

April 2013



منظمة الأغذية  
والزراعة للأمم  
المتحدة

联合国  
粮食及  
农业组织

Food and  
Agriculture  
Organization  
of the  
United Nations

Organisation des  
Nations Unies  
pour  
l'alimentation  
et l'agriculture

Продовольственная и  
сельскохозяйственная  
организация  
Объединенных  
Наций

Organización  
de las  
Naciones Unidas  
para la  
Alimentación y la  
Agricultura

# COMMISSION ON PHYTOSANITARY MEASURES

<b>Eighth Session</b>
<b>Rome, 8 - 12 April</b>
<b>The IPPC Communication Strategy</b>
<b>Agenda point 11.1</b>
<b>Prepared by the Friends of the Chair</b>

## Attachment 1

### I. Objectives

The four objectives of the IPPC Communications Strategy are:

- 1) to support the objectives of the new IPPC Strategic Framework by increasing global awareness of the importance of the International Plant Protection Convention (IPPC) in protecting plants from pests;
- 2) to highlight the IPPC's role as the sole international plant health standard setting organization with the objective of helping to ensure the safe trade of plants and plant products;
- 3) to help improve the implementation of the International Standards for Phytosanitary Measures (ISPMs) and support the capacity development programme; and
- 4) to support the activities of the IPPC Resource Mobilization programme.

### II. Why develop a communication strategy?

The objectives and successes of the IPPC can be promoted more effectively by the phytosanitary community as a whole, by providing scientifically based explanations of the actual and potential serious negative impact of introduced pests worldwide. Practitioners working in this field see these negative impacts every day, but this message needs to be communicated effectively to the general public and key audiences such as national governments and decision makers (policy and financial). The IPPC key message regards the pest threat to agriculture, forestry and biodiversity, and the importance of the protection of plants against pests being a national and global priority that should receive appropriate and sustainable support.

Implementation of the communication strategy will:

---

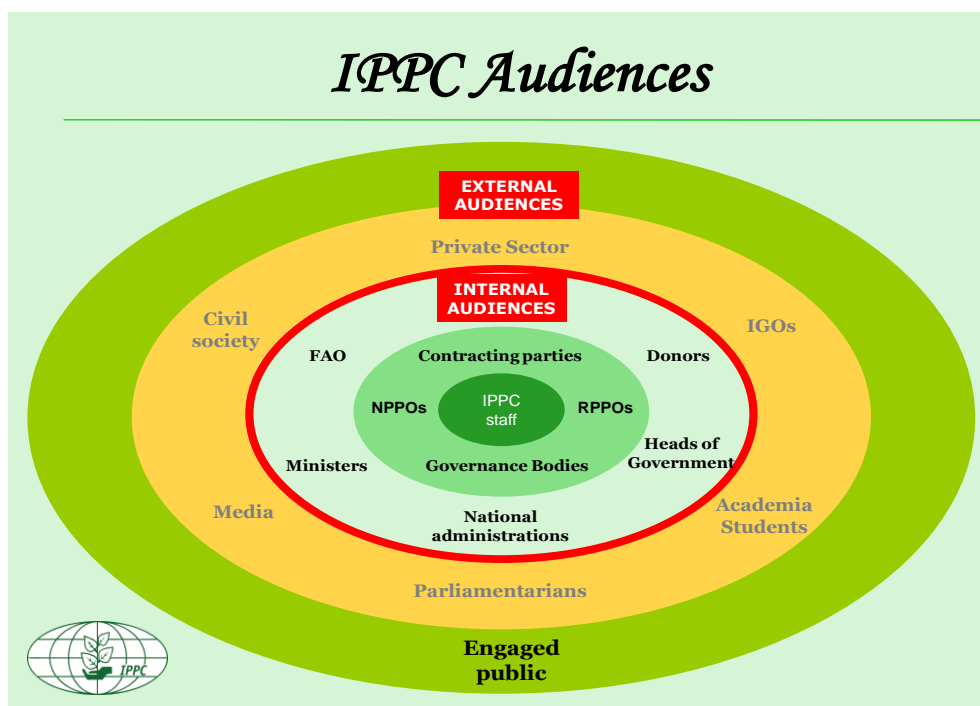
*This document is printed in limited numbers to minimize the environmental impact of FAO's processes and contribute to climate neutrality. Delegates and observers are kindly requested to bring their copies to meetings and to avoid asking for additional copies. Most FAO meeting documents are available on the Internet at [www.fao.org](http://www.fao.org)*

a) increase the effectiveness of, and participation in, IPPC activities by securing cooperation among nations in protecting global plant resources from the spread and introduction of pests of plants in order to preserve food security, biodiversity, and facilitate trade.

b) create phytosanitary awareness and involve various stakeholders (as per Figure 1) in reaching the IPPC objectives .

**Figure 1:** Schematic representation of IPPC Communication audiences.

*Comments: 'delete' engaged*



### III. Goals

**A)** Ensure that increased awareness of pest risks, their identification and management, under the IPPC is understood by IPPC audiences for the purpose of reaching IPPC's 2012–2019 strategic objectives (see [https://www.ippc.int/index.php?id=1110798&tx\\_publication\\_pi1\[showUid\]=202496&frompage=13330&type=publication&L=0#item](https://www.ippc.int/index.php?id=1110798&tx_publication_pi1[showUid]=202496&frompage=13330&type=publication&L=0#item) for details).

#### **Recommendations**

**A1)** Develop global recognition of the importance of plant health and the IPPC's role and impact. Communicate clearly and consistently to all IPPC audiences in a way that establishes this plant pest threat to agriculture, forestry and biodiversity as a national, regional and global priority that justifies and receives appropriate and sustainable support.

**A2)** Improve efficiencies by reducing duplication of effort and costs, develop links between national and regional communication activities, sharing communication and advocacy materials, increasing integration between national, regional and international IPPC communications campaigns and advancing the implementation of the Convention itself.

**A3)** Develop an IPPC communication work plan, facilitating that NPPOs of contracting parties, RPPOs, the CPM and the Secretariat may all have access to the same well-documented information

**B)** Create an appropriate, clear, simple and instantly recognizable brand, both within FAO and internationally, to ensure easy recognition, facilitating awareness of the importance of the work of the IPPC, and improve the consistency and quality of messages to a wide variety of IPPC stakeholders.

#### ***Recommendations***

**B1)** Undertake activities to protect the IPPC image/brand and intellectual property;

**B2)** Develop a new and more recognizable logo and layout for all IPPC documentation (paper and electronic);

**B3)** Develop IPPC advocacy materials and improve the consistency and quality of all communications.

**C)** Improve the staffing and expertise within the Secretariat to adequately address the communications strategy.

#### ***Recommendations***

**C1)** Recruit appropriate staff with specific communications expertise and experience in advocacy and donor outreach.

**C2)** Mobilize resources to ensure such expertise within the Secretariat is sustainable.

### **IV. Principal themes of the IPPC Communication Strategy**

i) Awareness raising: raising awareness of the importance of plant protection and the IPPC among all stakeholders and the general public;

ii) Advocacy: advocating to build support for IPPC, its work, and its financial footing.

### **V. Implementing the IPPC Communication Strategy**

Based on the principal themes, in order to deliver the specific objectives and to achieve the expected outputs, outcomes and impact the Action Plan (these will be detailed in the IPPC Communications Work Plan after adoption of the strategy) of the Communication Strategy must:

i) make maximum use of an appropriate and instantly recognizable brand, both within FAO and internationally;

ii) establish an IPPC Crisis Communication policy and procedures within the Secretariat;

iii) enhance the IPPC's profile so that it is the "first thing that comes to mind" or point of reference for all global issues of plant health concern;

iv) ensure that the IPPC community speaks with one voice when appropriate, anticipates crises related to outbreaks of pests, celebrates victories, and can deal with negative publicity in the media or other sources ;

v) establish a mechanism within the Secretariat to ensure the quality of all IPPC communication materials and a process for their release and distribution;

vi) communicate in simple, clear language, and provide more consistency of message, that key audiences understand

vii) communicate through the dominant channels for reaching specific audiences: primarily through publications and Internet tools (especially the IPPC website, YouTube, etc.), television, oral communications, social networking (e.g. Facebook, Twitter, Linked-In), , etc. as appropriate,

considering carefully the advantages, disadvantages and resource implications of those various channels;

- viii) place information within reach of stakeholders by sharing phytosanitary experiences (successes and challenges) and consider providing a meeting place / forum for nations and stakeholders, taking into account that such a forum may create the need for mediation
- ix) emphasize the human impact stories that show the successes (and selected failures) of the IPPC work programme and strengthen the IPPC objectives of improving plant protection and food security and
- x) establish an effective media campaign: consistent coverage of activities, events and campaigns.

The implementation of the communication strategy shall be overseen by the Bureau, with advice from the SPG.

## **VI. Evaluation**

To ensure effectiveness and efficient use of resources, indicators should be developed and used for measuring the impact of each communication activity.