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# COMMISSION ON PHYTOSANITARY MEASURES

<b>Seventh Session</b>
<b>Rome, 19 - 23 March 2012</b>
<b>Draft IPPC Communication Strategy</b>
<b>Agenda item 11.1</b>

The Fifth Session of the Commission for Phytosanitary Measures (CPM) in 2010 requested the Secretariat to develop an IPPC Communication Strategy, in particular to support to the activities of the new IPPC Strategic Framework and Resource Mobilization Strategy.

1. As envisaged by the IPPC Strategic Framework to ensure an increased international profile for the IPPC, the servicing of the core components of the IPPC work programme (standard setting, information exchange and capacity development) and the IPPC Resource Mobilization Strategy, it is essential to expand the IPPC communication strategy to include communication components broader than the traditional information exchange as determined by the Convention.
2. The core of the IPPC Communication Strategy is the official information exchange obligation as determined by the Convention. The Secretariat will continue to promote and support IPPC Contracting Parties (CPs), National Plant Protection Organizations (NPPOs), Regional Plant Protection Organizations (RPPOs) and the IPPC Secretariat with tools to meet these IPPC obligations.
3. Attachment 1 to this paper provides the envisaged IPPC communication strategy with the expectation that a more detailed operational plan will be developed to implement this strategy.
4. The Secretariat will launch a communications campaign to coincide with the IPPC 60<sup>th</sup> Anniversary – the major launch will be during the meeting of the Seventh Session of the CPM and represent the entry into force of the IPPC on 5 April 1952.

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5. The IPPC awareness campaign will target a variety of IPPC stakeholders with the objective of ensuring this campaign is ongoing and expanded as and when additional resources become available.
6. The IPPC Communication Strategy will emphasize the use of the IPPC website and electronic communications, particularly considering CPM has agreed to go paperless from 31 December 2012. The Secretariat is in the process of providing a range of easily accessible tools (i.e. publications, e-training, social media) to allow communication across a variety of electronic media while minimizing the additional workload of the Secretariat and CPs.
7. All information will be available electronically via the International Phytosanitary Portal ([www.ippc.int](http://www.ippc.int)) in FAO languages as resources allow) and the Phytosanitary Resource Centre ([www.phytosanitary.info](http://www.phytosanitary.info)). Printed versions will be made available if and when additional resources become available. Stakeholders will have access to electronic versions of all materials with guidance on the terms of use clearly outlined.
8. The IPPC Communications strategy is an ongoing activity that supports all facets of the IPPC work programme and as such will need to be appropriately and sustainably resourced.
9. CPM members are invited to:

*Review the draft IPPC Communication Strategy;*

- 1) *Provide* suggestions for improvement of the strategy directly to the Secretariat by 15 May 2012.

**Attachment 1****The IPPC Communication Strategy****I. Objective**

1. The objective of this strategy is to increase the awareness of the International Plant Protection Convention (IPPC) and its role in standard setting and development activities, and in particular is to support the new IPPC Strategic Framework and the IPPC Resource Mobilization Strategy.

**II. Why develop a communication strategy?**

2. A communication strategy is necessary in order to help increase awareness of the importance of the International Plant Protection Convention (IPPC), as well as to highlight the IPPC's role as the sole international plant health standard setting organization, and help improve the implementation of the International Standards for Phytosanitary Measures (ISPMs). The phytosanitary community as a whole is perceived to not promote itself adequately and has been faulted with not providing an explanation of, or the scientific basis for, the potential serious negative impact of introduced pests worldwide. Practitioners working in this field see these substantial negative impacts every day, but seem to be unable to communicate this message clearly and adequately to national governments, policy makers, decision makers (particularly financial) and civil society in a way that establishes this pest threat to agriculture and biodiversity as a national and global priority that justifies and receives appropriated and sustainable support.

3. The exchange of official IPPC information as determined by the Convention addresses the communication of key phytosanitary requirements that allow for increased transparency, improved evaluation of phytosanitary risks and the establishment of appropriate phytosanitary measures. However, the process unfortunately does not seem to provide increased awareness of IPPC activities, excludes key IPPC stakeholders from direct communication, and does not leverage significant additional resources for IPPC activities, both nationally and internationally.

4. The IPPC communications strategy should help reduce duplication of effort and costs, promote the principles of the IPPC, increase integration between national and international IPPC communication campaigns and advance the implementation of the Convention itself. In this context, the IPPC must emphasize cooperation and information exchange between the IPPC Secretariat, the CPM, the CPs, the NPPOs, the RPPOs and the various relevant stakeholders (trade associations, environmental organizations, industries, media, general audience, Consultative Group on International Agricultural Research (CGIAR), Intergovernmental Organizations (IGOs), International Non-Governmental Organizations (INGOs), National Plant Protection Organizations (NPPOs), Regional Plant Protection Organizations (RPPOs), etc.).

5. The communication strategy will help increase the effectiveness of and participation in the IPPC activities by securing cooperation among nations in protecting global plant resources from the spread and introduction of pests of plants, in order to preserve food security, biodiversity and facilitate trade. This medium to long-term communication strategy is intended to engage the general public and in particular create phytosanitary awareness in the 10-30 years old age group.

6. The celebration of the 60<sup>th</sup> anniversary of the IPPC in 2012 provides an occasion to showcase and raise awareness of IPPC. It will be a perfect opportunity for re-branding and explaining the IPPC's vision, mission, work programme and the impact and what will be needed for helping ensure its continuation.

### III. Purpose

**A** Ensure increased awareness of phytosanitary risks, and their determination and management under the IPPC, is understood by the IPPC community and civil society with the purpose of reaching IPPC's strategic objectives for 2012–2019 to:

- i) protect sustainable agriculture and enhance global food security through the prevention of pest spread;
- ii) protect the environment, forests and biodiversity from plant pests;
- iii) facilitate economic and trade development opportunities through the promotion of harmonized international standards for plant health; and
- iv) develop phytosanitary capacity for members to accomplish the first three objectives.

**B** Reinforce, and build upon, the current **core IPPC information exchange activities** (as determined by the Convention) to ensure increased transparency, improved evaluation of phytosanitary risks and the establishment of appropriate phytosanitary measures.

**C** Develop **global recognition** of the importance and role of the IPPC work and impact, to communicate this message adequately to national governments, policy makers, decision makers (particularly financial) and civil society in a way that establishes this plant pest threat to agriculture and biodiversity as a national and global priority that justifies and receives appropriate and sustainable support.

**D** Develop a clear and simple **IPPC brand** to ensure easy recognition, awareness of the importance of the work of the IPPC, and improve consistency and quality of messages to a wide variety of IPPC stakeholders.

**E** Develop an **IPPC communication plan**, with budget, so that the countries, CPM, the Secretariat and RPPOs have common objectives and work programme, roles / responsibilities are clearly defined.

**F** Improve efficiencies by reducing duplication of effort and costs, develop synergies between national and regional communication activities, sharing communication and advocacy materials, increase integration between national and international IPPC communication campaigns, and advance the implementation of the Convention itself.

- G** Establish an oversight body for the IPPC Communication work programme.

## Goals

- A** Increase transparency and the effectiveness of the IPPC through a more **active IPPC Information Exchange programme**.

### Recommendations

- A1** Ensure NPPOs and IPPC contact points are aware of their IPPC Information Exchange Obligations;
- A2** Evaluate the national gaps and challenges facing contracting parties in meeting their IPPC Information Exchange Obligations;
- A3** Develop greater capacity, visibility and incentives for contracting parties to supply this information through the IPP;
- A4** Prepare advocacy materials for resource partner outreach to mobilize resources to be able to address A2 and A3 in a sustainable manner;
- A5** Ensure Information Exchange is adequately supported through the IRSS Help Desk and the IPPC Capacity Development programmes.

- C** Improve the **staffing and expertise** within the Secretariat to adequately address the communications strategy.

### Recommendations

- C1** Recruit an additional staff member with communications expertise, preferably with experience in advocacy and donor outreach.
- C2** Mobilize resources to ensure such expertise within the Secretariat are sustainable.

- D** Create an appropriate and instantly recognizable **brand**, both within FAO and internationally

### Recommendations

- D1** Develop guidelines to protect the IPPC image and intellectual property;
- D2** Develop a new and more recognizable logo and layout for all IPPC documentation (paper and electronic);
- D3** Improve consistency and quality of all IPPC advocacy materials and communications;

**E** Create an oversight body for the communication strategy and its implementation. The **IPPC Communications Advisory Body** would help with planning and coordination, and take responsibility for the development, monitoring and evaluation of the communication strategy – this body should consist of communications / public relations experts;

#### **Recommendations**

**E1** Establish the IPPC Communications Advisory Body:

**E2** Periodic review of the communication strategy and Terms of Reference of the Body, preferably every 3-5 years.

### **IV. Components of the IPPC Communication Strategy**

To be effective the IPPC Communication Strategy will contain four different elements of knowledge management:

- i) **Awareness creation:** general communication with all stakeholders e.g. news, case studies, activities and publications; 3 work areas and horizontal activities
- ii) **Advocacy:** promotional materials e.g., brochures, posters and flagship publications; 3 work areas and horizontal activities.
- iii) **Official information exchange:** the exchange of official information between CPs, the Secretariat and RPPOs as determined by various provisions of the IPPC; and primary but also info exchange of whole convention.
- iv) **Provision of Tech Info – link to capacity development Phytosanitary Resources:** the availability of information (referred to as “unofficial” phytosanitary information) in support of the implementation of the IPPC and associated ISPMs across all areas of the IPPC work programme e.g. the IPPC Help Desk, technical information, training material, procedure manuals, good practices, case studies, etc. IRS, CD, SS and overall admin of Secr. linked to increasing capacities of the CPs & RPPOs.

The IPPC communication strategy will service the relevant components of the IPPC Strategic Framework (see below), which provides the general phytosanitary strategic direction based on the provisions and scope of the IPPC. The IPPC Strategic Framework also takes into account the mandate and core strategic objectives of FAO, particularly knowledge management and communication. Each major work area within the CPM work programme will develop a strategy that would elaborate the objectives of that work area in the context of the overall IPPC Strategic Framework.

### **V. Delivering the IPPC Communication Strategy**

To deliver the specific objectives of the communication strategy to achieve the expected outputs, outcomes and impact, must:

- Create an appropriate and instantly recognizable brand, both within FAO and internationally (**awareness and advocacy**);
- Enhance the IPPC’s reputation to be positioned as the “first thing that comes to mind” brand or point of reference for all those issues related with the IPPC activities (**awareness and advocacy**);

- Ensure that IPPC speaks with one voice when appropriate, anticipates crises and can deal with negative publicity by the media or other sources (**advocacy and phytosanitary resources**);
- Establish a mechanism to ensure the quality of the communication materials and a process for their release and distribution (**awareness and advocacy**);
- Communicate in simple clear language, and provide more consistency of message, that key beneficiaries understand (**awareness and advocacy**);
- Communicate through the dominant channels for reaching specific audiences and specific beneficiaries: primarily through publications and Internet tools (especially the IPPC website, YouTube, etc.), television, oral communications, social networking (Facebook, Twitter, Linked-In), scientific publications, etc. as appropriate (**awareness and advocacy**);
- Establish a cross cutting information system for the IPPC Secretariat, FAO and all partners and stakeholders (particularly NPPOs and RPPOs) in order to increase transparency. It will help to speak with “one voice” and to ensure consistency of strategic messages. In addition, this information must circulate at the right time, in the right place, to the correct target group and in the correct format (**official information exchange and phytosanitary resources**);
- Put knowledge within reach of intended stakeholders by sharing policy technical experiences (good and bad) and providing a meeting place / forum for nations and stakeholders (**phytosanitary resources**);
- Emphasize the human impact stories that show the successes (and selected failures) of the IPPC work programme and strengthen the IPPC brand promise of improving food security and market access (**awareness and advocacy**); and
- Establish an effective media campaign: consistent coverage of activities, events and campaigns (**awareness and advocacy**).

In addition, this communication strategy needs transparency, oversight and sustainability.

The following are components that may help reach the objectives of this communications strategy:

- *Advisory Body*. This could be provided by an **IPPC Communication Advisory Body** and would help with planning and coordination, be responsible for the development, monitoring and evaluation of the communication strategy;
- *Focal point*. A single person within the Secretariat needs to be assigned to the information exchange team whose primary responsibility is the implementation of the communication strategy (although many tasks will be undertaken by all Secretariat members);

- *A budget.* Specifically allocate resources for the delivery of the communications strategy; and
- *Periodic review.* The communication strategy should be **reviewed** periodically, preferably every 3-5 years.