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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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