: none"> ▶ Drafting of technical sheet ▶ Setting up an organising committee ▶ Implementation 	<ul style="list-style-type: none"> ▶ Attendance rate ▶ Materials and gadgets available ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ Activity reports ▶ List of participants ▶ Number of visitors ▶ % of women ▶ Pressbook 	<ul style="list-style-type: none"> ▶ Point focal APA ▶ Cellule de Communication du MINEPDED ▶ Médias/Réseaux sociaux 	✓	✓	✓
4. Organisation of special awareness raising campaigns on the new ABS Law and regulations in the 2 regions.	<ul style="list-style-type: none"> ▶ Jurists in the South West and Far North Regions. ▶ Regional Media ▶ Researchers and Academics ▶ Private sector ▶ IPLCs 	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Implementation 	<ul style="list-style-type: none"> ▶ Improved awareness on ABS ▶ Law and regulations 	<ul style="list-style-type: none"> ▶ Activity reports ▶ Number of participants ▶ Number of visitors ▶ % of women ▶ Pressbook ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ Point focal APA ▶ Cellule de Communication du MINEPDED ▶ Médias/Réseaux sociaux 	✓	✗	✓

¹ 22 May Biodiversity Day, 5 June Environment Day, etc.

² International Day of Indigenous Peoples, National Traditional Medicine Days, Scientific Research and Innovation Days (JERSIC), etc.)

5. Engagement in social communication and community mobilisation	<ul style="list-style-type: none"> ▶ Regional and local authorities (RLAs) ▶ Business community - Civil society organisations ▶ Local traditional authorities, ▶ Religious leaders, - Community leaders and relays ▶ People living in the two regions where GRs are exploited 	<ul style="list-style-type: none"> ▶ Advocacy Interpersonal and participatory communication for development: Inform about social and environmental issues to raise awareness ▶ Encourage regional and local authorities to understand and adhere to the Nagoya Protocol ▶ -Promote community participation and the creation of a network for sharing best practices in the preservation of GRs 	<ul style="list-style-type: none"> ▶ Design and production of community mobilisation materials: T-shirts, leaflets, flyers, caps, etc. ▶ Popularisation of basic documents on the Nagoya Protocol ▶ Lobbying and advocacy for the business community ▶ Quarterly campaigns using mobile caravans and distribution of video films ▶ Creation of a platform for dialogue between civil society organisations and the media 	<ul style="list-style-type: none"> ▶ Number of participants per action ▶ % of women ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED 	✓	✓	✓
6. Capacity building of stakeholders (training courses and workshops)	<ul style="list-style-type: none"> ▶ NGOs, CSOs, Representatives of IPLCs, ▶ National, regional and local media 	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Implementation ▶ Evaluation 	<ul style="list-style-type: none"> ▶ Improved stakeholders' capacity 	<ul style="list-style-type: none"> ▶ Activity reports ▶ List of participants ▶ Pressbook ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media/Social Media 	✓	✓	✓

OPERATIONAL OBJECTIVE 2.1: Promote the dissemination of Specialised Information on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law						Y1	Y2	Y2
OPERATIONAL OBJECTIVE 2.2: Use of the media and social media to produced specialised compelling content on the issues at stake								
Activities	Targets	Tasks/Inputs	Outcomes/Outputs	Monitoring Indicators	Implementing Entities			
1. Capacity Building of the media and social media	National, Regional and Local Media, TV, Radio and Newspapers	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Setting up of an organising committee ▶ Monitoring of implementation 	Stakeholders' capacities are strengthened with regard to the Nagoya Protocol and ABS in Cameroon	<ul style="list-style-type: none"> ▶ Number of workshops held ▶ Workshop reports (with attendance sheets) ▶ % of women participation 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media 	✓	✗	✗
2. Mastery of the Clearing House Mechanism.	National media professionals	<ul style="list-style-type: none"> ▶ Selection of professionals ▶ Organisation of training sessions 	The media's capacity on the ABS Clearing House Mechanism is strengthened	<ul style="list-style-type: none"> ▶ Number of media professionals who master the ABS Clearing House Mechanism 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media 	✓	✓	✓
3. Production and broadcast of special radio and TV programmes in the 2 selected regions of Cameroon	National, regional and local media TV, Radio	<ul style="list-style-type: none"> ▶ Selection of media and media professionals ▶ Evaluation of synopsis ▶ Monitoring of production and dissemination 	Stakeholders and the general public are informed of the Nagoya Protocol on ABS	<ul style="list-style-type: none"> ▶ Number of special programmes produced ▶ % of programmes targeting women - Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media 	✓	✓	✓

4. Writing and publishing of thematic articles in the press	National, Regional and local media	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Setting up an organising committee ▶ Monitoring of implementation 	Thematic articles are produced	<ul style="list-style-type: none"> ▶ Number of thematic reports produced ▶ Stakeholders and the general public are informed about the Nagoya Protocol on ABS ▶ % of thematic articles published on women 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media 	✓	✓	✓
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5. Development of specialised digital content on social networks	<ul style="list-style-type: none"> ▶ Social Media ▶ Youth audience 	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Recruitment of content creators and influencers ▶ Monitoring of implementation 	Stakeholders and IPLCs have access to quantitative and qualitative information on digital platforms.	<ul style="list-style-type: none"> ▶ Number of platforms used ▶ Number of users attained ▶ Social Media impact (number of views and likes) 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media 	✓	✓	✓
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OPERATIONAL OBJECTIVE 3.1: Showcase successful examples of actions carried out by Indigenous Peoples and Local Communities (IPLCs) and their networks throughout the benefit-sharing chain and their subsequent spin-offs						Y1	Y2	Y2
OPERATIONAL OBJECTIVE 3.2: Disseminate success stories that can inspire other stakeholders, particularly small holders								
Activities	Targets	Tasks/Inputs	Outcomes/Outputs	Monitoring Indicators	Implementing Entities			
1. Production and broadcast of audio-visual documentaries on the Convention on Biological Diversity (CBD), the Nagoya Protocol and the ABS Law	General public	▶ Development of TORs ▶ Recruitment of media service provider ▶ Presentation of synopsis ▶ Conception and production in the 2 official languages ▶ Follow-up programming and broadcasting	▶ Audio-visual database available ▶ Success story documentaries produced and broadcast	▶ Number of documentaries produced and broadcast ▶ Number of broadcasters. ▶ % of programmes produced on women	▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media / Social Media ▶ Service Providers	✓	✗	✗
2. Optimisation, adaptation and diversification of the same content via social networks	All audiences	▶ Updating documentaries ▶ Photos insert & videos ▶ Animation	▶ ABS news dynamic ▶ ABS enjoys a good reputation on social networks	▶ Number of comments, views, 'likes', tweets shared ▶ % of programmes on women	▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Media/Social Media	✓	✗	✗

3. Diversification of access to information and education particularly on radio	IPLCs	<ul style="list-style-type: none"> ▶ Conceive and produce programmes in local languages ▶ Coach local language broadcasters 	<ul style="list-style-type: none"> ▶ Language barrier eliminated. ▶ ABS issues are popularised 	<ul style="list-style-type: none"> ▶ Number of Community Radio Stations involved ▶ Number of programmes (% produced on women) 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Community Radio Stations 	✓	✓	✓
4. Organisation of information and education contests amongst IPLCs on all the areas.	General Public Young people in villages	<ul style="list-style-type: none"> ▶ Conceive the format and content of the contest ▶ -Select the media organ and communication channels ▶ outline a schedule for the implementation in villages 	<ul style="list-style-type: none"> ▶ Quiz organised 	<ul style="list-style-type: none"> ▶ Number of participants per village ▶ % of women participating ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ NGOs ▶ CSOs 	✓	✗	✓

OPERATIONAL OBJECTIVE 4.1:
Improve researchers' level of information on ABS and its implications for research and development

OPERATIONAL OBJECTIVE 4.2:
Promote ABS compliance amongst researchers

						Y1	Y2	Y2
Activities	Targets	Tasks/Inputs	Outcomes/Outputs	Monitoring Indicators	Implementing Entities			
1. Sensitisation of researchers	Researchers	<ul style="list-style-type: none"> ▶ Carrying out advocacy with researchers and the organisations that employ them ▶ Raising awareness among students ▶ Introducing ABS training modules ▶ Awarding study and research grants ▶ Launching the ABS contest to reward best practices in implementing the recommendations of the Nagoya Protocol 	<ul style="list-style-type: none"> ▶ Improved awareness among researchers on the Nagoya Protocol and the ABS 	<ul style="list-style-type: none"> ▶ Number of activities carried out (% destined for women) ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Consultant Researcher ▶ Com. Unit MINEPDED ▶ Media/Social Media 	✓	✗	✗

2. Facilitation of the integration of ABS in university curricula	Students, researchers, academia	<ul style="list-style-type: none"> ▶ Drafting a training manual for the use of academia ▶ Organising special ABS sensitization and training events in universities ▶ Facilitating the adoption of ABS training in university institutions 	<ul style="list-style-type: none"> ▶ Number of universities that have integrated ▶ ABS in their curricula 		<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Com. Unit MINEPDED ▶ Community Radio Stations 	✓	✓	✓
3. Promotion of compliance measures at the level of universities and research institutions	Researchers and the academia	<ul style="list-style-type: none"> ▶ Organising special awareness raising and capacity development sessions to establish ABS compliance checkpoints and their operationalisation in universities ▶ Organising regular meetings with academia to share lessons, adjust strategies for better monitoring of bioprospection 	<ul style="list-style-type: none"> ▶ Universities and research institutions comply with ABS legislation and regulations 	<ul style="list-style-type: none"> ▶ Number of Universities and research institutions that comply with ABS legislation and regulations ▶ Number of researchers that have applied for compliant documents (% of women) 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Consultant Researcher ▶ Heads of research laboratories 	✓	✗	✗
4. Popularisation of research findings on GRs	General Public	<ul style="list-style-type: none"> ▶ Design, production and dissemination of cross-media content Publication of content on the MINEPDED website and ABS online platform 	<ul style="list-style-type: none"> ▶ Many more people are aware of, and make use of findings 	<ul style="list-style-type: none"> ▶ Number of programmes produced ▶ Number of media disseminating content on findings 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Consultant Researcher ▶ Com. Unit MINEPDED ▶ Media/Social Media 	✓	✗	✗

OPERATIONAL OBJECTIVE 5.1: Increase access to information on ABS for the private sector						Y1	Y2	Y2
OPERATIONAL OBJECTIVE 5.2: Reinforce information, education and communication towards the national private sector								
Activities	Targets	Tasks/Inputs	Outcomes/Outputs	Monitoring Indicators	Implementing Entities			
1. Capacity Building for the private sector, the media and social media	<ul style="list-style-type: none"> ▶ Private Sector ▶ National, Regional and Local Media, TV, Radio and Newspapers 	<ul style="list-style-type: none"> ▶ Drafting of TORs ▶ Recruiting consultants ▶ Setting up an organising committee ▶ Monitoring of implementation 	<ul style="list-style-type: none"> ▶ Stakeholders' capacities are strengthened with regard to the Nagoya Protocol and ABS in Cameroon 	<ul style="list-style-type: none"> ▶ Number of workshops held ▶ Workshop reports (with attendance sheets) 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Private Sector ▶ Com. Unit MINEPDED ▶ Media/Social Media ▶ Consultant ▶ % of women involved 	✓	✗	✗
2. Production and broadcast of special radio and TV programmes in the selected 2 regions of Cameroon	<ul style="list-style-type: none"> ▶ Private Sector-National, regional and local media TV, Radio 	<ul style="list-style-type: none"> ▶ Selection of media and media professionals ▶ Evaluation of synopsis ▶ Monitoring of production and dissemination 	<ul style="list-style-type: none"> ▶ Private sector stakeholders and the general public are informed of the Nagoya Protocol on ABS 	<ul style="list-style-type: none"> ▶ Number of special programmes produced ▶ % destined for women ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Private Sector ▶ Com. Unit MINEPDED ▶ Media/Social Media ▶ Consultant 	✓	✗	✗
3. Writing and publishing of thematic articles in the press	<ul style="list-style-type: none"> ▶ Private Sector National, Regional and local media 	<ul style="list-style-type: none"> ▶ Drafting TORs ▶ Setting up an organising committee ▶ Monitoring implementation 	<ul style="list-style-type: none"> ▶ Thematic articles are written and published on private sector involvement ▶ Private stakeholders and the general public are informed about the Nagoya Protocol on ABS ▶ Number of media reports 	<ul style="list-style-type: none"> ▶ Number of thematic reports produced (% for women) 	<ul style="list-style-type: none"> ▶ ABS Focal Point ▶ Private Sector ▶ Com. Unit MINEPDED ▶ Media/Social Media 	✓	✓	✓

4. Development of specialised digital content on social networks	<ul style="list-style-type: none"> ▶ Private sector ▶ Social Media 	<ul style="list-style-type: none"> ▶ Drafting TORs ▶ Recruiting content creators and influencers ▶ Monitoring implementation 	<ul style="list-style-type: none"> ▶ Private Sector Stakeholders have access to quantitative and qualitative information on digital platforms 	<ul style="list-style-type: none"> ▶ Number of platforms used ▶ Number of users attained (% of women) ▶ Social Media impact (views and likes) 	<ul style="list-style-type: none"> ▶ Point focal APA ▶ Secteur privé ▶ Cellule de Communication du MINEPDED ▶ Médias/ Réseaux sociaux ▶ Consultant 			
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Implementation mechanism

The effectiveness of the implementation of the CEPAP requires good coordination, appropriate resources for financing activities, and the establishment of an effective monitoring and evaluation system.

6.1. Planning of activities

For the first two years, the implementation of the CEPAP will follow the planning of the GEF-funded project titled « Support to Nagoya Protocol implementation, research, and development, on Biodiversity value chain for smallholders in the South-West and Far North Regions of Cameroon ». The planned activities will be earmarked and included in each annual workplan of the said project.

Beyond this project, the implementation of the CEPAP shall broadly follow the principle of the State's programme and financial regime, for instance, the "budget-programme". The planning of activities should take greater account of the activities provided for in the plan.

6.2. Execution of activities

The execution of the activities will consist of :

- ▶ Developing the ToRs in a concerted manner;
- ▶ Performing the activities;
- ▶ Monitor the execution of the activities;
- ▶ Preparing the execution report;
- ▶ Analyzing and validating the report;
- ▶ Preparing half-yearly and annual reports;
- ▶ Holding periodic meetings to coordinate and monitor the implementation of activities.

Monitoring and evaluation mechanisms

7.1. Objectives of monitoring and evaluation

The objectives pursued by the monitoring and evaluation mechanism are:

- ▶ Monitor the level of implementation of the CEPA plan;
- ▶ Support the search for funding;
- ▶ To be able to appreciate the level of knowledge, attitude, and practice among ABS stakeholders.

Monitoring and evaluation of the implementation of the CEPAP should enable decision-makers and interested stakeholders to know the progress of activities and the constraints that limit their implementation, in order to take the necessary corrective measures to ensure the achievement of the previously defined objectives.

7.2. Actors in charge of implementation, monitoring, and evaluation

The Ministry in charge of the environment, through its ABS Focal Point, is responsible for popularizing this CEPAP through a broad process of consultation, information and awareness-raising, which must lead to its implementation at the national level. The ABS Focal Point shall play a central role in the preparation, implementation and monitoring of this plan, as well as in the mobilization of the participation of other relevant stakeholders.

Also, the participation in the implementation of the ABS agenda of Cameroon by some key development partners (GIZ, GEF, COMIFAC, etc.), and some local NGOs (ERUDEF, CASUDEV, etc), has strongly demonstrated their capacity to advance sensitization about the APA process. In this regard, it is recommended to facilitate their ownership of this CEPAP plan, in view of fostering synergies in its implementation.

Therefore, MINEPDED is called upon to identify the tasks for each activity, determine the implementation costs, following a participatory process with the stakeholders concerned (Research Institutes, International Institutions, Sector Administrations, Private Sector, Civil Society Organisations, NGOs, IPLCs, etc.).

7.3. Monitoring and evaluation approach

It is recommended that, as part of the implementation of this CEPAP, indicators and a precise timetable (monthly, quarterly, half-yearly, and annual) be provided.

For the first two years of implementation, the monitoring and evaluation approach will align with the M&E action plan of the project titled « Support to Nagoya Protocol implementation, research, and development, on Biodiversity value chain for smallholders in the South-West and Far North Regions of Cameroon ». It will include a process of developing an annual workplan aimed at designing and articulating targets per year, along with an annual budget and responsibilities. Monitoring will be carried out at two levels, focusing on the implementation process and the impacts of the CEPAP.

Beyond the said project, the activities of the CEPAP will be integrated into the “CDMT” and AWP of MINEPDED and other relevant stakeholders.

To ensure better monitoring of the implementation of the strategy, the MINEPDED will have to develop adequate monitoring and evaluation tools. The implementation of these tools will have to be based on the principles of Results-Based Management (RBM). The system must be focused on the one hand on monitoring the effective implementation of activities and their results in accordance with annual planning, and on the other hand on achieving the identified change indicators.

The monitoring and evaluation tools consist of:

- ▶ The monitoring and evaluation matrix for the implementation of activities (made available by the ABS Focal Point;
- ▶ Annual activity reports which report on the level of achievement of the results planned in the AWP and their contribution to the achievement of the objectives of the CEPAP.

Financing strategy

The Ministry in charge of environment will have to mobilize the internal, external and innovative financial resources necessary for the implementation of the CEPAP.

During the first two years of implementation, the planned CEPAP activities will be financed the the budget of the GEF-funded project titled « Support to Nagoya Protocol implementation, research, and development, on Biodiversity value chain for smallholders in the South-West and Far North Regions of Cameroon ».

Beyond this project, the State treasury's support through operating and investment budgets shall continue to ensure the financing of the CEPAP in accordance with the State's financial regime.

It will also be necessary, in light of the actions planned in the CEPAP, to develop projects to facilitate the mobilization of additional financial resources.



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