



# RISK COMMUNICATION IN THE CONTEXT OF GM PLANT FIELD TRIALS

29-30 September 2011

Rama Garden Hotel, Vibhavadi, Bangkok

Sponsored by USDOS, USDA, APEC HLPD

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## 29<sup>th</sup> September (Venue: Rama Garden Hotel, Bangkok)

- 8.30 – 9.00 / Registration
- 9.00 – 9.15 Welcome address  
Mr. Orestes Vasquez, Agricultural Attaché, U.S.Embassy  
Opening remarks  
Dr Manthana Milne, Deputy Director General, Department of Agriculture,  
Ministry of Agriculture and Cooperatives
- 9.15 –10.30 Introduction  
Risk Communication: Introduction and the NIMBY Challenge  
Towards a Process Based Approach to Field Trial Advocacy  
Dr Andrew Powell, ABB
- 10.30 – 11.00 Break
- 11.00 – 11.30 Discussion on Challenges, Priorities & Perceptions
- 11:30 – 12:30 Risk Communication Basics: Theories  
Context | Hazard vs Risk | NIMBY  
Dr Andrew Powell / Dr Andrew Roberts, ABB
- 12.30 – 13.30 Lunch

## Risk communication workshop

- 13:30– 14:15 Trust Determination
- 14.15 - 17.30 Risk Perception Theory

The Thai Risk Perception Model (Roundtable)

Negative Dominance theory

Mental Noise theory

RC Strategies: APP | CCO | 27/9/3

Introducing Outrage Management Strategies

Introduction to Message Mapping

Dr Andrew Powell | Dr Andrew Roberts, ABB | Dr Carl Ramage, Resource Person

Coffee / tea break in the middle of the afternoon.

**30<sup>th</sup> September (Venue: Rama Garden Hotel, Bangkok)**

**Risk communication workshop (Continued)**

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|---------------|--|
| 9.00 – 10.00  | Risk communication key messages and message mapping for Field Trial issues                             |
| 10.00 – 10.45 | Stakeholder Prediction (APP) Session   |
| 10.45 – 11.00 | Coffee/tea break   |
| 11.00 – 12.30 | Field Trials Message Map Development   |
| 12.30 – 13.30 | Lunch  |
| 13:30 – 14:00 | Review of Message Maps (Discussion)  |
| 14:00 – 15:00 | Risk Communication Best Practices For Field Trials including Case Studies                              |
| 13.45 – 15.15 | Public Meetings & Accessibility—Dialogue<br>(Coffee/tea break will be served during the session)       |
| 15.45 – 16:45 | A Risk Communication Strategy for Field Trial Advocacy 2011–2013                                       |
| 16.45         | Adjourn and words of thank by Dr. Sutat Sriwatanapongse, President, Biotechnology Alliance Association |

Note: 1) Associate Prof. Dr. Arinthip Thamchaipenet, Faculty of Science, Department of Genetics, Kasetsart University, is the Master of Ceremonies on 29-30 September.

2) Assistant Prof. Dr. Jessada Denduangboripant, Faculty of Science, Department of Biology, Chulalongkorn University is the Facilitator on 29-30 September.

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