



ABBC
2021



#ABBC2021 #CelebratingGains

A Celebration of Africa's Biotech Progress

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Over the past two years, the number of African countries planting biotech crops has more than doubled, from three in 2018 to seven in 2020 (Eswatini, Ethiopia, Kenya, Malawi, Nigeria, Sudan and South Africa). This significant increase has positioned the continent for increased adoption of agricultural biotechnology. In order to take advantage of recent growth, African countries must concretize the progress they have made, define their next steps, document their successes and, widely share lessons learned for synergy and inspiration. In addition, the region has set itself up for an early take off in [Genome Editing](#), with several experts using this emerging technology to address various challenges.

To further the continent's progress toward this tipping point, [ABBC 2021](#) is holding on a hybrid symposium. Case studies from four leading agri-biotech adopting countries (Ethiopia, Kenya, Nigeria, Malawi,) and two that are on the cusp of commercializing their first biotech crops (Ghana and Uganda) will be shared with the global community. This hybrid event (in-person in each of the six countries; but internationally-linked virtually), will facilitate rich exchange of experiences and strategies for furthering progress across the region.

A three-month social media campaign will be launched on 20th September, during the opening ceremony of [#ABBC2021](#) symposium, to reflect on the progress made, and celebrate Africa's gains. Welcome to this celebration! Join our conversation on social media by sharing with the world what or who you are celebrating when it comes to Africa's biotech progress.

The objectives of this campaign are to:

1. Improve online sentiments across Africa about GMOs and biotech crops
2. Enrich the type of words associated with GMOs across Africa on social media

While the [#ABBC2021](#) secretariat will lead promotion of the [#CelebratingGains](#) campaign, we humbly call on you as our partner and friend to share content on your personal and organisational social media platforms. To increase user generated content, please encourage your followers to also share about what or who they choose to celebrate. When posting, keep the following in mind:

1. Our two main hashtags are [#ABBC2021](#) and [#CelebratingGains](#). While mentioning the term [#GMOs](#) or [#biotech](#), please include a hashtag.
2. Try not to have more than 4 hashtags on one tweet.
3. Each post should include a relevant visual element of some kind (video, infographic, photo, or other image)

Links to videos, photos, booklet and postcards you could use to support the campaign

Feel free to use your own as long as they align with the campaign's objectives that is centred on celebrating Africa's biotech gains. Please avoid using lab-related photos.

- **20 videos:** <https://docs.google.com/document/d/1zKD1L3fjTyJsGP7h9B-v4yrlBISLwQJ/edit#>
- **Photos:** <https://drive.google.com/drive/folders/1RJUjp3-mXc2psuRYb0wLH4iEZUMms2ur>
- **Social media postcards:**
https://drive.google.com/drive/u/0/folders/1DDbTPhAYW58_YYOV04LTurijSuxIFSbY
- **Top Ten Facts about Agri-biotech and Biosafety in Africa booklet:**
<http://africenter.isaaa.org/wp-content/uploads/2021/03/Top-10-Facts-Africa-Final.pdf>
- As you follow the #ABBC2021 deliberations, here is a **tag list with partner and sponsors' social media handles:** https://docs.google.com/document/d/1hdqHHE-30SUdwiLN1a0Si1qFSIt77Vr_21YoYgEq_GQ/edit#

Sample Social Media Posts

#Africa could contribute two improved #biotech crops to the global food basket following commercial approval of insect resistant cowpea in Nigeria (flag emoji) and a recent approval to conduct national performance trials for disease resistant cassava in Kenya (flag emoji)



Africa contributed one improved biotech crop to the global food basket

1	2	3
Nigeria made a landmark approval of insect protected (Bt) cowpea. The crop is resistant to pod borers that can cause up to 80 percent yield loss.	Bt cowpea was Nigeria's first biotech food crop to get regulatory approval by the country's Biosafety Management Agency (BSMA).	This development placed Nigeria as the first country ever to commercialize genetically improved cowpea globally.

Since 2018, the # of African countries growing crops through biotechnology has (arrow up). Farmers in Kenya, Malawi, and Nigeria, (flag emojis) have increased their own yields by using Bt cotton! #CelebratingGains #ABBC2021 <https://bit.ly/3nCOflw>



#DYK (Nigeria flag emoji) is the world's largest producer of cowpeas? This crop is now pest resistant thanks to biotechnology! We are #CelebratingGains made in Africa's #biotech sector! #ABBC2021



Do you enjoy cassava? @CassavaPlus's disease resistant cassava from (Kenya flag emoji) is the world's first and is expected to boost production - leading to (arrow up) food security! #CelebratingGains #ABBC2021



Sample #ABBC2021 Live Tweets



happening Now: @USDA Chavonda Jacobs-Young joins participants from (flag emojis of countries represented) to launch @ABBCSymposium2021 addressing the role of agricultural biotechnology in food security and combatting climate change. #CelebratingGains

[Screenshot of event]



Decision-makers from Ethiopia, Ghana, Kenya, Malawi, Nigeria, and Uganda (use flags and not the names of country) are gathered (virtually) @ ABBCSymposium 2021 for a conversation on the impact of biotechnology in Africa's socio-economic transformation. Join the discussion. #CelebratingGains

[Screenshot of event]



@ Trade_Kenya Cabinet Secretary @maina_betty leads a discussion on the role of innovation in expanding trade and the competitiveness of Africa's agricultural commodities at the @ABBCSymposium 2021. #CelebratingGains #ABBC2021

[Screenshot of event]



Stay in touch and follow the conversation



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