

**ABBC
2025**



CONCEPT NOTE

THE AFRICA BIENNIAL BIOSCIENCES COMMUNICATION SYMPOSIUM (ABBC 2025)

Date: August 26-28, 2025

Venue: Coming Soon

Theme:

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



About ABBC:

Since its inception in 2015, the ABBC Symposium has served as a premier platform for advancing biosciences communication, with a strong focus on agricultural biotechnology in Africa. Held biennially, its most recent edition took place in 2023.

So many lessons have been learnt in the past five symposia, with each successive ABBC building on the progress made in the previous edition, gradually expanding its scope to incorporate new technologies, address emerging communication challenges, and engaging a broad range of multidisciplinary stakeholders.

Charting the Future of Biosciences Communication

Key Achievements and Lessons



The 6th edition of the Africa Biennial Biosciences Communication Symposium (ABBC2025), addresses a critical challenge hindering Africa's adoption of innovative biosciences.

The symposium will feature keynote addresses, thematic presentations, panel discussions, case studies, and focus on three thematic areas:



1.

Reflections on gains made in Africa's bioinnovation landscape



2.

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



3.

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



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

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 change challenges and low productivity. 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.

Strategic Priorities

Several critical areas have been identified as priorities. They align closely with, and will help us achieve, the objectives of ABBC2025:

- 1. Celebrating Gains** - We acknowledge that Africa has made significant strides in the adoption of bio-innovations and in raising awareness of their potential. ABBC2025 will provide a platform to showcase progress, celebrate wins, and leverage lessons learned to drive momentum for continued success.
- 2. Diverse Voices** - Misleading narratives are being perpetuated by policymakers, religious leaders, and select social media influencers. There is a need to shift the narrative by highlighting farmers as credible champions instead of solely relying on researchers. Addressing this challenge requires diverse perspectives and lessons from sectors that have successfully countered misinformation. ABBC2025 will bring together actors from fields such as health, where misinformation management strategies have proven effective.
- 3. Youth Engagement** - Youth, particularly the Gen Z and digital influencers, play a crucial role in shaping public perception. ABBC2025 will amplify youth-driven narratives in combating misinformation.
- 4. The role of AI** - There is a lack of clarity on AI's potential in addressing misinformation in Africa. ABBC2025 will explore AI's role in shaping narratives, detecting misinformation, and strengthening bioscience communication strategies.
- 5. Communication, Policy & Innovation** - Sustainable impact requires an integrated approach. Communication, policy, and innovation must work hand in hand. ABBC2025 will provide a platform for interdisciplinary discussions, ensuring that scientific advancements are supported by strong policy frameworks and effective public engagement strategies.

Sponsorship Opportunities

|  BRONZE @ US\$ 10,000 |  SILVER @ US\$ 15,000 |  GOLD @ US\$ 25,000 |  PLATINUM @ US\$ 50,000 |
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| <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 welcomes partnerships to co-create customized packages that 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 VISIT:

Website : www.abbc-symposium.org