**Dear Participants**

1. **Considering the experience and lessons learned that were shared, what could be the focus for Parties and stakeholders that want to undertake awareness raising activities?**

For the general public in Latin American Countries, it is necessary to start from the basic concepts and work towards a more nuanced description of a biosafety framework. The focus for parties and stakeholders should be to educate the general public on: (a) the definition of a GMO and the goals and characteristics of a biosafety regulatory framework; (b) the reason and existence of Biosafety regulation for different activities with GMOs; (c) how the Cartagena Protocol addresses possible impacts to biological diversity, while at the same time allowing for access and transfer of biotechnology since it has great potential for human wellbeing, the environment, and human health; d) applying the Cartagena Protocol at the country level; and e) the importance of public participation and the exchange of information regarding GMOs in order to build trust and demonstrate the competence and integrity of measures taken within a biosafety framework.

The overall objective should be to effectively communicate science-based messages that clearly and accurately inform on the technology and how biosafety regulatory processes address concerns in order to allow countries to have access to the many benefits of biotech.

1. **What have you included in your media strategies and which events are featured? What could be the focus of Parties that want to develop a media strategy (e.g. journalist training, articles, TV/radio debates, interviews, press conferences, press releases, invitations to meetings and advertisements)?**

In Latin America, the best strategies for raising awareness will meet people where they are, with activities conducted in different areas of each country, such as: forums and panel events; workshops; community education events; cine-forums; online video seminars and webinars. These events should include science-based messages that can be shared by the participants within their networks.

1. **How do you monitor and evaluate the effectiveness of your awareness raising activities (e.g. reports, case studies, regular surveys, measuring traffic to websites, media coverage and dissemination of materials)?**

Taking the aforementioned strategies into account, the metrics could be: a) the number of events and turn-ups; b) continued attendance; c) surveys to measure the understanding of the material and the dissemination of the information; and d) the number of online views and shares of materials.

1. **How can the Secretariat best assist Parties in their awareness raising activities (e.g. by developing videos, posters, info graphs, a map of celebrations, presentations, question and answer sessions)? What is the target audience for each of these support activities?**

The Secretariat could use its focal points to partner with educational organizations and like-minded entities to promote, organize, and implement activities that bring awareness to the technology and the way it is regulated. The target audience would be farmers, journalists, students, and the general public.

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