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# COMMISSION ON PHYTOSANITARY MEASURES

<b>Thirteenth Session</b>
<b>Rome, 16-20 April 2018</b>
<b>Main activities for 2017 and Action plan for 2018 on Communication and Advocacy - Communication and advocacy work plan of the IPPC Secretariat for 2018</b>
<b>Agenda item 12.1</b>
<b>Prepared by the IPPC Secretariat</b>

1. The purpose of this document is to report on communication and advocacy activities undertaken by the IPPC Secretariat in 2017, and to present a communication and advocacy action plan for 2018, within the framework of the IPPC Communication and Advocacy Work Plan for 2016-2020 approved by CPM-11 (2016)<sup>1</sup>.

## **I. Summary of communication and advocacy activities carried out by the IPPC Secretariat in 2017**

2. In 2017, the IPPC Secretariat Task Force on Communications and Advocacy (TFCA), tasked to coordinate communication, advocacy and information management initiatives, has established a new working mechanism, including the development of a work plan, reviewed during its regular meetings.

3. The IPPC Secretariat organized a series of activities for the IPPC annual theme on “Plant Health and Trade Facilitation”, including a keynote address delivered by the WCO Secretary, a special topic session on e-Commerce, and a side event on Trade Facilitation and ePhyto, held at CPM-12 (2017) in the Republic of Korea; the IPPC-SPS Side Event on Trade Facilitation held in Geneva. Six videos on

<sup>1</sup> See Appendix 12 to CPM-11 Report:

[https://www.ippc.int/static/media/files/publication/en/2016/07/Report\\_CPM-11\\_2016-07-19\\_withISPMs-revised.pdf](https://www.ippc.int/static/media/files/publication/en/2016/07/Report_CPM-11_2016-07-19_withISPMs-revised.pdf)

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the theme were also developed, available on the relevant IPP thematic page<sup>2</sup>. Three IPPC seminars were organized with presence of 260 participants overall<sup>3</sup>.

4. 2017 also marked the 65th anniversary of the IPPC. The ratification of the Convention on 03 April 1952 was celebrated through a series of communication activities, including the development of a logo and a video and the organization of receptions at CPM-12 in Incheon and during the SPG meeting in Rome, with the participation of IPPC contracting parties and stakeholders, FAO Permanent Representatives and FAO senior management. The IPPC Secretariat also developed a relevant anniversary page on the IPP<sup>4</sup>.

5. In 2017, the IPPC has reorganized its publications policy and procedures in adherence with FAO corporate standards. This has led to a better organization and quality control of IPPC publications, also resulting in their improved marketing and outreach. The following materials were published and widely distributed: the 2016 IPPC annual report; six new factsheets (IPPC, *Xylella fastidiosa*, ISPM 5, Plant Health and Food Security, ePhyto and International Year of Plant Health - IYPH); five technical manuals (Analyzing the benefits of implementing the IPPC: a review of the benefits of contracting party implementation; 2016 IPPC General Survey: a report of findings of contracting party implementation; Global emerging issues: a report of findings from the 2016 IPPC regional workshops questionnaire; Preparing a National Phytosanitary Capacity Development Strategy; IPPC Guide to Resource Mobilization: Promoting contracting party partnerships); the 2017 wall and table calendars; and revised IPPC logos, folders and posters<sup>5</sup>.

6. The IPPC Secretariat maintained the IPP and the Phytosanitary Resource Page, and implemented some improvements to the existing IPP pages, including: a review of the standard setting landing page and of the IPPC Seminars, Cooperation and Media Kit pages, and an initial review of the IYPH web page. The IPPC Secretariat also developed a new short guide on the Online Comment System (OCS), which coupled to several training sessions and the handing of over 1,000 requests for user support resulted in a record number of users (88) providing comments on IPPC draft texts. The Phytosanitary Facility Search Tool was launched and a new Online Registration System was tested. The IPPC Secretariat also started using Skype for Business, the new FAO corporate call and web conference tool.

7. The IPPC headline news released in 2017 amounted to 143, with 81 announcements, marking respectively a +30% and a +256% increase compared to 2016, and a record for the past 19 years since when IPP news were published and tracked. This has contributed to a +17% increase in the number of IPP visits (338.517 compared to 288.970 visits in 2016).

8. In 2017, the IPPC has substantively increased its presence on social media platforms, which has also contributed to a higher IPP traffic and an increased IPPC online community engagement on Facebook (+26.3%), Twitter (+34%), LinkedIn (+43%) and Weibo – the Chinese social media, being used by the IPPC Secretariat since 2017, whose followers rose by 24% since when the IPPC started posting through the FAO account. 47 IPPC videos were migrated under the FAO YouTube channel in compliance with the FAO policy.

9. The IPPC Secretariat coordinated the communication activities leading to the proclamation of the International Year of Plant Health in 2020 by developing one video and one factsheet on IYPH, both presented at the reception co-hosted at FAO HQs by the IPPC Secretariat and the Finnish Permanent Representation to FAO. It also revised the IYPH communications plan and launched a survey for NPPOs and RPPOs to provide feedback on the IYPH programme development.

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<sup>2</sup> Ref. <https://www.ippc.int/en/themes/trade-facilitation/>

<sup>3</sup> Ref. <https://www.ippc.int/en/who-we-are/ippc-seminars/>

<sup>4</sup> Ref. <https://www.ippc.int/en/themes/ipp-65th-anniversary/>

<sup>5</sup> Latest IPPC advocacy publications available at <https://www.ippc.int/en/media-kit/>

10. Twelve communication and advocacy materials were standardized in 2017: IPPC logos, email signature, folder, letter with letterhead, meeting's agenda, meeting's report cover, Performance Evaluation and Management System template, PPT presentations, visiting cards, certificates, job titles, and I-drive structure.

11. Finally, the IPPC Secretariat has enhanced joint work with the FAO Office for Corporate Communication (OCC) and the FAO Department of Agriculture (AG), in particular through its active participation in the departmental communication group and publishing board.

## **II. Communication and Advocacy action plan of the IPPC Secretariat for 2018**

12. Several initiatives are planned for the 2018 IPPC theme on "Plant Health and Environmental Protection", including the organization of two IPPC seminars, a keynote address by the CBD Executive Secretary, a relevant special topic session and a side event on communication on the annual theme at CPM-13 (2018), as well as the development of the relevant thematic page on the IPPC website.

13. Advocacy work in 2018 will include the production of the 2018 IPPC Annual Report, at least three factsheets, three technical manuals, two videos and a table calendar.

14. Increased efforts are being made on producing informative IPPC news, both on the IPPC and on the FAO websites. Work on social media will continue through our Twitter, Facebook, LinkedIn and Weibo accounts.

15. With regard to information management, an Online Registration System has been developed and tested. The new system, to be launched at the beginning of 2018, is a new electronic tool to improve Secretariats' work concerning the registration of the participants to IPPC meetings to replace old manual operations. It helps keeping track of registered participants to meetings, compiling automatically the list of participants and the Memberships list, thus eliminating human error. The system is also enabled to generate "Certificates of appreciation" to be sent meeting participants and supporters of the IPPC. The system includes a database for the List of Topics. The IPPC Secretariat will continue working with the FAO Office for Corporate Communication (OCC) on the process of migration of IPPC website under FAO.org. In addition, the Phytosanitary resources page will be improved to ensure coherence with the IPP, and updates to the IPP pages, including the IYPH web page, will be carried out in order to ensure readability and access to the website sections.

16. The IPPC Secretariat is continuously engaged in efforts leading to the proclamation of an IYPH in 2020. In this framework, the Secretariat will continue to organize and provide support to two IYPH Steering Committee meetings per year, ensuring coordination with FAO, and supporting relevant updates to the IYPH web page and communication materials.

17. Standardization of procedures, materials and tools will continue in 2018 under the coordination of the TFCA.

18. CPM is invited to:

- 1) *Note* the summary of communication and advocacy activities carried out by the IPPC Secretariat in 2017 and the action plan for 2018.
- 2) *Consider* ways to effectively support communication and advocacy efforts by the IPPC Secretariat, also in view of an increasing involvement in IYPH activities.
- 3) *Continuously report* on national level activities, which may be advertised via the IPPC communication channels.