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COMMISSION ON PHYTOSANITARY MEASURES

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Report on Communication and Advocacy of the IPPC Secretariat
Agenda item 12.1
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 2019, and to present a communication and advocacy action plan for 2020, within the framework of the IPPC Communication and Advocacy Work Plan for 2016-2020 approved by CPM-11 (2016)¹.

I. Report on Communication and advocacy activities carried out by the IPPC Secretariat in 2019

2. In 2019, IPPC Secretariat organized of a series of communication, advocacy and information management initiatives in the framework of the IPPC annual theme on “Plant Health and Capacity Development”² and in the path towards the International Year of Plant Health (IYPH) in 2020³.

3. Activities related to the celebration of the annual theme included a keynote address delivered by the European Commission’s Director-General for Health and Food Safety, a special topic session, and a side event on the theme during CPM-14 (April 2019), and an additional IPPC seminar in October

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/capacity-development/>

³ Ref. <https://www.ippc.int/en/iyp/ and www.fao.org/plant-health-2020/>

*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*



2019 attended by 90 participants⁴. The IPPC Secretariat published seven videos in 2019, which were watched 7 000 times on IPPC channels.

4. In 2019, the Integration and Support Team (IST) of the IPPC Secretariat engaged with the FAO Office for Corporate Communication to increase the quality and outreach of its communications.

5. New publications adhering to FAO corporate standards included: the 2018 IPPC annual report; one brochure on ePhyto; seven new factsheets on ePhyto, Implementation and Capacity Development (ICD) guides and training materials, plant health and environmental protection and plant health and capacity development; three new guides on surveillance, pest risk communication and pest free areas; an IPPC banner; two folders; and the 2019 and 2020 table calendars⁵, in addition to the communication materials produced for the IYPH 2020. 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 2019 publications manual.

6. 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 2019 amounted to a record number of 118, with a record number of 86 announcements.

7. The revised International Phytosanitary Portal (IPP) was launched on 20 December 2019 with a brand new structure and layout, and renewed contents that ensure readability and access to the various website sections. The restructured IPP homepage as well as news and announcements are now available in all six FAO official languages. The IPP restructuring was based on user feedback and on the template presented by the IPPC Secretariat at CPM-14 (2019).

8. The IPPC Online Commenting System (OCS) was also upgraded to a new version with no cost implications⁶. 82 IPPC contracting parties and partners used the OCS in 2019 for submitting comments on draft standards and specifications, draft outlines and the draft Ministerial declaration on plant health.

9. Social media content generated by the IPPC Secretariat also reached wider audiences. Posts on the IPPC Secretariat's social media accounts reached over 1 800 000 users on Twitter (+125% compared to 2018), and over 670 000 users on Facebook (+2 580% compared to 2018), with social media followers at 640 (increasing by 39%) on LinkedIn, 4 100 (increasing by 74%) on Twitter and 8 376 (increasing by 86%) on Facebook, respectively⁷. Views of Weibo posts increased by 10%, while views of WeChat posts increased by 34%. As per the IPP, it was visited by 354 111 users throughout 2019 (with a 42% increase compared to 2018).

10. The launch event for the International Year of Plant Health (IYPH) took place in Rome on 2 December 2019, which also enhanced awareness of the IPPC.

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

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

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

⁶ Ref. IPP news on OCS upgrade: <https://www.ippc.int/en/news/a-new-version-of-the-ippc-online-comment-system-launched-today-for-opening-of-2019-consultations/>

⁷ Ref. IPPC social media accounts: <https://twitter.com/ippcnews>, <https://www.facebook.com/ippcheadlines/>, <https://www.linkedin.com/groups/3175642/>

II. Action Plan on Communication and Advocacy of the IPPC Secretariat for 2020

12. A large number of initiatives are planned for the IYPH 2020 at the global, regional and national level. A full list of events and communication materials is available on the IYPH website⁸.

13. The 2020 IPPC Publications plan includes: the 2019 IPPC Annual Report; the revision of the brochures providing an overview of the IPPC and of the IPPC standard setting procedure; the procedural manuals for: IPPC governance, Standard Setting and Implementation and Capacity Development; the IPPC Strategic Framework 2020-2030; at least five new factsheets (on issues such as ePhyto, IRSS, plant health and climate change, sea containers, and the list of IPPC implementation guides and training materials); five new or revised guides (Pest Status, Plant Pest Surveillance, Monitoring and Evaluation for the IPPC Community, IPPC Guidelines on Sea Container Surveys for NPPOs and Sea Container Supply Chains and Cleanliness); at least two videos; and the organization of an IPPC seminar, in addition to the translations of existing publications into FAO languages and additional materials planned for the IYPH.

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

15. Standardization of communication and advocacy procedures, materials and tools of the IPPC Secretariat will continue in 2020 under the coordination of the IST. The IST will also continue to collect and disseminate information on communication and advocacy activities by IPPC contracting parties and partners to increase the visibility of these activities and to help with outreach.

16. As the IPPC Communication Strategy expired in 2018, the IPPC Secretariat engaged in developing an IYPH 2020 communication strategy in cooperation with the FAO Office of Corporate Communication. The IPPC Strategic Planning Group, in October 2019 considered the development of a new IPPC communication strategy, and proposed to initiate its development after 2020, based on lessons learned from IYPH.

17. CPM is invited to:

- 1) *Note* the report of communication and advocacy activities carried out by the IPPC Secretariat in 2019.
- 2) *Note* the IPPC Secretariat's communication and advocacy action plan for 2020.
- 3) *Agree* to develop a new IPPC Communications Strategy 2021-2025 and consider requesting the SPG at their October 2020 meeting to discuss key elements of the new strategy.
- 4) *Encourage* contracting parties to continuously report on national level activities, which may be advertised via the IPPC Secretariat's communication channels.
- 5) *Encourage* national communication professionals to engage with the IPPC Secretariat in view of enhancing the impact of IPPC communications.

⁸ Ref. IYPH website: <http://www.fao.org/plant-health-2020>