



**ABBC
2025**



CONCEPT NOTE

THE AFRICA BIENNIAL BIOSCIENCES COMMUNICATION (ABBC 2025) SYMPOSIUM

Date: August 26-28, 2025

Venue: Accra, Ghana

Theme:

**Unlocking the Potential of Emerging Bio-innovations in Africa:
*How Can We Overcome the Burden of Misinformation and Disinformation?***

The 6th edition of the Africa Biennial Biosciences Communication (ABBC2025) Symposium, addresses a critical challenge hindering Africa's adoption of innovative biosciences. While bio-innovations offer transformative potential in mitigating climate change effects and advancing health and socio-economic outcomes, misinformation remains a formidable barrier. Indeed, the World Economic Forum has declared misinformation as a global catastrophe. In an era where digital platforms enable rapid information dissemination, they also facilitate the spread of inaccuracies, undermining the acceptance and utilization of beneficial bio-innovations. Further, emerging technologies like Artificial Intelligence (AI) serves as a double-edged sword with tremendous benefits to society, as well as potential to generate manipulative disinformation.

ABBC2025 seeks to quantify the impact of misinformation on Africa's ability to harness bio-innovations for food security, health, and sustainable development goals as outlined by the AU Agenda 2063 and the SDGs. The symposium aims to formulate actionable strategies to combat misinformation and disinformation and promote informed decision-making among policymakers, regulators, and the public.

The event will feature keynote addresses, thematic presentations, panel discussions, case studies, and a share fair focusing on three thematic areas:



1.

Drivers of misinformation and disinformation on bio-innovations and their impact.



2.

Opportunity costs from policy and regulatory complexities due to misinformation and disinformation.



3.

Practical interventions to combat misinformation and disinformation on bio-innovations.

Objectives:



1. Identify drivers of misinformation and disinformation in Africa and showcase their impact on potential of bio-innovations.
2. Explore ways of building functional and predictable systems for investor confidence in emerging bio-innovations.
3. To foster collaboration and dialogue among stakeholders in order to co-create actionable solutions on misinformation and disinformation.

Driving Change: The Transformative Impact of Your Support for ABBC 2025

ABBC is renowned for its inclusive approach, bringing together researchers, policymakers, private sector representatives, communication experts, and community leaders. The collaborations forged and the dialogue enabled across diverse stakeholders through the symposium aims to accelerate Africa's agricultural and socio-economic development amidst climate challenges and social inclusion imperatives. Here's how your contribution will shape ABBC 2025's success:

- **Combating Disinformation for Informed Decision-Making:** By supporting ABBC 2025, you will be contributing towards making disinformation an ineffective strategy. The symposium will equip key stakeholders and decision-makers with a deep understanding of how disinformation spreads and actionable strategies to counter it, fostering a more informed and resilient policy environment.
- **Empowering a New Generation of Influencers:** Funding ABBC 2025 will help expand a community of practice by empowering early-career researchers to become proactive communicators and positive influencers. These young leaders will be trained to engage effectively with the public on social media using diverse formats, championing evidence-based narratives and combating disinformation.
- **Strengthening Media Literacy and Decision-Maker Resilience:** Your support will aid in disseminating critical media literacy skills, ensuring that policymakers and regulators are well-prepared to navigate and resist the impacts of disinformation. This investment builds long-term resilience among decision-makers, contributing to more robust and evidence-based governance.

Participants

Participants will comprise diverse stakeholders including:



Researchers and early career scientists



Communication practitioners – journalists in traditional and new media, science communication experts and linguists



Regulators



Special interest groups- youth, women, PLWD, faith-based and community leaders



Policy and decision makers



Farmers



Private sector



Legal practitioners



Effective communication is as crucial as innovation—public awareness drives acceptance and adoption of genetic tools.



Prof. Appolinaire Djikeng, Director General, International Livestock Research Institute

Sponsorship Opportunities

 BRONZE @ US\$ 10,000	 SILVER @ US\$ 15,000	 GOLD @ US\$ 25,000	 PLATINUM @ US\$ 50,000
<ul style="list-style-type: none">• Name and logo recognition in all media related to the event• Registration fee waived for 2 participants• Session Moderation	<ul style="list-style-type: none">• Name and logo recognition in all media related to the event• Registration fee waived for 2 participants• Session Moderation• Market Place Exhibition	<ul style="list-style-type: none">• Name and logo recognition in all media related to the event• Registration fee waived for 5 participants• Session Moderation• Market Place Exhibition• Featured @ Cowpea Festival• Keynote Address	<ul style="list-style-type: none">• Name and logo recognition in all media related to the event• Registration fee waived for 5 participants• Dedicated Session• Market Place Exhibition• Featured @ Cowpea Festival• Keynote Address• Chance to Host a Side Event• Closing Address• Featured in the conference Video

Partner with Us!

The ABBC Secretariat is eager to co-create customized packages with like-minded partners to support special interest groups at the Symposium.

Interested? Reach out to Dr. Margaret Karembu at mkarembu@isaaa.org or Bibiana Iraki at biraki@isaaa.org.

The first ABBC, held in Nairobi, Kenya, in 2015, and the second held in Entebbe, Uganda, in 2017, addressed biotechnology and biosafety communication issues, respectively. ABBC 2019, held in Pretoria, Republic of South Africa, initiated conscious conversations on genome editing in the region. ABBC 2021 celebrated the gains and shared lessons on adoption of biotech crops, while ABBC 2023 interrogated the impact of communication approaches on evolving breeding tools for realizing sustainable food systems and planetary health goals. ABBC 2025, the 6th series, delves into overcoming the burden of misinformation and disinformation towards unlocking the potential of emerging bio-innovations in Africa.

FOR MORE INFORMATION, CONTACT:

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