

## FAO Sub-regional Office for Central Asia

### Subregional training course in GMO Risk Communication, public awareness and public participation, and BCH use

19-22 June 2017, Ankara, Turkey  
Programme

#### 18 June – Arrivals of participants

|   |   |  |
|---|---|--|
| <b>Monday, 19<br/>June</b>  | <b>DAY 1</b>  |  |
| 09:00-9:30  | Registration  | All participants   |
| <b>Opening session</b>  |   |  |
| 9:30- 10:00   | Opening speeches  | Sub regional<br>Coordinator for<br>Central Asia/FAO<br>Representative in<br>Turkey<br><br>Representative<br>from MFAL  |
| <b>Module 1 Introduction</b>  |   |  |
| 10:00- 10:30  | Biotechnology and Biosafety – global perspectives and international agreements relevant to risk communication, public awareness and participation | Nevena<br>Alexandrova-<br>Stefanova (FAO<br>Agricultural<br>Innovation<br>systems and<br>knowledge sharing<br>officer) |
| 10:30-10:45   | Introduction to the workshop objectives, agenda and introduction and expectations of participants   | Aleksej Tarasjev<br>FAO consultant,<br>All participants  |
| <b>10:45-11:15</b>  | <b>Coffee break</b>   |  |
| 11:15-12:45   | Introduction to GMO-related topics  | N. Alexandrova<br>(FAO)  |
| <b>12:45-13:45</b>  | <b>Lunch</b>  |  |
| <b>Module 2 Regulatory perspectives of risk communication, public awareness and participation</b> |   |  |
| 13:45- 14:15  | Risk communication in the context of Risk Analysis as by Codex Alimentarius   | N. Alexandrova<br>(FAO)  |
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| 14:15-14.45   | Cartagena Protocol on Biosafety on Public Awareness, Education and Participation   | N. Alexandrova (FAO)                   |
| 14.45-15.15   | BCH as information sharing tool  | A. Tarasjev (FAO)                      |
| <b>15:15-15:45</b>  | <b>Coffee break</b>  |  |
| 15:45 –16.15  | The Aarhus Convention and GMOs   | N. Alexandrova (FAO)                   |
| 16.15-17.15   | Communication and gender mainstreaming   | Aroa Santiago (FAO)                    |
| 17.15-17.30   | Regulatory perspectives  | Discussion                             |
| <b>Tuesday, 20 June</b>   | <b>DAY 2</b>   |  |
| <b>Module 3 Perceptions of risks</b>  |  |  |
| 09:00-09:15   | Recap from day 1   | All participants                       |
| 09:15-9:40  | “Genetic modification in the shadow of misperceptions and in the light of facts” : film watching exercise and discussion | All participants                       |
| 9:40-10:00  | How the risk is perceived by the public?   | N. Alexandrova (FAO)                   |
| 10:00-10:30   | Challenges of public awareness and communication in Serbia   | A.Tarasjev                             |
| <b>10:30-11:00</b>  | <b>Coffee break</b>  |  |
| 11:00- 12:00  | Challenges of public awareness and communication in your countries   | Group discussion                       |
| <b>Module 4 Role of the different stakeholders and how to communicate with them</b> |  |  |
| 12:00-12:45   | Who should be communicator?  | N. Alexandrova (FAO), all participants |
| <b>12:45-13:45</b>  | <b>Lunch</b>   |  |
| 13:45-14:30   | Why don't scientists always have the answer?<br>How to communicate uncertainty?  | N. Alexandrova (FAO)                   |
| 14:30-14.45   | FAO communication guide initiative   | N. Alexandrova (FAO)                   |
| <b>14:45-15:15</b>  | <b>Coffee break</b>  |  |
| 15:15-16:15   | How to interact with different stakeholders groups: journalists, scientists, rural people- men and women; policy-makers? | group work                             |
| 16:15-17: 30  | How to prepare a communication plan and a message map  | N. Alexandrova (FAO), all participants |



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| <b>Wednesday, 21<br/>June</b>                                     | <b>DAY 3</b>  |  |
| 09:00-09:15   | Recap from day 2  |  |
| <b>Module 5 Communication channels and interaction with media</b> |   |  |
| 09:15-10:00   | Choice of different communication channels– newspaper, TV, radio, internet and social networks, workshops | N. Alexandrova (FAO)                   |
| 10:00- 11.00  | How to write a press release?   | group work                             |
| <b>11:00-11:15</b>  | <b>Coffee break</b>   |  |
| 11:15-12. 45  | How to interview and being interviewed? Tips for a TV interview   | N. Alexandrova (FAO), all participants |
| <b>12:45-13:45</b>  | <b>Lunch</b>  |  |
| 13.45-14.30   | Preparatory work for TV interview   | All participants                       |
| 14:30-15:30   | TV interviews   | All participants                       |
| <b>15:30-15:45</b>  | <b>Coffee break</b>   |  |
| 15:45 – 17.00   | Watching and discussion   | all participants                       |
|   | <b>Social dinner</b>  | all participants                       |
| <b>Thursday, 22<br/>June</b>                                      | <b>DAY 4</b>  |  |
| 09:00-09:15   | Recap from day 3  |  |
| <b>Module 6 Developing a communication strategy</b>               |   |  |
| 09:15-09:45   | How to develop an effective communication strategy?   | N. Alexandrova (FAO),                  |
| 09:45-10:30   | Public hearing  | group work                             |
| <b>10:30-10:45</b>  | <b>Coffee break</b>   |  |
| <b>Closing session</b>  |   |  |
| 10:45-11:15   | Final discussion, conclusions and recommendations   | all participants                       |
| 11:15-11:45   | Evaluation of the training course   | all participants                       |
| 11:45-12.00   | Closing of the training course  | N. Alexandrova (FAO)                   |

Departures – 22 June afternoon or 23 June morning