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Продовольственная и
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Naciones Unidas para la
Alimentación y la Agricultura

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الغذية والزراعة
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COMMISSION ON PHYTOSANITARY MEASURES

Fourteenth Session

Rome, 1-5 April 2019

Report on Communication and Advocacy of the IPPC Secretariat - Report and Action Plan on Communication and Advocacy of the IPPC Secretariat

Agenda item 14.1

Prepared by the IPPC Secretariat

1. The purpose of this document is to report on communication and advocacy activities undertaken by the IPPC Secretariat in 2018, and to present a communication and advocacy action plan for 2019, within the framework of the IPPC Communication and Advocacy Work Plan for 2016-2020 approved by CPM-11 (2016)¹.

I. Communication and advocacy activities carried out by the IPPC Secretariat in 2018

2. In 2018, the Integration and Support Team (IST) of the IPPC Secretariat has coordinated a series of communication, advocacy and information management initiatives in the framework of the IPPC annual theme on “Plant Health and Environmental Protection”² and in the path towards the proclamation of the International Year of Plant Health (IYPH) in 2020³.

¹ 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

² Ref. <https://www.ippc.int/en/themes/environment-protection/>

³ Ref. <https://www.ippc.int/en/iyp/>

*This document can be accessed using the Quick Response Code on this page;
an FAO initiative to minimize its environmental impact and promote greener communications.
Other documents can be consulted at www.fao.org*



3. Activities related to the celebration of the annual theme included a keynote address delivered by the Executive Secretary of the Convention on Biological Diversity (CBD), a special topic session, and a side event on the theme during CPM-13 (April 2018), and an additional IPPC seminar in October 2018 attended by 90 participants⁴. The IPPC Secretariat published three videos and thirty-one interviews on the annual theme, which were watched 20.000 times on FAO and IPPC corporate accounts.
4. The IPPC annual theme also triggered renewed communication partnerships with biodiversity-related conventions, especially the CBD, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on the Conservation of Migratory Species and Wild Animals (CMS), the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRA), and the Ramsar Convention on Wetlands. The meeting of Public Information Officers of these conventions paved the way for a new global campaign on biodiversity.
5. In 2018, the IPPC Secretariat has engaged with the FAO Office for Corporate Communication to increase the quality and outreach of its communications.
6. New publications adhering to FAO corporate standards included the 2017 IPPC annual report, two brochures, four factsheets, and the 2018 table calendar⁵. These publications were widely distributed at IPPC meetings throughout the year and shared via the FAO publications page, the FAO weekly newsletters and the FAO 2018 publications manual.
7. IPPC communications resulted in enhanced prestige of media reach (with articles published on UN News, FAO homepage, Reuters, Ansa, Daily Mail, ReliefWeb, among others), and better quality of its headline news, published in a more newsworthy fashion. The IPPC headline news released in 2018 amounted to 105, with 68 announcements.
8. Progress was made towards the migration of the International Phytosanitary Portal (IPP) under FAO.org, with a more functional proposed structure and new timelines being negotiated with relevant FAO divisions. The IPPC Secretariat renewed some contents of the IPP, including the IPPC Seminars, External Cooperation, Publications, and IYPH pages.
9. A record number of 91 IPPC contracting parties and partners used the Online Commenting System (OCS) in 2018. This is a clear sign of increasing participation in the IPPC standard setting process. Via the OCS, IPPC contracting parties and relevant partners were able to send comments on draft standards and other texts, including the new IPPC Strategic Framework. New tools were developed, including the eLearning module on InforMEA⁶.
10. Contents generated by the IPPC Secretariat also reached wider audiences thanks to an increased commitment towards IPPC social media. Posts on the IPPC social media accounts reached over 800.000 users on Twitter, and over 25.000 users on Facebook, with social media followers increasing by 20% on LinkedIn, 50% on Twitter and 30% on Facebook, respectively. As per the IPP, it was visited by 250.000 users throughout 2018.
11. The path towards the proclamation of the International Year of Plant Health (IYPH) also enhanced awareness of the IPPC and its work.
12. The path towards IYPH was enriched by several events, including a well-attended reception at the Finnish Mission at the United Nations in New York and a side event at the 14th Conference of Parties to the Convention of Biological Diversity (CBD).

⁴ Ref. <https://www.ippc.int/en/who-we-are/ippc-seminars/>

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

⁶ Ref. <https://elearning.informe.org/course/view.php?id=43>

13. The IPPC communications also benefitted from the joint Codex-IPPC project “Harmonization of national policies in implementing the normative framework for the promotion of productive and value chains” in the Andean Community. The project resulted in ample regional media coverage and awareness of the importance of international standards by policy makers and industry representatives.⁷

14. Overall, the impact of IPPC communications has increased in numerical range and quality of the products and initiatives, which are now fully compliant with FAO policies and standards.

II. Communication and Advocacy action plan of the IPPC Secretariat for 2019

15. Several initiatives are planned for the 2019 IPPC theme on “Plant Health and Capacity Development”, including the organization of one IPPC seminar, a keynote address by a EU representative, a relevant special topic session and a side event on the annual theme at CPM-14 (2019), as well as the development of the relevant thematic page on the IPPC website.⁸

16. Advocacy work in 2019 will include the production of the 2018 IPPC Annual Report, the new IPPC brochure, at least three factsheets and two videos, in addition to the materials planned for the IYPH.

17. Increased efforts are being made on producing informative news, both on the IPPC and on the FAO websites. Work on social media will continue through the IPPC corporate Twitter, Facebook and LinkedIn accounts. Presence on Weibo, the Chinese social media platform, will be re-established.

18. 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. The process has been delayed as FAO is in the process of migrating its website to a new content management system. In parallel, the Secretariat has been working on a renewed structure that ensures readability and access to the various website sections.

19. As the IYPH launch events are planned for December 2019, most of the communication and advocacy efforts of the IPPC Secretariat are being focused on preparing the celebration of the international year. These include the organization and support of two IYPH Steering Committee meetings, the organization of the IYPH stakeholders meeting in April 2019, the close coordination with FAO, the development of the IYPH communications strategy and plan, and their implementation.

20. Standardization of procedures, materials and tools will continue in 2019 under the coordination of the IPPC Task Force on Communication and Advocacy.

21. CPM is invited to:

- 1) *Note* the report of communication and advocacy activities carried out by the IPPC Secretariat in 2018 and the action plan for 2019.
- 2) *Continuously report* on national level activities, which may be advertised via the IPPC communication channels.
- 3) *Encourage* national communication professionals to engage with the IPPC Secretariat in view of enhancing the impact of IPPC communications.

⁷ Ref. <https://www.ippc.int/en/news/strengthening-cooperation-on-international-plant-health-and-food-standards-in-the-andes/>

⁸ Ref. <https://www.ippc.int/en/themes/capacity-development/>