



The International Treaty

ON PLANT GENETIC RESOURCES FOR FOOD AND AGRICULTURE



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Item 18 of the Provisional Agenda

FIFTH SESSION OF THE GOVERNING BODY

Muscat, Oman, 24-28 September 2013

DRAFT BUSINESS PLAN OF THE GOVERNING BODY

EXECUTIVE SUMMARY

1. By Resolution 3/2007, the Second Session of the Governing Body requested the Secretary, working with the Bureau, to prepare and submit a Business Plan for the implementation of the Treaty, for consideration by the Governing Body at its Third Session and decision at its Fourth Session.
2. At its Third Session, the Governing Body agreed on the further development of the Draft Business Plan. At its Fourth Session it requested the Secretary to bring it to the attention of the Governing Body at this Session.
3. This document contains a streamlined draft *Business Plan*, based on comments received from Contracting Parties, the *Ad Hoc* committees of the Governing Body of the Fourth Session and the Bureaus of the Fourth and Fifth Sessions.
4. The Governing Body is invited to consider the draft *Business Plan* and provide its guidance on the next steps.

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I. INTRODUCTION

1. By Resolution 3/2007, the Second Session of the Governing Body requested the Secretary, working with the Bureau, to prepare and submit a *Business Plan* for the implementation of the Treaty, for consideration by the Governing Body at its Third Session and decision at its Fourth Session.¹ The Third Session of the Governing Body agreed on further development of the draft *Business Plan* and urged Contracting Parties to submit comments, based on which the Bureau, working with the Secretary, would revise the draft *Business Plan* for consideration at the Fourth Session of the Governing Body.²
2. The draft *Business Plan* was presented again to the Bureau of the Fourth Session at its third meeting and incorporated comments and inputs provided by Contracting Parties, including the suggestions of the *Ad Hoc* Advisory Committee on the Funding Strategy, and the *Ad Hoc* Technical Advisory Committee on the Multilateral System and the SMTA.
3. The Bureau of the Fourth Session also agreed that a broader discussion needs to be undertaken by the Governing Body on the substantive merit of the Business Plan. The discussion should include questions as to whether the Business Plan is still needed at this stage of the development and implementation of the Treaty or some other strategic document, which spells out a possible future direction of the Treaty.
4. At its Fourth Session the Governing Body considered the draft *Business Plan of the Governing Body* and requested the Secretariat to bring the draft *Business Plan* to the attention of the Governing Body at its Fifth Session.
5. The Bureau of the Fifth Session at its first meeting requested the Secretariat to further streamline and shorten it, keeping it at a more generic level, for submission to the Governing Body at this Session.
6. The *Appendix* to this document presents a shorter version of the draft *Business Plan* prepared by the Secretariat.

II. THE WAY FORWARD AND GUIDANCE SOUGHT

7. As described above, the first request to prepare a *Business Plan* was made five years ago when the Governing Body met at its Second Session. Since then, the Governing Body has made considerable progress in the start-up phase of the Treaty implementation. The establishment and operation of the Multilateral System and the Benefit-sharing Fund have progressed at a rapid pace and its basic operating systems are in place. Since its Second Session, the work of the Governing Body has expanded considerably with other important areas of implementation, such as Sustainable Use (Article 6). It has further progressed in the establishment of cooperation with other international institutions and bodies and in the strengthening the collaboration with other Treaty stakeholders.
8. The *Business Plan* should be a tool for promoting mid-term planning by the Governing Body, and as such enable to expand its decision-making capacity on the implementation of the Treaty without further overburdening its Sessions. A number of measures have taken to minimize that the Governing Body being overburdened in its decision-making at its Sessions, such as shortening the length of documents or preparation of draft Resolutions for its consideration. While the shortened version of the draft *Business Plan* is focused in the achievement of 5 major areas or targets, it still does not provide a schedule describing the major outputs and outcomes that will be available for consideration by the Governing Body at each Session during the 5-year period of the Plan. It also has no review mechanism to enable the Governing Body adjust to new needs or opportunities.

¹ IT/GB-2/07/Report, *Resolution 3/2007*, paragraph (xix).

² IT/GB-3/09/Report, paragraph 32.

9. Other intergovernmental bodies have adopted multi-year programmes of work (MYPOW) to enable them deal with complex and expanding agendas in an organized manner without overburdening its memberships. In other forums, the adoption of MYPOWs has had substantial benefits, mobilizing interest and policy coherence within the organization, facilitating systematic partnership with other relevant processes, providing general policy frameworks that governments can use in structuring their relevant national processes, and helping to mobilize funding for agreed priorities.
10. Two intergovernmental organizations with which the Governing Body has a regular and close cooperation, the Conference of the Parties of the Convention on Biological Diversity and the Commission on Genetic Resources for Food and Agriculture have successfully adopted and implemented MYPOWs. The adoption by the Governing Body of its own MYPOW will enable furthering the cooperation with these bodies if synergies are established through these multi-year programming tools.
11. The Governing Body is invited to consider the draft *Business Plan* contained in the *Appendix* to this document in light of the above considerations. The Governing Body may wish to take note of the *Business Plan* and request the Secretary to prepare, based on the Plan, a draft Multi-Year Programme of Work for consideration and approval, at its next Session.

APPENDIX

DRAFT BUSINESS PLAN OF THE GOVERNING BODY

I. Introduction

The vision of the Treaty is to ensure “equity and food for all” and its mission and overall objective are the conservation and sustainable use of plant genetic resources for food and agriculture and the fair and equitable sharing of the benefits arising from their use for sustainable agriculture and food security. This business plan identifies six medium term targets for the period 2014-2019 and is intended to serve as:

1. a **tool for the medium term planning** of Treaty implementation over a six year period ;
2. a **resource mobilization tool** describing a roadmap for making operational the Treaty;
3. a tool for raising **awareness** of non-experts in a simple and non-technical language;

Each **medium term target** describes its key goals and the elements projected as necessary for the completion of specified **deliverables** and **priority objectives**. The priority objectives are designed to cumulatively contribute to the achievement of goals and targets and should not be viewed as lists of options. For implementation of this Business Plan additional resources should be mobilized applying the principles being used since 2006.

All parts of the business plan are based on **established principles** regarding resource mobilization and utilization, which have been applied since 2006.

Principles of resource mobilization:

- No results without resources.
- Alignment of targets for resource mobilization and their utilization.
- Sustainability.
- Predictability.
- Resource-based workload planning.
- Results-based management.
- Transparency and recognition.

Principles of resource utilisation:

- Resources demand results.
- Alignment of Contracting Party and other stakeholders’ efforts to achieve Governing Body’s targets.
- Contracting Party-guidance.
- Consensus.
- Coherence.
- Coordination.
- Cooperation.

II. 2014 – 2019 Business Plan for the International Treaty

The overall goal of this Business *Plan* is to put the essential systems, strategies and mechanisms of the International Treaty on a sustainable footing and operation and, where possible, make the transition to maintaining and overseeing these systems, strategies and mechanisms stable over time.

2.1 Target 1: Consolidating the Core Systems and Processes of the Multilateral System

The Multilateral System of Access and Benefit-sharing (MLS) is one of the cornerstones of the Treaty and its most innovative mechanism. Its implementation has contributed to the establishment of a new global system of access and benefit-sharing (ABS) that constantly monitors individual genetic resource and monetary transfers, as well as its related benefits. The establishment of the Multilateral System has progressed at a rapid pace and its basic structure is in

place. However, substantial work is still to be done in order to ensure the full effectiveness of the Multilateral System at both, national and international levels.

Goal 1: Identification, inclusion and facilitation of access to Material in the Multilateral System, including through the development and promotion of relevant information technology tools.

The availability of plant genetic resources for facilitated access is the foundation of the Multilateral System. Since 2007 only a limited number of Contracting Parties have provided information regarding the collections that are available through the Multilateral System. Less information is available regarding measures taken to encourage the inclusion of material by natural and legal persons.

- *Priority Objectives*

- ❖ **Review the level of information**, including both notifications of material available by **Contracting Parties** and submissions of material **by natural and legal persons**.
- ❖ **Review the submission of collections held by natural or legal persons** and determine action needed to facilitate these submissions. Review the status of the Multilateral System with respect to *in situ* material, in the light of the provisions of *Article 12.3h* of the Treaty to understand and promote the linkages between the operation of the Multilateral System and PGRFA held in *in situ* conditions.
- ❖ **Publicize the need to provide and update information on material available** under the Multilateral System, including the material held in *in situ* conditions. **Liase with holders of plant genetic resources for food and agriculture** as an active follow up to more passive publicity approaches.

- *Outcome*

By the end of the current planning period, information regarding the material available under the Multilateral System should be available through the Treaty website. The information technology systems that will facilitate SMTA operations, including in support of the operations of the Third Party Beneficiary should also be completed and duly promoted.

Goal 2: Frameworks for the Promotion of Benefit-sharing

Benefit sharing is the second of the two pillars of the Multilateral System and its priority areas of intervention cover a wide range of activities, as provided for in Article 13.2 of the Treaty as “*the exchange of information, access to and transfer of technology, capacity-building, and the sharing of the benefits arising from commercialization, taking into account the priority activity areas in the rolling Global Plan of Action, under the guidance of the Governing Body*”.³

- *Priority Objectives*

- ❖ Benefit-sharing in the Multilateral System includes both **non-commercial and commercial benefit-sharing mechanisms**. While the SMTA provisions operationalize two options for **commercial benefit-sharing**, **additional work has been undertaken to implement the non-commercial benefit-sharing mechanisms**, namely **exchange of information, technology transfer and capacity building** for plant genetic resources for food and agriculture.

³ Activities relating to financial benefit-sharing are considered in target 2 within the scope of the Funding Strategy.

- ❖ **Review progress in benefit-sharing arrangements.** The Governing Body has requested the Secretary to **review the operation of the benefit-sharing arrangements** and this review will require an extensive information gathering and analytical exercise, in order to provide the relevant information and analysis to the Governing Body. **Based on this progress review the Governing Body will be able to take further policy decisions** and other relevant organizations may model their benefit-sharing mechanisms on the experiences of the Treaty.
- ❖ **Review of the modalities of benefit-sharing.** The Governing Body will review regularly the levels of payment to the Benefit-sharing Fund, especially those concerning mandatory payments. It will identify and put in place a series of innovative options to increase the flow of funds on a predictable, immediate and reliable basis, based on the sustainable use of plant genetic resources for food and agriculture.

- *Outcome*

At the end of the planning period functional mechanisms are in place for all four types of Benefit-sharing of the Treaty and more information is available on a regular basis promoting on possible options for enabling further benefit sharing through the Treaty.

Goal 3: Framework for the Operations of the Third Party Beneficiary

The Standard Material Transfer Agreement makes provision for a Third Party Beneficiary.

After the adoption of the amicable dispute resolution and mediation proceedings under the Third Party Beneficiary Procedures in 2011, the work will have to focus on their practical implementation, in particular as they relate to the movement and effective maintenance of information.

- *Priority Objectives*

- ❖ **Provision of information for use by the Third Party Beneficiary.** Effective dispute resolution is highly dependent on the availability of information and more this information will be made available to the Third Party Beneficiary, the more **cost-effective and efficient** the dispute resolution process will be. Ensuring that, when requested, the **confidentiality of sensitive information is guaranteed** is also of utmost importance for promoting confidence in the System.
- ❖ **Review of the operations of the Third Party Beneficiary.** The Third Party Beneficiary acts on behalf of the Governing Body and the Treaty. In order to ensure confidence in the System and good governance, it is imperative that the **Governing Body periodically reviews the operations of the Third Party Beneficiary** as to assess the fulfilment of Treaty's objectives and the implementation of relevant Governing Body decisions.
- ❖ **Further develop and promote information technology systems to support the implementation of the Multilateral System** and, *inter alia*, to assist users with practical guidance on the use and obligations under the Standard Material Transfer Agreement.

- *Outcomes*

By the close of the planning period, the Third Party Beneficiary Procedures should be implemented in a routine manner, including the necessary collection and maintenance of information.

2.2 Target 2: Operating and Developing the Multilateral System

Given the uniqueness of the Multilateral System of Access and Benefit-sharing (MLS), it is essential that advice and relevant assistance is readily available to Contracting Parties and other users worldwide. It is also important that the Governing Body has access to reliable information on the operations of the Multilateral System to support informed decision making.

Goal 1: Generating Policy Support and Further Guidance on the Development of the Multilateral System

Article 19.3 provides that a function of the Governing Body is to “provide policy direction and guidance [...] in particular for the operation of the Multilateral System”. It should be noted that, in addition to Contracting Parties, a number of potential Providers and Recipients have also brought to the attention of the Secretary various legal and technical questions regarding the international application of the Standard Material Transfer Agreement and the implications for the rights and obligations deriving from the answers to these questions. This has highlighted that the Governing Body’s guidance will be central in ensuring coherence in the Multilateral System.

Two main forms of policy guidance are expected. The first in the form of guidelines for providers and recipients of material under the Multilateral System and the second in the form of policy guidance on detailed substantive questions regarding the operation, coverage and evolution of the System that will respond directly to queries raised by users.

- *Priority Objectives*

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- ❖ **Reconvene the *Ad Hoc* Advisory Technical Committee on the Standard Material Transfer Agreement and the Multilateral System** to, *inter alia*, continue to consider questions and issues raised by Contracting Parties and other users of the Multilateral System and continue to advise the Governing Body and the Secretary on them.
 - ❖ To participate and assist in the **reviews and assessments related to the operation of the Multilateral System** required by Articles 11.4 and 13.2d of Treaty. Preparatory work will be carried out inter-sessionally for the reviews, assessments and decisions to be undertaken by the Governing Body and the other subsidiaries bodies that may decide to establish.
 - ❖ **Develop a handbook of practices and procedures for the implementation of the Treaty.**
 - ❖ **Develop Provider and Recipient Procedures for the Multilateral System.**
 - ❖ **Capacity-building and awareness-raising** by facilitating informed access to the Multilateral System and by broadening active participation in the System.

- *Outcome*

The availability of information and legal assistance that promote harmonised approaches to the implementation of the Multilateral System and create transparency, certainty and predictability for users.

Goal 2: Monitoring the Operations of the Multilateral System

Article 19.3(a) provides that the first function of the Governing Body is “to monitor... the operation of the Multilateral System”. Monitoring is a major exercise, particularly because, at the start of the planning period, what is happening in the System is not known in transparent, reliable and empirically verified terms. Information is very limited on all key aspects of the Multilateral System, including: how much material is in the System; what material is it; how was it included; and, what is happening to it in the Multilateral System. Reliable data on these questions will be critical for: (1) the credibility of the System, (2) the planning and operation of the System, (3) the

monitoring and review of the operation of the System by the Governing Body; and, (4) a sound information basis for policy decisions of the Governing Body on the future evolution of the Multilateral System, such as addressing climate change, changes in the regulatory environment, etc.

Significant quantitative data will be provided through the natural functioning of the Multilateral System and its Third Party Beneficiary. Furthermore, submissions on experiences in the operation of the Multilateral System will continue to be sought from Contracting Parties and relevant organizations. However, it will be necessary to supplement these submissions with more active efforts to gather the necessary information.

- *Priority Objectives*

- ❖ **Documentation of measures** by which Contracting Parties are implementing the Multilateral System, including the various administrative and legislative options available.
- ❖ **Statistical synthesis of SMTA operations for the Governing Body with appropriate measures to protect confidentiality.**
- ❖ **Reviews of the implementation and operation of the Standard Material Transfer Agreement.**

- *Outcome*

Statistical information, **collection of instruments and case studies will be produced.**

2.3 Target 3: Implementing the Funding Strategy

Article 18.1 of the Treaty provides that [t]he *Contracting Parties undertake to implement a funding strategy for the implementation of this Treaty* while Article 18.2 lists its objectives.

The Funding Strategy is key to the success of the entire Treaty and it depends upon the availability of funds. The Governing Body, in Resolution 1/2006, noted “*that the Funding Strategy should seek to attract financial resources from all possible sources*” and recognized “*the importance of cooperation with relevant international mechanisms, funds and bodies to the successful implementation of the Funding Strategy*”.

Goal 1. Mobilizing Resources for the Benefit-sharing Fund

The mobilization of resources will influence the shaping of other Funding Strategy goals as well as the profile and activities of the Treaty more generally.

- *Priority Objectives*

- ❖ **Strengthen fund raising systems and prepare core materials.**
- ❖ **Encourage the championing of the Treaty by leading donors and stakeholders** and otherwise maintain the profile of the Treaty and the Funding Strategy. Ensure that the Treaty’s provisions are widely disseminated by a wide range of supporters and that its objectives, needs and achievements are properly broadcasted.
- ❖ **Conduct donor cultivation and stewardship programmes to distinguish existing donors** and encourage new ones with the ultimate goal of expanding the base of support for Treaty related activities.
- ❖ Implement and progressively enhance **customized communication programmes for the various interested audiences.**

- ❖ **Review the implementation of the Funding Strategy and Strategic Plan** to ensure the most effective fulfilment of its objectives and targets.
- ❖ **Implement** innovative approaches for resource mobilization for the Benefit-sharing Fund, including through presentations of proposals made by various regions.
- *Outcome*

An updated resource mobilization plan with revised working targets and overall objectives produced and implemented.

Goal 2. Operating the Benefit-sharing Fund

The Benefit-sharing Fund provides a mechanism for fair and equitable sharing of the benefits arising from the use of plant genetic resources for food and agriculture, encourages facilitated access and contributes to globally agreed programmes for the conservation and sustainable use of plant genetic resources. In order to strengthen the credibility of the Benefit-sharing Fund and increase consensus on its activities among donors, partners and stakeholders, the development of an efficient, transparent and effective system for financial and operational management of the Fund is imperative.

- *Priority Objectives*

- ❖ **Report on monitoring and evaluation of project portfolio funded by the Benefit-sharing Fund** to the Governing Body in the framework of the project cycles.
- ❖ **Strengthen and maintain project management and information systems and a partnership architecture.**
- ❖ **Improve the administrative policies and procedures for the day-to-day management of the project cycle and of its funds. Manage the project cycle on a day-to-day basis.**
- ❖ **Establish a framework for the periodic review of the operations of the Benefit-sharing Fund** that will consider the impact and sustainability of its plans, programmes, priorities, procedures and partnerships..
- ❖ **Develop and review a Mid-term Plan** for the use of resources in the Benefit-sharing Fund.

- *Outcome*

The Benefit-sharing Fund should complete, transparently and efficiently, a maximum of project cycles by the close of the planning period, according to the funds available.

Goal 3. Facilitating the Implementation of the Funding Strategy through other Channels (Bilateral, Regional and Multilateral)

The Treaty should support Contracting Parties in ensuring that other international processes provide assistance, in accordance with the criteria set by the Governing Body, and consider Treaty's provisions in deciding on assistance. In this line, the Secretariat could facilitate preparatory work for adopted measures to encourage voluntary contributions.

- *Priority Objectives*

- ❖ **High-level outreach to relevant international mechanisms, funds and bodies** to encourage their support for Treaty related objectives and to promote coordination between

their activities as they relate to Treaty objectives.

- ❖ **Defining and maintaining a calendar of events and appropriate activities at meetings of relevant international mechanisms, funds and bodies.**
 - ❖ **Monitoring activities at bilateral, regional and multilateral levels** to develop a broader picture of the nature, focus and outcomes of the full range of activities that are based on, or otherwise relate to, Treaty implementation and associated objectives.
 - ❖ **Reporting back to the Governing Body** on progress and achievements.
- *Outcome*

An increased level of funding from targeted international mechanisms, funds and other bodies is directed towards the conservation and sustainable use of plant genetic resources for food and agriculture and the Governing Body regularly assesses gaps and synergies in the implementation of the Funding Strategy and guides its further implementation.

2.4 Target 4: Conservation and Sustainable Use

The Treaty establishes a framework for the conservation and sustainable use of plant genetic resources for food and agriculture, by promoting an integrated approach at national level and creating an international forum for cooperation. The challenge is to translate these general provisions and diverse means of varying stakeholders into concrete and practice-oriented guidance instruments through the implementation of a dedicated Programme of Work on Sustainable Use of PGRFA.

Goal 1. Facilitating, coordinating and monitoring the activities carried out by Contracting Parties, stakeholders and International Organizations of exploration, conservation and sustainable use of plant genetic resources for food and agriculture

This goal contributes to develop a comprehensive view of on-going activities that can be considered sufficiently representative to extrapolate from and use for the drawing of policy conclusions.

- *Priority Objectives*
 - ❖ Assist in the monitoring of the activities carried out by Contracting Parties, stakeholders and International Organizations in implementing the Vision, Mission and Goals of Programme of Work on Sustainable Use of PGRFA
 - ❖ **Transmit the guidance of the Governing Body** to Contracting Parties and stakeholders to facilitate the implementation of **Articles 5 and 6** of the Treaty.
 - ❖ **Collect information from other sources relevant to the conservation and sustainable use** of plant genetic resources for food and agriculture.
- *Outcome*

By the close of the planning period, the Treaty should be recognised as one of the leading sources of information on measures for the conservation and sustainable use of plant genetic resources for food and agriculture. The Treaty will act as a clearing house that can direct interested parties to information generated and held by all the stakeholders and partners.

Goal 2. Cooperating and improving partnerships

The Treaty is the primary framework and forum for the development of policy on the conservation, characterisation and sustainable use of plant genetic resources for food and agriculture. To strengthen collaboration and partnerships among stakeholders participating in projects and programmes relevant to the implementation of the article 5, 6 and 9 of the Treaty

- *Priority Objectives*

- ❖ **Analyze and disseminate information gathered to identify issues that need to be addressed and to develop options for addressing them.**
- ❖ **Develop policy guidance on the implementation of measures** for the conservation and sustainable use of plant genetic resources for food and agriculture at the national level.

- *Outcome*

The availability of a broad range of information on the conservation and sustainable use of plant genetic resources for food and agriculture and the provision of guidance on policy options for national measures to implement Articles 5 and 6 of the Treaty.

2.5 Target 5: Farmers' Rights

Pursuant to Article 9 of the Treaty, the responsibility for realizing Farmers' Rights lies with national governments. Contracting Parties, in accordance with their needs and priorities, should, as appropriate, and subject to national legislation, take measures to protect and promote those rights, including the protection of relevant traditional knowledge, the right to participate equitably in sharing benefits, and the right to participate in relevant decision-making at national level. With the entry into force of the Treaty, and the adoption of enabling measures by Contracting Parties, the article on Farmers' Rights provides a legal framework that they may draw upon as a basis for giving recognition and protection of indigenous and local communities and farmers in accordance with national legislation.

Goal 1. Gather information on the status of Farmer's Rights implementation

The gathering of information is a necessary pre-requisite for the Governing Body to undertake any review of the situation regarding Farmers' Rights and must form the central element of any action that the Governing Body may consider in support of national implementation.

- *Priority Objectives*

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- ❖ Promote the rate and frequency of the **submission by Contracting Parties and relevant organizations of information on national measures** for the promotion and protection of Farmers' Rights.
 - ❖ Convey or support the organization of regional workshops on Farmers' Rights, subject to the availability of resources.
 - ❖ Compile, analyze and publish the **information received.**
 - ❖ **Promote the participation of farmers' organizations in the Governing Body Sessions.**

- *Outcome*

The availability of a broader pool of information and experiences in the implementation of national measures.

2.6 Target 6: Capacity Building and Awareness Raising for Treaty Implementation

Capacity building support should be available to Contracting Parties as to enable an effective implementation of Treaty's systems and objectives. This should include the empowerment of and support to national, regional and local organizations to implement the Treaty systems and strategies, including governmental, inter-governmental, parastatal and non-governmental institutions.

Goal 1: Capacity Building on the National and Regional Implementation of the Treaty

The Secretary will develop partnerships with those FAO units, international institutions and organizations that have expertise and capacities relevant to the implementation of the Treaty. The attention of the Secretary will, therefore, focus on the Coordinating Mechanism. Further improvement will be needed in the number and technical quality of the personnel, as well as in the capacity for priority setting, programme planning, management and governance. The human capacity building activities will be targeted to decision-makers at the policy and planning level in national and regional institutions; managers/administrators of gene banks and breeding associations; farmers' organizations. The modalities for capacity building envisaged will include training programmes based on identified training needs and priorities and delivered through knowledge networks and centres of excellence among specialized higher educational and training institutions.

- *Priority Objectives*

- ❖ **Operating the Coordinating Mechanism** for implementation of the Treaty to ensure that capacity building follows the guidance of the Governing Body and that capacity is built in a **coherent, coordinated, equitable and regionally balanced** way which reflects the actual needs of Contracting Parties and stakeholders.
- ❖ **Developing the capacity building materials**, to include, *inter alia*, guides, toolkits, decision support tools and technical courses, in accordance with the guidance of the Governing Body, which shall be used by partners for a coordinated approach to capacity building for implementation of the Treaty (i.e. in the form of training, information and policy materials).
- ❖ **Maintaining and building the network of National Focal Points** for the Treaty in Contracting Parties and **strengthening** their technical, coordination, policy and infrastructural **capacities**.
- ❖ Upon request from countries or regions, supporting the **provision of legal assistance** for the implementation of the Treaty. This will enable Contracting Parties to meet their obligations under the Treaty in accordance with their own national needs, interests and legal frameworks.
- ❖ Providing a **forum** for the development of the **Global Information System**.

- *Outcome*

Developed capacity required for legal, political and practical implementation at national and regional levels of the provisions of the Treaty. An integrated and coordinated development of national and regional information systems supporting a harmonious Global Information System put in place.

Goal 2: Awareness Raising, Training and Promotion of the International Treaty

An initial set of information and awareness raising materials has been produced by the Secretary prior to this planning period as part of a larger communication strategy for the Treaty. During this planning period, the communication strategy for the Treaty will be expanded to achieve wider outreach to the media and will involve a broader set of information products.

Training activities will also be expanded beyond those directly implementing the Treaty at the national level as a means of creating broader awareness and a deeper capacity base.

The Treaty lives from its recognition as a major instrument representing agriculture in the environment, trade and intellectual property policy arenas. For the International Treaty to sustain and maintain its momentum, it is critical to raise awareness on its objectives and relevance among broader audiences. Several key messages about the Treaty's importance have to be conveyed to other policy communities and the general public, in order, for example, to raise awareness, ensure recognition and facilitate voluntary contributions for the Treaty.

- *Priority Objectives*

- ❖ **Information and publicity material support to all targets**, including the maintenance and updating of the Treaty website. This will focus on the development of clear messages that promote coherence among the various targets and activities of the Treaty.
 - ❖ **Outreach to media and the general public** in developed and developing countries. This may include image management, branding, media campaigns, short films on the Treaty, publicity, public relations etc. Outreach efforts will seek to cultivate multiplier effects where local media use material directly or generate their own.
 - ❖ **Mainstreaming of the Treaty** in formal academic training and education curricula by establishing a network of education institutions that delivers in-depth training on the International Treaty and its Systems. These activities will be implemented through existing education networks wherever possible, with an emphasis on tertiary education. Awareness raising activities will be carried out at other levels as well.
- **Information material for, and outreach to, governments which are not yet Contracting Parties** regarding implications and benefits of accession to the Treaty. Expanding the membership of the Treaty is an obligation regulated by the Treaty provisions and will increase the value of the Treaty as a pool of plant genetic resources accessible through the Multilateral System.
 - *Outcome*

Increased knowledge about the International Treaty among stakeholders through the establishment of education and training networks, production of materials and resources about the Treaty and its Multilateral System.