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| **Theme: 15th anniversary of the entry into force of the Cartagena Protocol & the entry into force of the Supplementary Protocol on Liability and Redress** | | | |
| **Target Audience**: Civil Society Organizations (CSOs) and the general public  **Rationale**: The CSOs are the regarded as the voices of the voiceless. Therefore, enlightening them will help in carrying the message across | **Target Audience**:  General Public  **Rationale**:  A nation does what will impact positively on its citizens, therefore approving any GM technology must not be impose on the consumers. | **Target Audience:**  Farmers and the general public.  **Rationale:**  The above mentioned are the most affected if an approval is made. |  |
| **Message**:  Only SAFE GM technology is approved for the benefit of the nation at large. | **Message:**  Consumer has a choice | **Message:**  Most crops are environmentally friendly |
| **Sub message 1**:  Safety to all is the main goal of the regulatory agencies. | **Sub message 1**:  The essence of the regulation is to ensure safe use, therefore even after approval, the consumer make choice. | **Sub message 1**:  Regulation of LMOs ensures conservation of biodiversity |
| **Sub message 2**:  For safety to be assured, the compulsory risk assessment is carried out for all applications for any dealings with LMOs | **Sub message 2:**  Farmer/Consumer has the right to make a choice between GM and the Non-GM | **Sub message 2:**  Adoption and regulation of such technology helps in the mitigating some environmental challenges in agriculture |
| **Sub message 3**:  A positive development of LMOs can only be achieved through safe dealings |  |  |
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