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# COMMISSION ON PHYTOSANITARY MEASURES

<b>Tenth Session</b>
<b>Rome, 16-20 March 2015</b>
<b>Communications Work Plan</b>
<b>Agenda item 13.1</b>
<b>Prepared by the IPPC Secretariat<sup>1</sup></b>

## I. IPPC Communication activities

1. The purpose of this document is to provide an IPPC communications work plan for CPM consideration until such stage more resources become available. In order to maximise its effectiveness, the IPPC must promote its purpose, plans, activities and results on an ongoing basis. Only by engaging in such communication approaches and advocacy can the IPPC create sustained public and political support to develop increased sustainable funding. All of the IPPC's programmes will benefit from a strong advocacy and awareness programme.

2. An additional focus must be on a future "Year of Plant Health". This would create an excellent opportunity for increasing awareness of the IPPC. This requires a lot of work and effort from beyond the Secretariat, but it also must be an integral part of the communications work plan.

3. In early 2014, a communications needs assessment for the IPPC was conducted, followed by a rough draft work plan, a more thorough version of which is presented here for CPM approval. Following up on the needs assessment, follow up actions fall into three categories:

- 1) additional research;
- 2) implementing the communications strategy; and
- 3) redesigning the website.

4. Some activities related to these categories have already begun, most specifically, the redesign of the website.

<sup>1</sup> CPM decisions were added and revision 01 processed accordingly 2015-02-26

5. While the draft work plan calls for undertaking the three categories in the correct order, there was recognition that the redesign of the web was critical for a number of reasons. Hence that work was undertaken on an immediate basis. There will be the opportunity to further improve the web site as needed.

6. Considering the first category of the work plan, additional research, the needs assessment identified a few points on which additional research is needed:

- Investigate whether there is significant demand for IPPC publications in languages other than the six official UN languages.
- Explore mechanisms to facilitate and improve translations.
- Investigate appropriate communication channels for stakeholders without reliable Internet access.
- Explore the feasibility of print on demand for hard copy.
- Determine the reasons why the IPPC website, social media and email newsletters are not routinely used as communication channels.
- Determine why some NPPOs/RPPOs communicate with stakeholders more frequently than others and what the impact of this might be.
- Provide or access phytosanitary baseline data that could be used to promote the IPPC mission.
- Establish key communications networks that can be used for more effective delivery of and access to IPPC communications.

7. Once the above points have been addressed, the workplan can turn to implementation of the IPPC Communications Strategy.

8. Overall, the communications strategy represents a good basis from which to revise the existing, ambitious draft work plan so that it better meets the needs of the IPPC Secretariat and stakeholders. One factor to take into account in this revision is that while the previous draft communications work plan focuses on products, the needs assessment highlighted the importance of improving certain processes, such as using communications to build stronger relationships and more focused messaging.

9. While the previous draft work plan presented to CPM-7 (2012) is clear about the kinds of activities foreseen, it does not identify the audiences for which these are intended. In the absence of clearly identified audiences (no more than three), any communications effort will ultimately be futile. After discussion in the Bureau and SPG, the three priority audiences were determined to be: 1) donors, 2) Contracting Parties to the Convention, and 3) FAO (internal).

10. In addition to identifying the audiences, it is very important to specify an objective for each audience: what we want them to do as a result of our communications? Without objectives, it is impossible to monitor the effectiveness of the communications activities.

11. The needs assessment pointed to other elements and ideas that ought to be addressed in implementing the strategy. These are, in no particular order:

- Using communications to strengthen IPPC's relationship with contracting parties (Ministries of Agriculture) and NPPOs/RPPOs.
- The topics selected by stakeholders as most important should guide the development of messages. These topics include the importance of IPPC and plant protection organizations (public relations) as well as standards and the IPPC Framework.
- Messages should link the work of the IPPC and its partners to food security, a topic that people care deeply about.
- Marketing IPPC publications.
- Undertaking advocacy that targets the general public.
- Using social media to promote the messages.
- Monitoring and evaluating the effectiveness of IPPC communications.
- Developing a crisis communications plan.

- Ensuring the consistency and accessibility of messages (no jargon!) and design.
- Making use of the mainstream media.
- Planning the communications component before an initiative begins.
- Ensuring effective communications internally as well as externally.

12. It clearly will be impossible to act on all of these as a priority, so they need be considered and dealt with in a stepwise manner.

13. The third communications category that needs to be addressed is the redesign of the website. The Secretariat recently established the [www.phyosanitary.info](http://www.phyosanitary.info) web page, whose design and structure are the basis for the proposed revisions to the IPP. Future recommendations point to the establishment of at least two separate and distinct parts to the website, or perhaps two separate websites altogether: one for a general audience and donors, and another for the Secretariat and contracting parties. This activity has been initiated, with the recognition that ensuring that the website is meeting the objectives of the IPPC Communications strategy, and it will be subject to constant review and updating as needed.

## II. Draft work plan

14. The work plan should be seen as a living document, with regular revision as a core element. As noted above, there is a recommendation to scale back on products and focus on processes. As these become established and functional, attention can then be turned towards the products that should be emerging from the processes. In the table below, there are some activities from the previous draft work plan and with others added given their importance. Each of these is essentially a headline for a more detailed set of tasks that will deliver the desired activity, products and results.

15. The CPM is invited to:

- *review and comment* on the proposed IPPC Communications work plan,
- *endorse* the IPPC Communications work plan.

Row #	Activity	Notes	Proposed Timing /Resources
1	Additional research	<p>As outlined above, some questions need further investigation and reflection. Not all of them are necessarily equally important. This research needs to be conducted on a one-to-one basis as part of strengthening relationships.</p> <ul style="list-style-type: none"> <li>• Investigate whether there is significant demand for IPPC publications in languages other than the six official UN languages.</li> <li>• Explore mechanisms to facilitate and improve translations.</li> <li>• Investigate appropriate communication channels for stakeholders without reliable Internet access.</li> <li>• Explore the feasibility of print on demand for hard copy.</li> <li>• Determine the reasons why the IPPC website, social media and email newsletters are not routinely used as communication channels.</li> <li>• Determine why some N/RPPOs communicate with stakeholders more frequently than others and what the impact of this might be.</li> <li>• Provide or access phytosanitary baseline data that could be used to promote the IPPC mission.</li> <li>• Establish key communications networks that can be used for more effective delivery and assessment of IPPC communications.</li> </ul> <p>Some of these tasks will need to be addressed first so that other tasks can built on these activities.</p>	Underway Q4 2014
2	Audience identification, messages, objectives	<p>It is vitally important to identify priority audiences and to direct almost all communications efforts to them. What messages should each receive, and what is each being asked to do?</p> <p>This will determine the content of other activities.</p> <p><b>Three audiences identified:</b> 1) Donors, 2) Contracting parties to the IPPC and 3) FAO (internal) to participate, financially support and support IPPC activities.</p> <p>The overarching <b>objective</b> should be to boost our image and profile, leaving a “lasting impression” to its audience on the worlds need for the IPPC.</p> <p><b>Messages</b> should be centered on the importance of the IPPC’s work (“protecting the world’s plant resources from pests”) and the need for resources to ensure its continuity and success. Impact images should be used to simplify the messages and make them widely available.</p>	Underway Q4 2014

Row #	Activity	Notes	Proposed Timing /Resources
3	Editorial system	<p>Crucial to the whole enterprise. Who is responsible for communications? What channels will they use? Who will supply content? What kind of content? How often?</p> <p>This is the heart of strategic communications, and is the number one priority for getting everything else moving. IPPC must establish and empower an editorial system ASAP.</p> <p>Editorial system incorporates existing activities on social media and regular new articles on activities.</p> <p>To do this properly a professional writer/editor is needed, as well as the good will of CPs to provide the stories needed for an effective communications effort.</p>	Q1/2 2015
4	Website	<p>The report identified quick wins and deeper structural changes for the medium and longer term. It will be important to set objectives for the website, create a small, dedicated team, canvas opinion and implement.</p> <p>It is critically important to recognize that the website is an ongoing activity, not something to launch and forget.</p> <p>The general appearance of the website is being changed but much additional work needs to be done.</p>	<p>Q4 2014 soft launch</p> <p>Q3/Q4 2015 full change</p>
5	Communication channels	<p>How are you going to communicate with audiences? The website is a primary repository of important content, but people need to know that the content is there.</p> <p>'Mailing lists' is an additional extra in the current work plan. It ought to be core. Requires close communication with editorial system and social media.</p> <p>Website is indeed a key, but there needs to be a broader media push on other websites, print media, as well as additional videos, etc. It is also time to start outreach activities with non-traditional donors.</p>	Q1 2015

Row #	Activity	Notes	Proposed Timing /Resources
6	Monitoring, evaluation, revision	<p>With audiences and goals established, and channels decided, develop monitoring and evaluation criteria and tools, and implement. Use results to revise communications activities.</p> <p>Monitoring of communication activities could be made quarterly.</p> <p>Evaluation could be made on the basis of indicators such as: media coverage, IPPC website use, audience reactions, over time benchmarking, fundraising results.</p> <p>Results should be used for periodic revisions of IPPC communications activities</p>	<p>Start Q4 2014 as integral part of other activities.</p> <p>Q2 2015, revise and update work plan in consultation with the Bureau.</p>
7	Other Activities	Establish a working group to plan, promote and implement an “International Year of Plant Health”.	Initiated Q4 2014