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COMMISSION ON PHYTOSANITARY MEASURES

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**Annual Communications Work Plan 2016 -
Communication and Advocacy Activities and IPPC Secretariat Work Plan
(2016-2020)**

Agenda item 11.1.2

Prepared by the IPPC Secretariat

1. The purpose of this document is to provide an update on IPPC Communication and Advocacy Activities as well as present a proposed work plan for CPM consideration and approval.
2. In order to promote the Convention's purpose and the activities of the IPPC Secretariat and IPPC contracting parties (CPs) to implement the IPPC, a solid communications plan is needed. The creation and implementation of such a plan will ensure the phytosanitary community creates sustained public and political support to improve the sustainable funding of IPPC activities to the benefit of both the IPPC Secretariat and CPs
3. In addition, there is a need to focus on promotion of and planning for a successful "International Year of Plant Health (IYPH)", which is proposed for 2020. An IYPH would provide an excellent opportunity for increasing awareness of the IPPC. The IYPH will require a lot of work and effort from not only the IPPC Secretariat but from all IPPC Stakeholders as well. Although the IYPH is a specific activity in its own right, it must also be an integral part of the overall IPPC communications work plan.
4. In 2015, while the work plan was being developed, the Secretariat has undergone a renewal that has resulted in:
 - The revision of the IPP home page to improve accessibility, usability and broader access to information that will be released after CPM-11;

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- Improved quality, frequency and relevance of IPPC headline news via the website;
- The introduction of an IPPC Seminar series that is being webcast and attendance has been slowly increasing;
- More frequent and structured communications with IPPC Contracting Parties and Regional Plant Protection Organizations (RPPOs) through more regular e-mail, news and newsletters;
- Increased number of followers of the IPPC Secretariat's social media channels
- The introduction of photographic competitions (Capacity Development Team) that has increased engagement and awareness;
- Increased utilization of the IPPC Regional Workshops to engage and communicate with contracting parties by expanding the scope of the workshop to cover all areas of our work and not just developing comments on draft ISPMs and promoting these activities through IPP and the press when possible;
- The utilization of an IPPC Newsletter to inform and engage contracting parties, RPPOs and other stakeholders; and
- Increased interaction and cooperation with the FAO Office for Corporate Communication (OCC) to increase the IPPC profile globally.

5. Detailed achievements of the IPPC Communications and Advocacy programme can be found in the 2015 Annual Report of the IPPC Secretariat distributed at CPM-11 (2016).

6. As requested by CPM-10 (2015), the IPPC Communications and Advocacy work plan can be seen in Appendix 1. The work plan is based on those activities already being undertaken by the Secretariat and stakeholders. The work plan outlines expectations for the next 5 years within the context of planning for "IPPC Towards 2020" and the possible IYPH.

7. This five year work plan will need annual adjustment and a more detailed integrated annual work plan will be available to CPM in future. Oversight of the work will be provided by the IPPC Secretariat and an annual report on progress will be provided to CPM.

8. During 2016-2017 the IPPC Secretariat will be aligning with new FAO communication policies and guidelines which include:

- A modification of the IPPC branding to include FAO branding i.e. the FAO logo and copyright statement needs to be included in all IPPC products in future;
- Increased communications oversight of some IPPC communications and advocacy activities provided by the FAO Office for Corporate Communication (OCC); and
- The migration of the IPPC web pages from www.ippc.int to www.fao.org/ippc

9. Although some of this work has already started taking place (i.e. branding), negotiations are underway to ensure that any impact on IPPC contracting parties is minimal, as are impacts to the IPPC Secretariat in terms of financial and human resources.

10. These discussions are also taking place in the context of the IPPC Secretariat being an Article XIV body. The CPM Bureau will regularly be informed of progress and activities, and the CPM will be updated annually.

11. CPM is invited to:

- 1) *agree* to the IPPC Communication and Advocacy Work Plan for 2016-2020.

Appendix 1

Communications and Advocacy Work Plan (2016 – 2020)

No.	Task	Deadline	Performance indicators	Lead entities	Supported by
1.	Improve the IPPC website	2018 March	Improved usability and increased traffic visiting the IPPC website	Secretariat	
	1.1 Re-design and launch of a new IPP home page	2016 May	New home page in 6 FAO languages with improved usability	Secretariat	
	1.2 Revised IPPC website pages – approximately 60 pages in 6 languages)	2017 March	Revised pages in 6 FAO languages	Secretariat	
	1.3 Migration of www.ippc.int web pages to www.fao.org/ippc	2018 March	IPPC web presence on www.fao.org without loss of functionality or services	Secretariat, FAO	
	1.4 Re-development of IPPC data entry and work management tools of the IPP on www.ippc.int e.g. PCE, NRO data entry, OCS and on line registration.	2018 December	New tools for data entry and work programme management	Secretariat	
	1.5 Maintain and continue the development of the www.phytosanitary.info	2020 December	Updated information and	Secretariat: Implementation and Facilitation	

No.	Task	Deadline	Performance indicators	Lead entities	Supported by
			new resources available	Unit and Integration and Support Team	
2.	Advocacy				
	2.1 Revision of brochures, pamphlets and factsheets	2017 March	Revised 2015 brochures, pamphlets and factsheets	Secretariat	NPPOs, RPPOs
	2.2 Development of new advocacy material (at least 4 new publications per year) e.g. e-Phyto, surveillance, food security, and NROs	2020 January	At least four new publications per annum	Secretariat	NPPOs, RPPOs
	2.3 Development of promotional videos – at least 2 per annum and 1 at least on annual theme (see 3.1 for details)	2020 January	At least two new videos per annum, one on the annual theme.	Secretariat	NPPOs, RPPOs
	2.4 Production and distributions of the Annual Report of the IPPC Secretariat	1 March annually	An annual report made available at CPM each year.	Secretariat	
	2.5 Attendance at international technical meetings to increase awareness of IPPC activities, achievements and needs – at least 2 per annum.		Attend two international technical meetings per annum	Secretariat	

No.	Task	Deadline	Performance indicators	Lead entities	Supported by
3.	Communications				
	3.1 Development and implementation of Annual work plans for the following themes: 2016 - Food Security, 2017 - Trade Facilitation, 2018 - Environmental Protection, 2019 - Capacity Building and 2020 the International Year of Plant Health.	January of each year	Promotion of annual theme through at least one seminar per theme, development of at least one specific pamphlet or brochure on the annual theme, and ensure there is at least one press release per theme per year.	Secretariat	NPPOs, RPPOs
	3.2 IPPC Seminar Series	December of each year	Minimum of 3 per annum (at least one on annual theme)	Secretariat	FAO
	3.3 Utilizing FAO communication system, including press releases	Related to key events and opportunities	Number of IPPC press releases through FAO, level of engagement of FAO social media	Secretariat	FAO
	3.4 Providing support (2016-2019) leading up to the IYPH in 2020	An activity at least every 4 months	Promotion of NPPOs and RPPOs activities	Secretariat	NPPOs, RPPOs, FAO, other

No.	Task	Deadline	Performance indicators	Lead entities	Supported by
			in support of IYPH		international organizations
	3.5 Development and implementation of the work plan for IYPH 2020	2020	See IYPH paper	Secretariat	NPPOs, RPPOs, FAO, International Organizations
	3.6 News items	Throughout year	At least 70 IPPC headline news items per annum and improved reader statistics. A monthly IPPC newsletter and news from RPPOs and NPPOs more widely available.	Secretariat	NPPOs, RPPOs
	3.7 Technical publications, including those produced through IPPC projects – at least 3 per annum.	Annual	Three key publications per annum.	Secretariat	
	3.9 Utilization of social media to improve awareness of IPPC achievements and activities, including through FAO social media systems.		At least three new social media items documented per month	Secretariat	FAO

No.	Task	Deadline	Performance indicators	Lead entities	Supported by
	3.10 Annual competitions e.g. photos, videos, apps, logo	Annual	At least 1 competitions per annum	Secretariat	
4	Monitoring and Evaluation				
	4.1 Measure the effectiveness of the communications and advocacy activities	Annual	Annual survey conducted of selected stakeholders and user statistics / engagement.	Secretariat	FAO
	4.2 Evaluation of effectiveness and usability of the IPPC websites	Annual	Provision of user feedback and statistical analysis, and adjustments to improve usability and effectiveness.	Secretariat	FAO
	4.3 Adjustments to the communications and advocacy programme to improve effectiveness and efficacy as needed.	Annual	Annual improvements in communications and advocacy programme.	Secretariat	FAO