



REPORT OF THE SECOND SESSION OF THE ADVISORY BOARD ON EDUCATION AND OUTREACH

1. AGENDA ITEM ONE – Opening of the session

- 1.1 The Advisory Board on Education and Outreach (ABEO) met for its Second Session from 4 to 6 October 2016 at the OPCW Headquarters in The Hague, the Netherlands.
- 1.2 The Chairperson of the ABEO, Dr Jean Pascal Zanders, opened the session at 09:30 on 4 October 2016.
- 1.3 A list of participants is contained in the Annex to this report.

2. AGENDA ITEM TWO – Adoption of the agenda, designation of a rapporteur, and welcoming of observers

- 2.1 At the beginning of the session, the Board **designated** the Secretary of the ABEO, Mr Joseph Ballard, as the rapporteur. The Board **welcomed** the observers listed in the Annex to this report.
- 2.2 The ABEO **adopted** the following agenda for its Second Session:
 1. Opening of the session
 2. Adoption of the agenda, designation of a rapporteur, and welcoming of observers
 3. Welcome address by the Director-General
 4. Overview of developments at the OPCW since the last session of the ABEO
 - (a) General updates
 - (b) Regional meetings on education and outreach – briefings from the Technical Secretariat and participating ABEO members
 - (c) Status of ABEO recommendations on e-learning
 5. Reports of ABEO activity clusters:
 - (a) 20th anniversary year



- (b) Outreach at the regional, national and local level, including exhibitions
 - (c) OPCW website evaluation
 - (d) Youth outreach
6. Education and outreach by States Parties
 - (a) Presentation on the German Chemical Society
 - (b) OPCW support for States Parties/National Authorities
 7. Global developments in education and outreach relevant to the Chemical Weapons Convention
 - (a) Presentations by invited experts
 - (b) Conclusions from expert presentations relevant to ABEO activities
 8. OPCW education and outreach strategy
 - (a) Establishing common definitions, objectives, and operational strategies
 - (b) Identification of longer-term priorities
 9. Future work of the ABEO: New activity clusters
 10. Discussion on the Board's practice regarding observers
 11. Presentation and discussion on the draft meeting report
 12. Any other business
 13. Adoption of the meeting report
 14. Closure of the session

3. AGENDA ITEM THREE – Welcome address by the Director-General

- 3.1 The Director-General of the OPCW Technical Secretariat (hereinafter “the Secretariat”) welcomed the ABEO members to the Second Session of the Board. Underlining the series of daunting challenges the Organisation continued to face and their implications for the ABEO’s work, the Director-General noted the importance of a broad coalition of stakeholders working together to uphold the norms enshrined in the Chemical Weapons Convention (hereinafter “the Convention”).
- 3.2 The Director-General addressed the future of the Board, underlining its potential to positively influence the implementation of the Convention. He outlined the importance of the Board’s continuing input into a number of projects being carried out by the Secretariat as well as into the process led by States Parties to consider the Organisation’s future priorities.

3.3 Following his address, the Director-General and the members of the Board discussed several of the issues raised. The Director-General used the opportunity to encourage the Board members to work with their National Authorities to commemorate the OPCW's 20th anniversary in 2017. The question of how to further encourage the growing awareness among scientists about the use of chlorine as a chemical weapon was also raised. The Director-General said that he would welcome letters on this topic.

4. AGENDA ITEM FOUR – Overview of developments at the OPCW since the last session of the ABEO

Subitem 4(a): General updates

4.1 The Secretary of the ABEO updated the Board on the most important developments in the work of the Organisation since the Board's last meeting in April 2016. Touching on four key themes—Libya, the Syrian Arab Republic, chemical security, and the establishment of the Open-Ended Working Group on the Future Priorities of the OPCW (OEWG-FP)—the presentation discussed the important challenges facing the Convention in the current security environment. It was noted that the Secretariat was working with States Parties to ensure that the OPCW was well equipped to respond to those challenges.

4.2 In the subsequent discussion, the following points were raised:

- (a) the importance of the recent mission to complete the destruction of Libya's remaining Category 2 chemical weapons, including from an outreach standpoint;
- (b) the education and outreach opportunities created by the growing awareness of the need to strengthen global chemical security;
- (c) the key role of industry and other relevant stakeholders in supporting States Parties' efforts to control unscheduled toxic chemicals and prevent their use as weapons in accordance with the Convention; and
- (d) the ABEO's interest in interacting, to the extent possible, with the OEWG-FP.

Subitem 4(b): Regional meetings on education and outreach – briefings from the Technical Secretariat and participating ABEO members

4.3 The Head of the Implementation Support Branch of the International Cooperation and Assistance Division gave a presentation to the Board on the series of four regional meetings on education and outreach held in 2016. He noted that the meetings reached a total of 103 participating States Parties and included the participation of eight members of the Board, along with members of other relevant regional and international organisations and national stakeholders invited by National Authorities.

4.4 It was noted that the regional meetings revealed that a number of States Parties were undertaking valuable initiatives on education and outreach, but also that many had a reasonably limited understanding of their role in this field. Many States Parties would

benefit from strategic guidance, from the Secretariat and the Board, on how best to carry out national education and outreach on the Convention.

4.5 The following points were raised in the subsequent discussion:

- (a) the need for the OPCW and the Board to effectively encourage the use of the various resources available on the OPCW's website and to make those resources available in a way that assists the National Authorities to promote their use among stakeholder communities;
- (b) the importance of high-level political engagement, to the extent possible, for the success of national education and outreach programmes; and
- (c) the need for the OPCW to set out a strategic framework for education and outreach on the Convention, which could help to guide both the Secretariat and States Parties in their efforts.

Subitem 4(c): Status of ABEO recommendations on e-learning

4.6 The Head of the Human Resources Branch of the Administration Division made a presentation to the Board on the status of the Organisation's e-learning system. She gave an overview of the Cornerstone Learning Management System, which is the platform for the Organisation's e-learning system, and clarified how it evolved from a system originally intended to provide internal training only, to one that also accommodated externally facing modules. The system's capacity to allow for user evaluation was also explained.

4.7 It was noted that the development of the Organisation's external e-learning offering had occurred in an ad hoc way, with relevant units required to independently identify needs and funding for new modules. This resulted in an external e-learning offering that lacked a certain overall coherence and was aimed at a limited range of external stakeholders. The fact that the Organisation had no internal expertise on e-learning compounded this issue.

4.8 Further points raised during the discussion were as follows:

- (a) the need for the OPCW's external e-learning offering to be accessible beyond the limited number of user licences that are currently available, to be expanded to cater for a broad range of audiences, and to be placed on a dedicated platform that is separate from the Organisation's internal learning system;
- (b) the importance of evaluation and of defining clear purposes and target groups for the OPCW's current and future e-learning; and
- (c) the need to consider how to overcome resourcing constraints—both human and financial—in formulating future activities on e-learning.

5. AGENDA ITEM FIVE – Reports of ABEO activity clusters

Subitem 5(a): 20th anniversary year

- 5.1 Professor Alastair Hay briefed the Board on a document that a working group of Board members had prepared—in response to a request by the Secretariat— containing ideas on initiatives that could be carried out during the Organisation’s 20th anniversary year in 2017.
- 5.2 The Director of the External Relations Division (ERD) briefed the Board on his coordination of the celebration of the OPCW’s 20th anniversary year in 2017. He noted that the programme was still in the initial planning stages, but a number of specific ideas had already been put forward.
- 5.3 The Director of the ERD outlined plans to hold a formal commemorative event on 26 April 2017 in the Hall of Knights within the compound of the Dutch Parliament, and in the presence of the King of the Netherlands. All Permanent Representatives of Members States of the OPCW would be invited, as would senior officials of the host country and other dignitaries and VIPs who have a special stake in the Convention.
- 5.4 The Director of the ERD noted that the 20th anniversary year was not just an opportunity to celebrate the history of the OPCW, but also to reflect on its future. It would be important to use available opportunities to hold events around the world, and to encourage a diverse range of stakeholders to do so. Such events could also help to feed into the process of considering the Organisation’s future priorities; the OPCW could provide both logistical and substantive assistance.
- 5.5 In the subsequent discussion, the following points were raised:
 - (a) the importance of showcasing the process of destroying chemical weapons as a significant but relatively little understood technical achievement;
 - (b) the need to establish clear underlying themes that support the anniversary commemorations;
 - (c) the importance of acknowledging and celebrating the role of scientists in the success of the Convention; and
 - (d) the need to consider telling the stories of those who live near destruction facilities, which can be positive accounts about the process of destruction rather than just its result.

Subitem 5(b): Outreach at the regional, national and local level, including exhibitions

- 5.6 Dr Anna Zalewska briefed the Board on regional, national, and local outreach. She discussed the possibility of using material remnants of past chemical weapons use to testify, in a non-verbal way, to the need to prevent their re-emergence. These tangible and visible connections with the past are increasingly being recognised as necessary in order to reach public audiences more effectively. Dr Zalewska noted that former

“gas-scapes” (places where chemical weapons had been used in the past) could serve as significant warning monuments.

- 5.7 Dr Zalewska used a case study from Poland to illustrate her points, noting that there was very little public awareness about the history of chemical weapons use, and especially about the value and significance of the Convention, in the region studied (Central Poland). Stimulating individuals, local communities, institutions (including the OPCW), and National Authorities to care about the issue could be accomplished through identifying, documenting, and presenting physical, verbal, and visual evidence of past experiences in relation to chemical weapons to protect the norms enshrined in the Convention in the future.
- 5.8 Board members raised the following points in the discussions that followed:
- (a) the need to give due regard to possible present-day political sensitivities. It was noted that a new discourse on those issues would need to be supported by all involved parties;
 - (b) where chemical weapons have never been used, digitisation of physical, audio, and visual material may help to stimulate engagement; and
 - (c) the OPCW could play a significant role in backing local, regional, or national outreach—this could entail organisational, financial, and non-financial support, or the matching of needs with offers of assistance.

Subitem 5(c): OPCW website evaluation

- 5.9 Professor Alastair Hay briefed the Board on the evaluation of the OPCW’s website. It was noted that significant improvements to the search function on the website and its layout were needed.
- 5.10 The Head of the Public Affairs Branch and OPCW Spokesperson from the ERD briefed the Board on the progress in implementing public diplomacy and outreach imperatives, which included the intensive overhaul of the official OPCW website (hosting platform, back-end content management system, front-end design, and usability). She thanked the Board for its inputs that were reflected in a stakeholder survey crafted to further inform the website development process; the survey would be deployed in due course and the launch of the new website was anticipated for the second quarter of 2017. She noted that the new official website was the central platform for implementing a digital diplomacy strategy to engage targeted audiences (using OPCW information available to the public).
- 5.11 The Board was also informed of the Public Affairs Branch’s strategic priorities (revitalising the branch, professionalising operations, ensuring high-quality delivery) and its most recent activities, such as International Open Day (its largest public engagement event), successful social media campaigns paired with in-person events (such as #CatalystforPeace and #ChemicalHero), and other efforts planned to raise the profile and convey the relevance of the OPCW. As the Public Affairs Branch continued its revitalisation, it would continue to share its guiding principles, such as incorporating industry standards and best practices, reaching audiences where they are and how they want to be reached, delivering measurable results, etc.

5.12 The following points were raised in the discussion that followed:

- (a) the need for the OPCW's public outreach to reflect the needs and interests of audiences from around the world;
- (b) the complexity of a full overhaul of the official website of an international organisation, with a large number of documents, in different languages, different kinds of content, and the importance of timing and testing to make sure the roll-out and launch is as smooth as possible. Improving the search function of the website was underscored as a high priority for the requirements communicated to the web developers; and
- (c) the importance of making public in a timely way the decisions and proceedings of the OPCW's policy-making organs to better support in the public mind the continuing relevance of the OPCW.

Subitem 5(d): Youth outreach

5.13 Professor Benjamín Ruiz Loyola briefed the Board on possible proposals to implement the project on youth outreach that was being funded by the European Union. The recommendations with respect to this project are presented below in paragraphs 9.21 to 9.23.

6. AGENDA ITEM SIX – Education and outreach by States Parties

Subitem 6(a): Presentation on the German Chemical Society

6.1 Dr Hans-Georg Weinig made a presentation on the German Chemical Society's national and international education and outreach activities. In support of chemistry education and lifelong learning, the Society is engaged in youth outreach and in supporting curriculum development, including on ethical issues. The Society runs seven centres for the training of chemistry teachers, and organises professional training courses. The Society's journal, published 11 times annually, has around 60,000 readers. In the international sphere, the Society holds several symposia annually in concert with other national societies, with the aim of introducing chemistry in policy discussions and raising awareness among the general public.

6.2 The following points were subsequently raised by Board members:

- (a) the challenge of persuading academics to include ethical issues in existing chemistry curricula; and
- (b) how the OPCW might be able to work with similar societies to promote the commemoration of the OPCW's 20th anniversary year in 2017.

Subitem 6(b): OPCW support for States Parties/National Authorities

6.3 During the session, the Board **noted** that it was important for States Parties to view education and outreach as an important part of their implementation tasks, and to understand how education and outreach fundamentally support the Convention. The

Board then discussed a number of ways for the OPCW to support States Parties and National Authorities in carrying out their education and outreach work.

- 6.4 The appropriate role of National Authorities—as the fundamental link between the Organisation and its Member States—in carrying out education and outreach was also discussed. It was noted that National Authorities could work directly on outreach but would need to establish partnerships to be effective on education. The upcoming annual meeting of National Authorities was discussed as an opportunity to present some initial guidance from the Board.

7. AGENDA ITEM SEVEN – Global developments in education and outreach relevant to the Chemical Weapons Convention

Subitem 7(a): Presentations by invited experts

- 7.1 Dr Caitriona McLeish (expert speaker), from the University of Sussex (United Kingdom of Great Britain and Northern Ireland) and the Harvard Sussex Programme on Chemical and Biological Weapons, briefed the Board on the history of the Biological and Toxin Weapons Convention and its relevance for contemporary policy developments concerning the Convention. Noting that history could offer many lessons, Dr McLeish underlined the way it could show policy alternatives, how the policymaking process works, and can help to challenge myths around that process. Ideas that are today taken for granted were once points of contention, and history can provide a voice for alternative viewpoints.
- 7.2 Dr McLeish noted that the original proposal for the 1925 Geneva Protocol was introduced in a conference on the limitation of armaments of the League of Nations. The ban on the military use of toxic chemicals thus arose out of a proposal to prohibit the trade in such chemicals. The reason for the inclusion of bacteriological weapons in the Geneva Protocol (attributed to the Polish delegation to the negotiations) has been the subject of much recent scholarship—it will never be fully understood, but it has led to a community of interest.
- 7.3 Dr McLeish proposed that the OPCW should have its own resident historian to capture current developments in the Convention’s life, such as the 20th anniversary year and the shift to prevention of re-emergence.
- 7.4 Ms Cindy Rouwhorst (observer and expert speaker) made a presentation on communication strategies with regard to her experience working with the Education Council of the Netherlands. The Council is a national body that advises the government and parliament on educational issues, with representatives of all different parts of society and educational stakeholders. The Council has many different stakeholders with different messaging needs; all stakeholders must be monitored, as changing opinions can help to adjust policy and presentation strategies. The positions of some stakeholders may compete with those of the organisation.
- 7.5 She underlined that a communication strategy should have one clear message, should have balanced media coverage—which necessarily involves having public visibility—and should carefully consider the method and timing of messaging, build on relations with influencers, and monitor public opinion.

- 7.6 Ms Rouwhorst underlined the importance of knowing an organisation's stakeholders (both supporters and critics) and their interests and opinions. The world should see that this engagement takes place, including through effective visual evidence. As a result, an organisation's policy positions have greater weight.
- 7.7 Ms Rouwhorst noted that organisations need to decide what their key message is, what they wish to achieve, and what image they want the public to retain about them.

Subitem 7(b): Conclusions from expert presentations relevant to ABEO activities

- 7.8 The Board discussed the experts' presentations and the following points were raised:
- (a) the importance of communicating the value of the Convention, through a good understanding of its history, to help support its implementation;
 - (b) the need to consider not only getting the message out, but to also create a differentiated message tailored to the needs of each stakeholder;
 - (c) the importance for organisations to have confidence to engage in public debates, all the while realising that such engagement is an ongoing and potentially challenging process; and
 - (d) the need to work hard to get the OPCW's messages across, given that chemical and biological issues are in a niche area in the security world.

8. AGENDA ITEM EIGHT – OPCW education and outreach strategy

Subitem 8(a): Establishing common definitions, objectives, and operational strategies

- 8.1 The Chairperson made a presentation on visions and elements of a longer-term education and outreach strategy. He emphasised that the core aim of the Convention—to create and maintain a world free of chemical weapons—will remain, but the means and ways of achieving the goal will change because the OPCW's external context will change. This means that the tasks and functions of the Secretariat and States Parties will evolve over time. Those changing circumstances will also require that new generations of stakeholders and new types of stakeholder categories will need to be engaged.
- 8.2 The role of the OPCW's education and outreach should be to draw in those stakeholders, to contribute to building consensus on the future roles and tasks for the OPCW, to identify direct challenges to the Convention, and to contribute to explaining to outside audiences the OPCW's policies and its responses to specific challenges. The ABEO could contribute to this process by developing strategies for the OPCW, by critically analysing the OPCW's education and outreach initiatives, by identifying and engaging relevant stakeholders, and by participating in education and outreach activities.
- 8.3 With regard to the time frames for this work, the Chairperson noted that in the short to medium term there would be debates on the priority to be accorded to completing the Convention's original, time-bound objectives relative to emerging issues. In the

longer term, discussions would likely converge around the best way to govern the treaty regime in light of changing circumstances.

- 8.4 The Chairperson proposed working definitions for several concepts, including “education”, “outreach”, and “public diplomacy” as they related to the mandate of the Board. He emphasised that the elaboration of education and outreach strategies should be based on clear understandings of their respective goals. These should include the raising of barriers to prevent the re-emergence of chemical weapons and keeping stakeholders informed and engaged about treaty-mandated activities, as well as further development of the treaty regime. A number of possible direct challenges to the treaty regime were discussed, including declarations of new chemical weapons possession, dealing with allegations of chemical weapons use, and chemical weapons-related debates outside the OPCW.
- 8.5 The Chairperson proposed that “prevention of the re-emergence of chemical weapons” should be the overarching theme of the OPCW’s education and outreach activities. The phrase appeals to the future of the norm, builds on the treaty’s text, is sufficiently malleable to be applied in different contexts, and engages stakeholders in reflection on how to best implement the Convention. The phrase would, however, require more substance for it to serve as a guiding theme.
- 8.6 The Board **noted** that the Organisation had an existing public diplomacy strategy,¹ the core elements of which appeared to fall short of what was habitually considered to be public diplomacy. First and foremost, public diplomacy was usually viewed as “a support function, an adjunct or accessory service to major policy initiatives which have high-political, economic, and even military components.”² From this angle, the shift from disarmament to the prevention of the re-emergence of chemical weapons should not be an adaptation to changing circumstances, but a major project to which the tools of public diplomacy are applied. The Board **considered** that the OPCW should therefore reconsider its strategy in this area.

Subitem 8(b): Identification of longer-term priorities

- 8.7 Dr Sa’ad Ibrahim Al-Ali outlined the intersessional work on the longer-term priorities of the Board, and underlined that the development of such priorities should be seen as part of a rolling strategy.
- 8.8 Dr Al-Ali recalled that the OPCW’s motto “working together for a world free of chemical weapons” was built on two key objectives: the destruction of all declared stockpiles of chemical weapons and the prevention of their re-emergence. The second objective would assume greater importance for the relevance of the Organisation in the decades ahead. Education and outreach would be key components of the work towards achieving this objective; their success would depend on the Organisation putting in place appropriate resources and support structures.

¹ Note by the Secretariat S/1215/2014, dated 23 September 2014.

² Alan K. Henrikson, *What Can Public Diplomacy Achieve?*, Netherlands Institute of International Relations ‘Clingendael’, 2006.

- 8.9 Dr Al-Ali proposed a number of goals for the OPCW's education and outreach programmes, including their integration into the work of National Authorities. Cultural diversity and regional differences should be taken into account, but those should not prevent the development of common global strategies. Such strategies should have the widest possible audience, including the general public.
- 8.10 Many National Authorities recognise the importance of education and outreach for the implementation of the Convention, and have high expectations of support in this area. Nevertheless, some feel uncertain about their own role in this respect. Some proposals to assist National Authorities in this task were suggested and will be further elaborated during the next intersessional period.
- 8.11 A Senior Policy Officer from the Office of Strategy and Policy also briefed the Board on the Organisation's Medium-Term Plan³ and Vision Paper⁴. He noted that the OPCW envisaged using its external engagement to leverage the capabilities of others to support the implementation of the Convention. The Board **acknowledged** that the work of the ABEO should consider the strategic guidance set out by the Secretariat and the States Parties, but also that its engagement could help to shape strategic priorities.
- 8.12 In its subsequent brainstorming on strategy, the Board discussed a number of questions, including how it should play a role in responding to emerging challenges to the norms enshrined in the Convention, the value of defining key concepts, the interaction between the Board and the Secretariat, and the short- and long-term objectives of the Board's work.
- 8.13 The Board discussed the importance of presenting its views to the OEWG-FP and to the open-ended working group that will be established to prepare for the Fourth Review Conference⁵ in late 2018.

9. AGENDA ITEM NINE – Future work of the ABEO: New activity clusters

- 9.1 The ABEO discussed its future work, and the Secretariat requested that it consider making appropriate recommendations with regard to outreach to industry on controlling unscheduled toxic chemicals. During this discussion, Professor Alastair Hay outlined his recent work on raising the awareness of chemical societies around the world regarding the use of chlorine as a weapon. This work had resulted in the condemnation of the use of chlorine as a weapon, initially by the European Association for Chemical and Molecular Sciences (EuCheMS), representing 32 national chemical societies, in a declaration issued in Seville, Spain in September. This led to the issuing of similar declarations by other national and regional societies,

³ "Medium-Term Plan of the Organisation for the Prohibition of Chemical Weapons" (EC-83/S/1 C-21/S/1, dated 8 April 2016).

⁴ "The OPCW in 2025: Ensuring a World Free of Chemical Weapons" (S/1252/2015, dated 6 March 2015).

⁵ Fourth Special Session of the Conference of the States Parties to Review the Operation of the Chemical Weapons Convention.

particularly those in Africa, and work was now under way to stimulate further declarations in other regions of the world.

- 9.2 Professor Hay noted that it would be important for the OPCW and other stakeholders to take advantage of the new global engagement on this issue and the constituency that was building, and to move on from the issuing of declarations to the taking of practical steps to prevent the use of toxic chemicals as weapons. In this context, it was recalled that the chemical industry was a critical player, and it was noted that several industry groups had made positive statements in this regard.
- 9.3 In light of this discussion, the Board decided on the establishment of a working group that would consider engagement with industry and chemical societies on the use of unscheduled toxic chemicals as weapons (see subparagraph 9.7(d) below).

Working Groups

- 9.4 The Board **decided** to establish working groups in the following areas:

Assisting National Authorities to carry out education and outreach

- 9.5 The working group will respond to requests from the Secretariat and from States Parties during the regional meetings, by considering and proposing ways for the Secretariat to support National Authorities in developing and implementing education and outreach activities.

Overarching theme

- 9.6 The working group will aim to conceptually develop the theme “Prevention of the re-emergence of chemical weapons” from an education, outreach, and public diplomacy perspective.

Engagement of stakeholder communities

- 9.7 Stakeholder groups—in particular scientific associations, industry, professional organisations, and other expert communities—may benefit from and contribute to the general debates shaping the future of the Convention and the OPCW with a view to, for instance:
- (a) raising tangible barriers to prevent their members from engaging in any activity that could directly or indirectly contribute to the erosion of the norm against chemical weapons and of the Convention;
 - (b) keeping them informed of and having them actively participate in treaty-mandated activities (e.g., different facets of the verification regime) so as to prevent the erosion of their relevancy;
 - (c) engaging them in the further development of the treaty regime (including concrete implementation measures) in light of the changing national or international environments in which the Convention must remain relevant; and
 - (d) engaging relevant stakeholders on preventing the use of unscheduled toxic industrial chemicals as weapons.

- 9.8 The coordination group would aim to develop strategies for engaging specific stakeholders in the aforementioned areas.

Immediate challenges to the Convention regime

- 9.9 The coordination group will elaborate specific education and outreach strategies with respect to immediate challenges to the Convention regime. Such challenges may include declarations of new stockpiles, allegations of chemical weapons use or proliferation, and the international community's struggle to respond effectively to such charges.

Engagement with other international organisations

- 9.10 The Board, and by extension the OPCW and its Secretariat, should aim to anchor its education and outreach ambitions on broader initiatives, such as peace or disarmament education, or specific projects run by professional sectors or other international organisations. The coordination group will recommend how the OPCW can interact with other international organisations in the pursuit of joint education and outreach strategies.
- 9.11 The Board **also decided** to continue the deliberations by the working groups on outreach at the regional, national, and local levels, and on youth outreach and longer-term strategies.

Definitions

- 9.12 For the purposes of internal consultation and evaluation, and taking into account the Organisation's relevant policy planning documents, the Board **decided** to use the following definitions for key education and outreach concepts as a working framework:

Education as a strategy

- 9.13 Education is a broad term that may cover different goals (expansion of knowledge, skills, and competences, or fostering of desired social behaviour or personal character traits) and strategies (such as study, instruction, or training).
- 9.14 Central to the process are its formality and goal orientation. It therefore presupposes the availability of resources (e.g., instructors, books, and other educational materials) and an anticipated time frame to achieve the pre-set goals. It also implies a certain setting in which the mind can focus on the topic at hand (e.g., a classroom, seminar, working or private space), as well as consideration of the educational methodology (e.g., active learning methods, lecturing, self-teaching opportunities, etc.). The goal of any educational activity determines the degree of formality, most appropriate methodology, and time frame (e.g., a university course in ethics versus self-instruction versus a documentary programme for public broadcast).
- 9.15 The process builds on prior knowledge, expertise, and skills. It may depart from general competences relative to age and social and cultural backgrounds or presuppose prior levels of competence.

Outreach as a strategy

- 9.16 The concept of “outreach” has several characteristics (alone or combined) that distinguish it from “education”:
- (a) it reaches out to population segments or individuals that may otherwise not be confronted with the subject matter or issue at hand. It often seeks to develop and nurture constituencies to sustain an entity’s goals in the future, and may build partnerships with other institutions or individuals to further this strategy;
 - (b) it supplements policies or activities by official bodies, and may rely on activities by non-official bodies, such as civil society constituencies;
 - (c) as an activity it is mobile, in the sense that it seeks out potential target audiences and then reaches out to them;
 - (d) it generally has a short time frame, usually limited to the activity at hand; and
 - (e) it informs or assists rather than instructs target audiences, thereby relying on a variety of communication tools and diverse acuity types.

Public diplomacy as a strategy

- 9.17 Public diplomacy may be viewed as a set of activities by States or international organisations aimed at informing and influencing audiences for the purpose of promoting and advancing specific goals. It thereby seeks to engage States as well as international organisations and civil society constituencies (including scientific and professional associations, academia, industry, and non-governmental organisations).

Recommendations

- 9.18 In addition to the decisions above, the Board made the following recommendations:

Publicising condemnations of the use of toxic chemicals as weapons

- 9.19 The Board **recommended** that the OPCW promptly publicise any communications it receives condemning the use of toxic chemicals as weapons.

The OPCW’s 20th anniversary

- 9.20 With respect to the OPCW’s 20th anniversary in 2017, the Board **recommended** that:
- (a) the 20th anniversary of the OPCW be celebrated globally, regionally, and nationally, as well as at an event in The Hague;
 - (b) the OPCW consider calling the 20th anniversary of the OPCW the “20th Anniversary Year”, to enable celebration of the Organisation’s achievements worldwide, but at times and events that can be organised at minimal cost;
 - (c) regional meetings be held to celebrate the science behind the effectiveness of the OPCW in meeting its mandate. These meetings can operate back to back

with regional National Authority events. The content of the meetings can be decided in cooperation with local National Authorities but also members of the ABEO. These meetings will look at the destruction processes for chemical weapons; inspections in industry; investigations of allegations of use; and lessons from the Syrian Arab Republic. Important in all these themes will be a discussion of the science underpinning these activities. It is also important that the meetings be forward-looking and ensure, where possible, gender-neutral involvement. Two other key partners in these events will be academia and industry, and it is recommended that both IUPAC⁶ and ICCA⁷ be invited to participate. The length of the meetings can be decided regionally, but may take the form of a two-day meeting for regional participants, a one-day meeting for local (national) participants, and a one-day meeting for the National Authorities;

- (d) a decision be taken promptly to enable the success of these events and the setting aside of funds to support them. Participants should be notified as far in advance as possible to enable relevant discussions to be had;
- (e) IUPAC, ICCA, EuCheMS, FACS,⁸ FASC,⁹ and other appropriate regional and international industry and scientific organisations be invited to celebrate the 20th anniversary in whatever way they consider appropriate;
- (f) the OPCW create a logo and set up a website dedicated to the 20th anniversary, where information about events can be found;
- (g) the 20th anniversary celebration in The Hague also include senior representatives of the sciences and industry, and all speakers, in addition to celebrating past achievements, be invited to be visionary and to look to what might happen in the future;
- (h) it be recorded in a very visual way what happens in the destruction facilities for chemical weapons. Some filmic record of these processes should be preserved for the future education of scientists and engineers. Action is required to record what happens in these facilities and to interview key players, and to record decisions that were made and the science underpinning the techniques adopted; and
- (i) outreach material on the OPCW and the Convention, specific to the 20th anniversary, be created for broad distribution.

European Union-funded project on youth outreach

- 9.21 In response to the Secretariat's request, the Board **recommended** that the Secretariat organise a competition for secondary school and university students, with the aim of building a network of "OPCW Youth Ambassadors". The contest would be

⁶ International Union of Pure and Applied Chemistry.

⁷ International Council of Chemical Associations.

⁸ Federation of Asian Chemical Societies.

⁹ Federation of African Societies of Chemistry.

announced during the 20th Anniversary Year celebration. The contest could be publicised by the National Authorities, by international, national, and local chemical societies, by university faculties, and by the OPCW.

- 9.22 The winners would take part in a workshop at the OPCW focused on social media outreach as a tool to promote the implementation of the Convention and support the principles that underpin it. The winners could be given the opportunity to present their work during the sessions of the Conference of the States Parties (hereinafter “the Conference”).
- 9.23 The ABEO will collaborate with the Secretariat on the further development of this recommendation.

Civil society engagement

- 9.24 The Board **recommended** that outreach and public diplomacy activities be developed during the sessions of the Conference. These would promote interactions among stakeholder communities and between those communities and the Secretariat and States Parties.

Public diplomacy strategy

- 9.25 The Board **recommended** that the OPCW’s public diplomacy strategy be reviewed.

10. AGENDA ITEM TEN – Discussion on the Board’s practice regarding observers

The Board discussed the participation of observers and experts and **clarified** that:

- (a) The ABEO may, by consensus decision, invite persons with relevant expertise to attend a meeting as observers. Observer status exists for the duration of the meeting only.
- (b) An IUPAC observer participates in all ABEO meetings; IUPAC designates the observer.
- (c) According to the same decision, an ICCA observer participates in all ABEO meetings; ICCA designates the observer.
- (d) No formal functional relationship between the ABEO and observers exists during intersessional periods.
- (e) Any ABEO member may, following consultation with the Chairperson and Vice-Chairperson, invite any former observer to join intersessional discussions implementing decisions of the ABEO.
- (f) Participation in intersessional discussions by a former observer will always be voluntary.
- (g) The participation in intersessional discussions by a former observer does not create any obligation on the part of ABEO, including concerning participation in subsequent ABEO meetings.

11. AGENDA ITEM ELEVEN – Presentation and discussion of the draft meeting report

The ABEO **considered** the draft report of its Second Session.

12. AGENDA ITEM TWELVE – Any other business

12.1 An Information Technology Support Specialist from the Information Services Branch of the Administration Division briefed the Board on the online platform used for intersessional communication among Board members.

12.2 Dr Fatima Lamchouri made a presentation on work being undertaken in Morocco on the responsible use of science and its potential as a model for national education and outreach.

12.3 The Chairperson requested Board members to be actively involved in the Board's intersessional work.

13. AGENDA ITEM THIRTEEN – Adoption of the meeting report

13.1 The Board **decided** to hold its Third Session from 14 to 16 March 2017 and its Fourth Session from 29 to 31 August 2017.

13.2 The ABEO **adopted** the report of its Second Session.

14. AGENDA ITEM FOURTEEN – Closure of the session

The Chairperson closed the session at 19.57 on 6 October 2016.

Annex: List of Participants in the Second Session of the Advisory Board on Education and Outreach

Annex

**LIST OF PARTICIPANTS IN THE SECOND SESSION
OF THE ADVISORY BOARD ON EDUCATION AND OUTREACH**

1. Dr Sa'ad Ibrahim Al-Ali
2. Dr Austin Aluoch
3. Prof. Masahiko Asada
4. Prof. Philip Coleman
5. Prof. Alastair Hay
6. Dr Jo Husbands
7. Prof. Fatima Lamchouri
8. Dr Thirumalachari Ramasami
9. Dr Valentin Rubaylo
10. Prof. Benjamín Ruiz Loyola
11. Dr Edith Valles (Vice-Chairperson of the ABEO)
12. Prof. Wang Wencai
13. Dr Johannes Georg Weinig
14. Dr Anna Zalewska
15. Dr Jean Pascal Zanders (Chairperson of the ABEO)
16. Dr Mark Cesa (observer-IUPAC)
17. Mr Francis Lévêque (observer-ICCA)
18. Prof. Robert Mathews (observer)
19. Ms Cindy Rouwhorst (observer and expert speaker)
20. Dr Caitriona McLeish (expert speaker)

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