



COMMISSION ON PHYTOSANITARY MEASURES

SEVENTEENTH SESSION

UPDATE FROM THE CPM FOCUS GROUP ON COMMUNICATIONS

AGENDA ITEM 13.3

(Prepared by the Focus Group on Communications)

Introduction

- [1] The Commission on Phytosanitary Measures (CPM) Focus Group on Communications (FG-COM) has been primarily responsible for developing the IPPC Communications Strategy 2022-2030, as well as monitoring and supporting its implementation to raise global awareness on plant health, engage key stakeholders and assist with resource mobilization. The FG-COM was formally established by CPM-15 in April 2021. The FG-COM currently has 12 members representing various national and regional plant protection organizations (NPPOs, RPPOs), the industry sector and one CPM Bureau member.
- [2] Given the short space of time between the group's first meeting in September 2021 and the CPM 16th session in April 2022, the group had requested the CPM for a one-year extension to allow the necessary consultation to ensure a robust communication strategy. CPM-16 (2022) agreed to postpone the discussion and possible adoption of the IPPC Communication Strategy to CPM-17 (2023) to allow input to the IPPC Communication Strategy from NPPOs, RPPOs and partners through the focus group members in their region.
- [3] Since the group was established, it has held 13 virtual meetings organized by the IPPC Secretariat, including six in 2021 (September, 3 meetings), October, November and December) and seven in 2022 (January, March, April, August, October, November and December). The FG-COM and the secretariat have since then worked on the draft strategy, which will serve as a roadmap for the IPPC community's communication and advocacy.

Updates

- [4] The strategy has gone through several iterations to refine the sections on the communication objectives, stakeholder and audience mapping, value proposition and key messages. The strategy has also been updated so that it links to the IPPC Strategic Framework 2020-2030, particularly how communication will support the implementation of the eight development agenda items and to contextualize how it will support achievement of the IPPC strategic objectives and the relevant UN Sustainable Development Goals (SDGs). The strategy also highlighted milestone IPPC events, including the International Year of Plant Health, the inaugural International Day of Plant Health and the first International Plant Health Conference. An associated 8-year workplan is annexed to the strategy to illustrate the target milestones, activities, key result areas and outputs per year.
- [5] In October 2022, the FG-COM presented the strategy at the in-person meetings of the CPM Bureau and the Strategic Planning Group (SPG), whose comments centered mainly around the aforementioned sections of the strategy. The Bureau and the SPG also recognized the excellent work of the FG-COM in developing the global communications strategy that will support the IPPC Strategic Framework until 2030.
- [6] The FG-COM presented various options to the CPM Bureau and the SPG on the best way to open the consultation to NPPOs, RPPOs and IPPC partners for their feedback on the strategy, including using either an online survey or potentially the Online Comment System (OCS), keeping in mind that the scope of feedback should be limited to the overall design of the strategy (i.e. its main components) rather than soliciting detailed comments that could essentially change the strategy's current structure. The CPM

Bureau and the SPG suggested holding a webinar for consultation or producing a short video of the strategy summary along with the survey to counter survey fatigue and encourage higher participation.

- [7] Based on the feedback the FG-COM discussed the suggestions and decided that, with support from the secretariat, an online survey coupled with a short video summarizing the strategy and a downloadable Executive Summary was the best method for the consultation covering a wide range of stakeholders with a quick turn-around. In November, the Secretariat produced and emailed the survey materials, which were available in six languages. The survey was conducted from 18 November to 5 December 2022.
- [8] The survey on the IPPC Communications Strategy 2022-2030 received a total of 24 responses from 220 NPPO and RPPO focal points and IPPC external partners, out of which 18 responded in English and 6 in the Spanish version of the survey. The majority of respondents fell under two categories: IPPC Contracting Party/NPPO/RPPO and Government/Public Institution. Overall, the respondents selected "strongly agree" or "agree" for majority of the questions, with the exception of question number 8 (The Strategy reaches out to the right stakeholders) where there were 2 responses for "strongly disagree". Each question received an average of 10 comments. Sixteen respondents indicated interest in more in-depth consultations on the finalization of the strategy. The FG-COM decided that given the strong support no further consultation was needed and recommended that respondents who showed interest in further engagement could form the base of the proposed Community of Practice that will be established once the strategy is adopted.
- [9] The innovative approach the FG-COM has taken to conducting the consultation enabled feedback from a wide range of stakeholders as well as the Bureau and the SPG. The FG-COM finalized the Strategy taking into account the comments received. The Executive Summary is annexed to this paper
- [10] The FG-COM has fulfilled its core mandate in developing the IPPC Communications Strategy and wishes to thank the NPPOs, RPPOs, and IPPC partners for the staff members they contributed in-kind to enable the development of the Strategy. The membership list is annexed to this paper. The FG-COM also wishes to thank the CPM Bureau, SPG, and the IPPC Secretariat for the opportunity to share their expertise in this endeavor.
- [11] The Executive Summary of the strategy is annexed in this paper and is available in six languages. The full document of the strategy is available as a separate attachment to this paper CPM 2023/18_01 and is presented in English only.
- [12] The CPM is invited to:
- (1) *Note* the report;
 - (2) *Acknowledge* the contribution of the FG-COM;
 - (3) *Adopt* the IPPC Communications Strategy 2023-2030 presented in paper CPM 2023/18_01.

Annex 1: Executive Summary: IPPC Communications Strategy 2023-2030

- [1] The International Plant Protection Convention (IPPC Communications Strategy 2022-2030 serves as a roadmap for the IPPC Secretariat and its primary stakeholders. It is designed for the strategic planning of communication approaches and activities and supports achievement of the strategic objectives in the IPPC Strategic Framework 2020-2030.

Communication objectives**1. Inform**

- [2] Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.

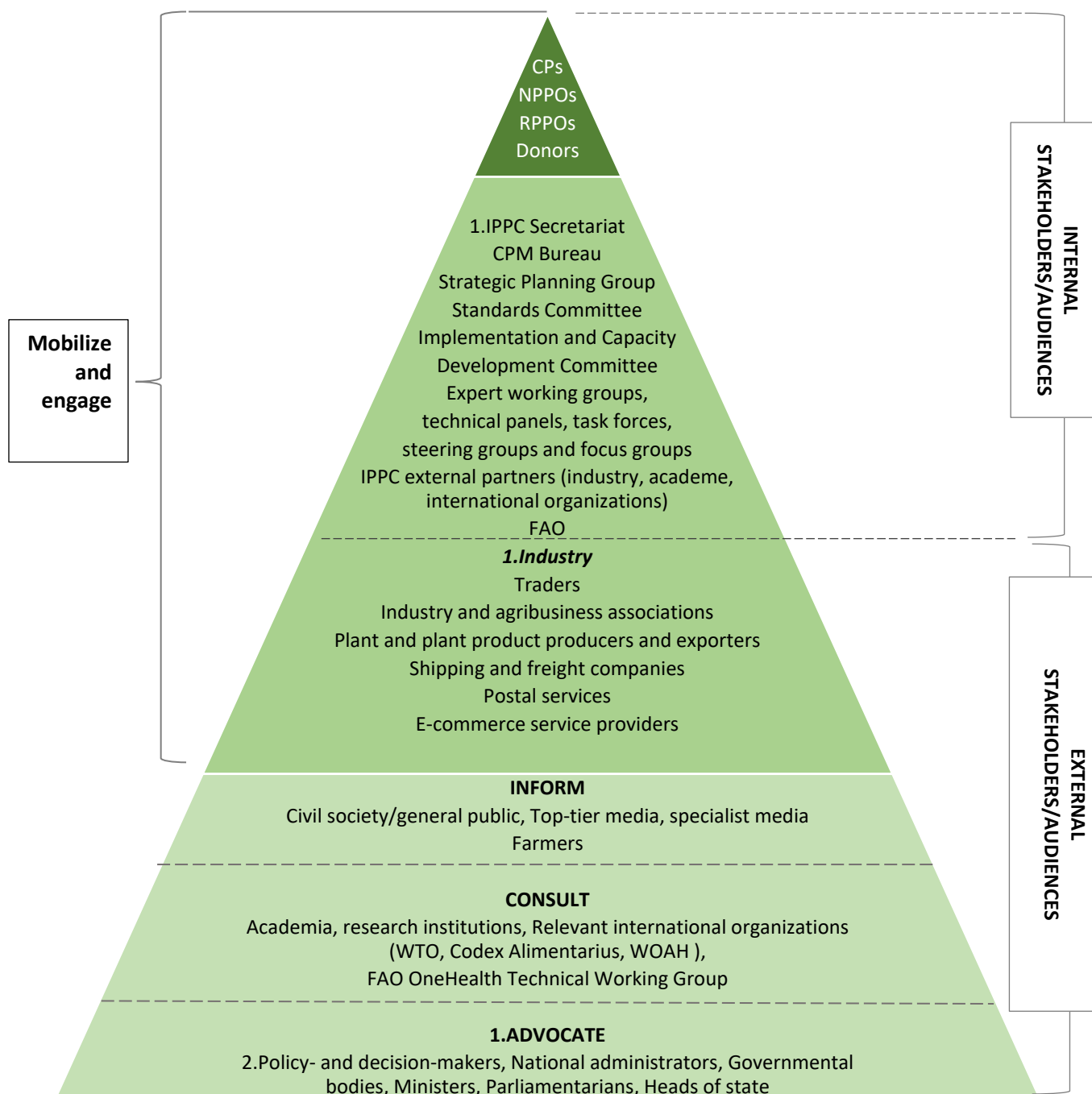
2. Mobilize and engage

- [3] Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as FAO regional communications and FAO Plant Production and Protection Division (NSP).
- Collaborate actively among NPPOs and RPPOs to support IPPC core activities in standard setting, implementation and capacity building, and communication and international cooperation.
 - Enhance visibility of the core and unique work of the IPPC and build the IPPC brand.
 - Mobilize support (technical, human and/or financial resources) towards the achievement of the IPPC Strategic Objectives
 - Enhance IPPC engagement and support from external stakeholders, including industry, NGOs, civil society and academic groups.

3. Advocate

- [4] Create an enabling environment for contracting parties and stakeholders to support the achievement of the IPPC Strategic Objectives.
- Promote critical links to achieving the United Nations Sustainable Development Goals (1, 2, 8, 12, 13, 15, 17).

Audiences and stakeholders



Value proposition

- (1) The IPPC is the sole Convention that promotes the protection of plants and plant resources from pests. The legally binding multilateral treaty has been in effect for 70 years (established in 1952) and has been ratified by 184 contracting parties.
- (2) The IPPC is the only Convention on plant health that convenes organizations around the world and is recognized by the World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement).
- (3) The IPPC community's work to develop and implement standards and programmes to reduce the introduction and spread of pests benefits all countries by minimising their impact on food security, trade, economic growth and the environment.
- (4) The IPPC work programme complements FAO's by aligning their respective strategic frameworks, giving the IPPC community the leverage to develop and implement innovative tools and approaches in plant protection. The IPPC strategic objectives are also aligned with FAO's strategy in achieving common SDGs, namely SDG 2 Zero Hunger, SDG 12 Responsible Consumption and Production, SDG 13 Climate Action and SDG 8 Decent Work and Economic Growth. This allows the IPPC community to leverage partnerships, networks and influence through FAO.

Key messages

	Target audience/s
<p>1. Protecting plant health is fundamental to achieving the UN Sustainable Development Goals (SDGs).</p> <p><i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></p> <p>Plant health also contributes to the overall health of people, animals and the environment. Through the One Health approach, protecting plants is integrated in the efforts to protect the health of humans, domestic and wild animals and the wider environment which are closely linked and inter-dependent.</p>	All audiences
<p>2. Protecting plant health helps protect the environment.</p> <p><i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of environmentally friendly methods such as integrated pest management.</i></p>	All audiences
<p>3. Protecting plant health helps adapt to the devastating impacts of climate change.</p> <p>Global warming and extreme changes in the weather may likely increase the spread of plant pests. Increased pest risks can affect food security and livelihoods and contribute to economic crises, forced migration and conflicts. Implementing international plant health standards helps countries prevent the introduction and spread of harmful pests and to preserve biodiversity. Preserving biodiversity helps to improve plant resilience and adapt to the impact of climate change on plant health.</p>	All audiences
<p>4. The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.</p> <p>4.1. <i>Complying with international plant health standards makes trade safe.</i></p> <p>Many countries depend on trading plants and plant products to sustain their economies. Yet trade can increase the risk of plant pests spreading, and seriously damage plants and biodiversity. To make trade safe, it is important to implement international plant health standards and norms, such as those developed under the auspices of the IPPC Secretariat. This reduces the negative impact of pests and pesticides on human health, economies and the environment. It also makes it easier to prevent and control the spread of pests without setting up unnecessary barriers to trade. Complying with international plant health standards helps boost trade and achieve SDG 8 Decent Work and Economic Growth.</p>	<ol style="list-style-type: none"> 1. Contracting parties 2. NPPOs 3. RPPOs 4. Donors 5. Industry 6. Farmers (smallholder farmers and corporations)
<p>4.2. <i>Be cautious when bringing plants and plant products across borders.</i></p> <p>Be cautious when taking plants or plant products when travelling and always ensure that these products meet phytosanitary requirements. This helps reduce the spread of plant pests, which can seriously damage national food security, the environment and economies. Be careful when ordering plants and plant products online, or through postal services, since packages can more easily bypass regular phytosanitary controls.</p>	All audiences
<p>5. Invest in plant-health capacity development, research and outreach.</p> <p>Investing in the work of national plant protection organizations is a sound government investment as it not only benefits plant health, but it ultimately leads to healthy populations, environments and economies.</p> <p>Plant health related research and outreach are good investments because the innovative practices and technologies lead to better yields, reduced crop and trade losses and food waste, greater food security and a healthier environment.</p> <p>A well-resourced plant health skills pipeline requires the promotion of plant health as a diverse and rewarding career to young people and investment in early career plant health professionals.</p>	<ol style="list-style-type: none"> 1. Donors 2. Policy- and decision-makers 3. National administrators 4. Governmental bodies 5. Ministers 6. Parliamentarians 7. Heads of state 8. Academia/research
<p>6. Strengthen pest monitoring and early warning and response systems to protect plants and plant health.</p>	<ol style="list-style-type: none"> 1. Contracting parties 2. NPPOs 3. RPPOs

<p>Regularly monitoring plants, and receiving early warning information about emerging threats helps governments, agricultural officers and farmers take critical preventive and adaptive measures to keep plants healthy.</p> <p>Polymakers and governments that utilize pest monitoring and early warning and response systems can make sound decisions when faced with new or emerging pests and minimize potentially costly or disruptive pest impacts.</p>	<ol style="list-style-type: none"> 4. Donors 5. Policy- and decision-makers 6. National administrators 7. Governmental bodies 8. Ministers 9. Parliamentarians 10. Heads of state
<p>7. Invest in plant health programmes and initiatives to protect lives, livelihoods, the environment and economies.</p> <p>Donor and private sector investments on initiatives at the global, national or regional levels help governments feed populations, secure livelihoods of the most vulnerable, protect the environment and biodiversity, and protect economies through safe trade of plants and plant products.</p>	<ol style="list-style-type: none"> 1. Donors 2. Policy- and decision-makers 3. National administrators 4. Governmental bodies 5. Ministers 6. Parliamentarians 7. Heads of state

Channels

Digital opportunities

- **International Phytosanitary Portal (IPP)** – or the IPPC website offers a wide range of phytosanitary resources that no other entity or online platform offers
- **IPPC monthly newsletter and other subscriptions** – keep stakeholders informed and up to date
- **IPPC social media** – can be robustly used to communicate information and engage current and potential followers.
- **Direct (e-)mail** – strategic and targeted e-mails to individual stakeholders, e.g. donors and decision-makers, to highlight certain IPPC products, events or issues or to prompt action such as joining the conversation or global debate on an issue.

Events (internal and external)

[5] The IPPC community should leverage communications and advocacy through the following events:

- CPM annual sessions
- IPPC-RPPO annual regional workshops on ISPM
- International Day of Plant Health (12 May)
- International Plant Health Conference
- UNFCCC COP meetings
- UN Convention on Biological Diversity COP meetings
- World Food Day
- International Day of Awareness on Food Loss and Waste
- UN General Assembly sessions
- ISO meetings
- ISO Forum
- SPS Committee events
- WTO, WOA and Codex key events

Media

- mainstream and specialist media (scientific and trade publications/websites)
- International, regional and national

Management of the strategy

Implementation

- [6] The communication strategy will be implemented, monitored and evaluated through an annual communication plan which will be developed. Communications will be led by the lead of the IPPC Secretariat Integration and Support Team (IST) whose role is to guide the delivery of the communications plan and lead liaison internally, and with regional partners. The IST Lead will convene engagement with FAO regional communications teams and key partners, i.e. RPPOs.

Resources

- [7] Resources will be allocated from the overall budget of the IPPC Secretariat to include the communications team (three full-time communications specialists and short-term consultants to support key events such as the International Day of Plant Health). Further funding will be needed for human resources and operational expenses, depending on the planned activities for each year, e.g. production of communication and advocacy materials, organizing events and campaigns, etc. Resources will also be needed in getting support from an external agency to help in media outreach (apart from FAO OCC routine support to IPPC Secretariat).

Timeline

- [8] The IPPC Communications Strategy will be implemented for eight years, in conjunction with the implementation of the IPPC Strategic Framework 2020-2030. An annual communications plan will be created in line with the FAO and IPPC Communications Strategy.

Impact

- [9] The impact of the communications will be measured through periodic analysis, based on the logical framework matrix of the annual communication plan. Baseline indicators will be established after the first year of reporting and projections will be made on outcomes. The monitoring and evaluation framework will be developed with support from FAO OCC.

Annex 2. Members, CPM Focus Group on Communications

	Name, role, organization	Representation
1	Ms Lihong ZHU Portfolio Manager for IPPC New Zealand Ministry for Primary Industries Chair , CPM Focus Group on Communications	New Zealand
2	Mr James STAPLETON Head of Communications & Public Awareness Consortium of International Agricultural Research Centers (CGIAR) Lima, Peru Vice-Chair , CPM Focus Group on Communications	Consortium of International Agricultural Research (CGIAR)
3	Ms Gabrielle VIVIAN-SMITH Chief Plant Protection Officer, Department of Agriculture, Water and the Environment, Canberra, Australia	Australia
4	Mr Islam Farahat ABOELELA Supervisor of Pest Risk Analysis, FAO International Consultant Central Administration of Plant Quarantine Ministry of Agriculture and Land Reclamation Cairo, Egypt	Egypt
5	Ms Denise MARTINEZ-BRETO Information and Communication Officer Office of Corporate Communications Food and Agriculture Organization	FAO
6	Ms Katy LEE Director, Agricultural Dialogues International Limited Cheshire, United Kingdom Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	International Grain Trade Coalition (IGTC)
7	Mr Hector MALAIDZA Communications Officer, Technology Dissemination Agriculture Research Officer Department of Agriculture Research Services	Malawi
8	Ms Ifi CHAFY Communications Manager Canadian Food Inspection Agency (CFIA)	North America
9	Mr Mekki CHOUIBANI Executive Director Near East Plant Protection Organization (NEPPO)	Near East and North Africa
10	Ms Lucy CARSON-TAYLOR Plant Health Engagement Manager, UK APHA/ DEFRA United Kingdom	United Kingdom
11	Mr Martin SIAZEMO Senior Plant Health Inspector and Head of Communications, Ministry of Agriculture Plant Quarantine and Phytosanitary Service Zambia	Zambia
12	Mr Fuxiang WANG Deputy Director General, National Agriculture Technical Extension and Service centre (NATESC) Ministry of Agriculture Beijing, China	CPM Bureau Asia
	IPPC Secretariat	
	Mr Arop Deng	

	Lead, Integration Support Team (IST)
	Ms Mutya Frio Communications Specialist (IPPC Lead, FG-COM)
	Ms Maki Iizuka FG-COM Support
	Ms Zdravka Dimitrova Public Information Specialist
	Mr Riccardo Mazzuchelli Public Information Specialist
	Sara Giuliani Public Information Specialist
	Mr Mouhab Alawar Public Information Specialist