



GBEP Programme of work – Action 4

“Establish mechanism for raising awareness and dealing with issues of international relevance (e.g. environmental standards, food security/MDG1, trade) and gaps in technology and policy”

Considerations for the Steering Committee

What is awareness raising?

As part of a permanent and interactive communication flow, awareness raising is a process which opens opportunities for information exchange in order to improve mutual understanding and to develop competencies and skills necessary to enable changes in political, social and commercial attitude and behaviour.

Why should GBEP raise awareness?

Raising awareness through GBEP activities will provide the basis for a deeper and more effective coordination of ongoing activities on bioenergy both among Partners and between the Partnership, other technical and political actors and the general public.

Raising awareness will also ensure that bioenergy issues receive greater consideration in national and international planning and decision making on energy policy and the pursuit of sustainable development. This in turn will support GBEP in reaching its objective of implementing effective policy frameworks, identifying ways and means to support investments and removing barriers to collaborative project development and implementation.

Furthermore, as a global partnership GBEP has a comparative advantage in using its awareness-raising activities to facilitate the involvement of developing Countries through an exchange of views, experiences and technologies not only North-South, but also South-South and South-North.

Raising awareness about what?

The Partnership’s awareness-raising activities could focus on three main areas, namely:

1. about the Partnership itself – its objectives, activities and achievements;
2. about the importance of bioenergy – for energy security, food security and sustainable development;

3. about specific technical and/or socioeconomic issues related to bioenergy – for instance in the context of GBEP’s short-medium term Action 5 on guidelines to measure the greenhouse gas emission reductions from use of biofuels.

The appropriate target groups and fora will differ for each of these areas as will the choice of communication tools that are most suited to achieve the desired outcome.

Whose awareness should GBEP raise?

The main target groups for GBEP awareness-raising activities are:

1. political decision makers – including in related sectors (energy, environment, agriculture, forestry, development);
2. technical experts;
3. the private sector as producers and consumers of energy;
4. civil society/the general public.

Different communication tools should be selected to reach these diverse target groups.

How should GBEP raise awareness?

Awareness raising within GBEP can be carried out through a variety of tools.

Priority tools for the Partnership

➤ *GBEP Web site*

The GBEP web site will become the primary communication tool between Partners and between the Partnership and outside audiences.

Target Groups and themes:

GBEP partners: updating on GBEP activities, progress and future activities – possibly including information available to “partners only” on a password protected part of the site
Experts, private sector & civil society: information on GBEP and its activities, and information hub with links to information sources on bioenergy themes.

Information on the web site should include:

- Background of GBEP, including Terms of References and White Paper;
- A list of partners and links to their sites (as chosen by Partners);
- Information on GBEP’s Programme of Work, calendar of events and “news”;
- An inventory of bioenergy related initiatives, policies and projects (building upon Annex 1 of the White Paper);
- Information about bioenergy related events;
- Links to relevant web sites (Partners; other international initiatives; events);
- Link with national networks including the private sector (where available);
- Selected electronic library with relevant documents or links to documents on other sites.

In designing the web site, GBEP Secretariat will pay attention to ensure that it is accessible also to users with low connection speeds and that it can be maintained without excessive costs and effort over time.

The Partnership will explore the possibility and value added of including a password protected “Partners Only” area for information sharing and possibly direct uploading of data/documents.

➤ ***GBEP Leaflet***

A standard foldable leaflet explaining the Partnership, its objectives and main activities. This would function as a basic information tool to all audiences who are not yet familiar with GBEP.

➤ ***Conferences/Meetings/Events***

Active participation of GBEP (Partners as well as Secretariat) in relevant conferences/meetings/events. GBEP Secretariat will prepare a standard presentation which can be used by all partners to present GBEP in other fora. Given the abundance of bioenergy related events GBEP will not organise conferences itself.

Target groups: decision makers, technical experts, private sector – depending upon the specific event

Themes: GBEP, importance of bioenergy and specific themes as appropriate

➤ ***Press conferences and continuous contact with the international press***

Target Group: general public – information about GBEP activities and progress

Other awareness raising tools to consider in the medium to long term

➤ ***GBEP Workshops/Seminars/Electronic fora***

Partners and/or GBEP Secretariat organise workshops/seminars with clearly defined thematic focus only where GBEP has a comparative advantage to other conveners.

Target group: technical experts, private sector

Themes: importance of bioenergy, specific technical/socio-economic issues

➤ ***GBEP Award***

GBEP Award on “Best example of project” to be celebrated during the “Bioenergy Day” (to be established by Partners)

Target groups:

GBEP partners: stimulate innovation and excellence

Civil society: raise awareness about GBEP and bioenergy innovations

➤ ***Bioenergy Education Programme***

For instance, prepare and organise lessons on bioenergy in pilot universities/schools in each Partner country and evaluate and diffuse results and impacts.

Target groups: general public: students either at university level or at high school level.

Themes: importance of bioenergy