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Продовольственная и  
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организация  
Объединенных  
Наций

Organización  
de las  
Naciones Unidas  
para la  
Alimentación y la  
Agricultura

# COMMISSION ON PHYTOSANITARY MEASURES

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| <b>Eighth Session</b>  |
| <b>Rome, 8 - 12 April 2013</b>   |
| <b>Statements from the EU and its 27 Members States</b>  |
| <b>Agenda items:</b>   |
| <b>7.2.1 CPM Rules of Procedures including observers (*)</b>   |
| <b>8.1.3 Proposed ink amendments to correct inconsistencies in the use of terms in Adopted Standards</b> |
| <b>8.1.4 International Movement of Grain</b>   |
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| <b>11.1 The IPPC Communication Strategy</b>  |
| <b>11.2 The IPPC Communication Work Plan</b>   |
| <b>11.3 Information Exchange</b>   |
| <b>13.1 2012 Report of IRSS</b>  |
| <b>13.2 Proposed CPM Recommendations based on IRRS Studies</b>   |
| <b>Prepared by the European Union and its 27 Member States (English only)</b>                            |

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## **I. CPM Bureau Rules of Procedures including observers (7.1.1) (\*)**

1. The EU and its Member States welcome the paper presented by the Secretariat on the Rules of Procedure for the CPM Bureau. Agreeing these rules will provide clarity over the role and functions of the Bureau and remove some of the recent ambiguities that have arisen. We propose several changes to the draft rules as follows:

### Rule 2. Functions of the Bureau

- Third bullet – remove the sub bullet “addressing specific issues assigned to it by the CPM” and move it to become a full bullet at the end of the Rule.
- Fourth bullet – delete “direction”.

### Rule 3 Membership

Add a new paragraph to the beginning of the rule:

- “FAO regions select their candidates for membership of the Bureau on the basis of the procedures agreed within each region. When selecting candidates, regions should take due account of the need for competences relevant to participation in the Bureau. Candidates should be selected on the basis of individual qualifications and experience relevant to the mandate of the Commission on Phytosanitary Measures (CPM) and where appropriate on the basis of their potential to take on the chairing of the CPM. In this regard the guidelines proposed by the Focus Group and detailed in the Attached Annex 1 may be of assistance.
- The members of the Bureau shall be elected ...”
- In this regard the guidelines proposed by the Focus Group and detailed in the Attached Annex 1 may be of assistance.

### Rule 8. Documentation, records and reports

Add a new sentence at the beginning of the paragraph:

- “The Secretariat is responsible for coordinating the activities of the Bureau and providing administrative, technical and editorial support, as required by the Bureau.”

### Rule 10

Amend to read:

- “These rules and amendments or additions thereto shall be adopted by the Commission.”  
(delete rest of rule).

**Annex 1****Guidelines for the Nomination of Chairperson and Vice-Chairpersons**

In putting forward candidates for the CPM and Bureau Chairperson and Vice-Chairpersons, regions/negotiation groups should consider the individuals experience and expertise on technical and operational IPPC issues and their capacity to contribute to CPM and Bureau activities and functions. In particular, consideration should be given to the individuals:

- Knowledge of the IPPC purpose, objectives, strategies, functions, roles and operational and internal processes.
- Understanding of IPPC related international organizations, for example: WTO-SPS and its related standard setting bodies, CBD, etc.
- Experience in financial management.
- Knowledge of national phytosanitary systems, regulations and practices.
- Experience in guiding or directing the operations of an organization or governance body to accomplish its mission, goals and objectives.
- Communication and collaboration skills including the ability to clarify, summarize and seek consensus.
- Experience in chairing and facilitating large fora, including supporting decision-making, negotiation and enabling compromise in such fora.
- Ability to act in an impartial and objective way.
- Ability to be flexible and resilient.

The following additional considerations would be desirable:

- The role of Chairperson is a substantial one and a candidate should be prepared to devote a significant amount of time and energy to fulfil the responsibilities attached to this role. The employer should provide the time and where appropriate, the necessary resources to enable the Chairperson to fulfil the responsibilities attached to this role. Vice-Chairpersons should have the same competence and expertise, as the Chairperson, but could have less experience depending on the choice of succession option.
- The candidates to Bureau members (including Chairperson and Vice-Chairpersons) must be employed by an NPPO.
- Candidates for Chairperson and Vice-Chairpersons must have served for at least one term (two years) in the Bureau.
- It may be desirable that the Chairperson has served previously as a Vice-Chairperson.
- It is desirable that most of the competencies, expertise and experience needed for the Chairperson and Vice-Chairpersons are also needed for other Bureau members.

## **II. Proposed ink amendments to correct inconsistencies (8.1.3)**

2. The EU and its Member States propose that the SC should reconsider a minor part of the SC recommendations for ink amendments of inconsistencies in ISPMs as listed in CPM 2012/19 Rev. 1. We therefore propose those particular cases be withdrawn from the tables, whilst we support that this CPM session notes the SC recommendation for all the remaining cases in the tables.

3. We propose the following cases to be reconsidered by SC and withdrawn from the tables otherwise noted by this CPM session:

- A4, A5, A8, A18, A22, A25, A27, A28.
- C9.
- D14, D23, D29, D44, D47, D64.
- H14, H16.

## **III. International Movement of Grain (8.1.4)**

4. The EU and its Member States would favour clearly Option 1. We note however, that the specification contains/addresses a large number of tasks, some of which are also very specific due to wishes from a number of countries in the consultation process. We acknowledge therefore that the EWG will not be able to complete work on all elements of the specification within 1 meeting. We also acknowledge that some elements of the specification may also benefit from additional technical guidance provided in future in form of a manual. We hope that during this meeting the CPM conclusions will allow to move forward with the development of an ISPM for the benefit of protection of countries on one hand side while safeguarding reliable and transparent trade conditions on the other hand.

5. In order to ensure full consensus on this important subject, we are willing to explore possible ways forward. This should include, however, concrete drafting work of the expert WG as foreseen in the specification on those elements, which are considered essential and feasible by them.

6. Finally, we suggest that provision of the additional technical guidance in the manual is only considered in this framework if extra budgetary resources have been made available.

## **IV. Possible criteria to help determine whether a formal objection is technically justified (8.1.7)**

7. The EU and its Member States can in general agree with the approach to define criteria for formal objections for draft phytosanitary treatments and diagnostic protocols. With regard to the general criteria valid for all draft ISPMs we would like to observe that there may be other criteria to consider a formal objection justified. For example the incompatibility of a draft ISPM with provisions of the SPS agreement or other international agreement should be included. In order to allow for flexibility it is proposed to change part A of attachment 1 to the following:

- “1. For all draft ISPMs, a formal objection should be considered technically justified in cases such as:
  - ◀ parts of the draft ISPM conflict with the provisions of the IPPC or other international agreements.....”

## V. 8.1.8: Issues relating to the IPPC standard setting process (8.1.8)

### Implementation update on the new IPPC standard setting process

8. The EU and its 27 Member States welcome the progress made in 2012 and congratulate the Secretariat and the SC on the implementation of the CPM-7 decisions for improving the IPPC standard setting process.

9. We are concerned, however, that the implementation of Decision 2, unless performed very carefully, may lead to the loss of some of the country comments which may afterwards prove to be useful in the work on the standard. This could happen if regional SC members, while reviewing comments submitted by their region, discard those comments which are not forwarded to the global steward.

10. Therefore, we request CPM-8 to make it clear that even though only the most important comments will be presented by the SC members of the region, the Secretariat should make all comments available to the SC and the global Steward, as they may prove useful during the work on the standard.

## VI. The IPPC Communication Strategy (11.1)

11. The EU and its Member States suggest the following changes in Attachment 1 to the document CPM 2013/11:

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### Attachment 1

#### I. Objectives

The four objectives of the IPPC Communications Strategy are:

- 1) to support the objectives of the new IPPC Strategic Framework by increasing global awareness of the importance of the International Plant Protection Convention (IPPC) in protecting and of the vital importance to the world of protecting plants from pests;
- 2) to highlight the IPPC's role as the sole international plant health standard setting organization with the objective of helping to ensure the safe trade of plants and plant products, which in turn will improve market access from a plant health perspective;
- 3) to help improve the implementation of the International Standards for Phytosanitary Measures (ISPMs); and
- 4) to support the activities of the IPPC Resource Mobilization programme.

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

The objectives and successes of the IPPC can be promoted more effectively by the phytosanitary community as a whole, by providing scientifically ally based and logical explanations of the actual and potential serious negative impact of introduced pests worldwide. Practitioners working in this field see these substantial negative impacts every day, but this message needs to be communicated effectively to the general public and key audiences such as national governments and decision makers (policy and financial). The IPPC key message regards to demonstrate the pest threat to agriculture, forestry and biodiversity, and the importance of this the protection of plants against pests remaining being a national and global priority that justifies and should receives appropriate and sustainable support.

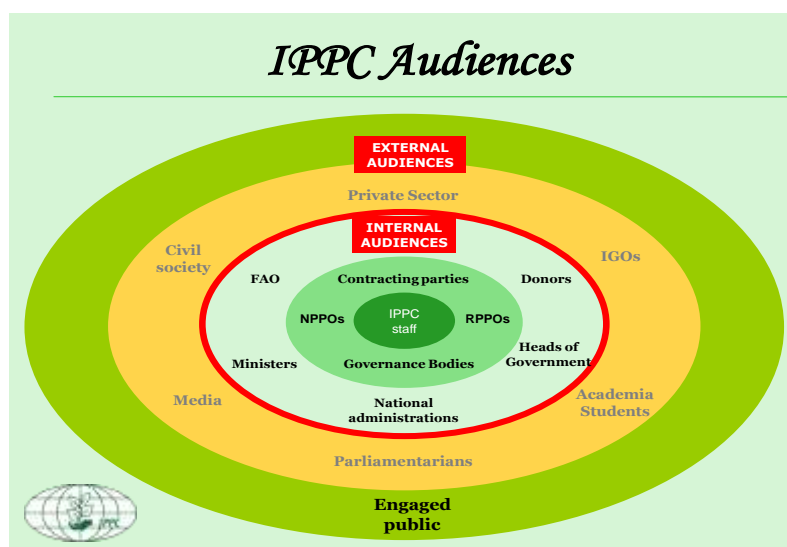
Implementation of the communication strategy will:

- a) increase the effectiveness of, and participation in, 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.

b) ~~engage with various stakeholders (as per Figure 1) and~~ create phytosanitary awareness and involve various stakeholders (as per Figure 1) in reaching the IPPC objectives in the medium and long term.

*Figure 1: Schematic representation of IPPC Communication audiences.*

*Comments: delete 'Ministers' and 'Heads of... '.*



### III. Goals

A) Ensure that increased awareness of ~~phytosanitary-pest~~ risks, their identification and management, under the IPPC is understood by IPPC audiences for the purpose of reaching IPPC's 2012–2019 strategic objectives (see [https://www.ippc.int/index.php?id=1110798&tx\\_publication\\_pi1\[showUid\]=202496&frompage=13330&type=publication&L=0#item](https://www.ippc.int/index.php?id=1110798&tx_publication_pi1[showUid]=202496&frompage=13330&type=publication&L=0#item) for details).

#### Recommendations

A1) Develop **global recognition** of the importance of plant health and the IPPC's role and impact. Communicate clearly and consistently to all IPPC audiences in a way that establishes this plant pest threat to agriculture, forestry and biodiversity as a national, regional and global priority that justifies and receives appropriate and sustainable support.

A2) Improve efficiencies by reducing duplication of effort and costs, develop links between national and regional communication activities, sharing communication and advocacy materials, increasing integration between national, regional and international IPPC communications campaigns and advancing the implementation of the Convention itself.

A3) Develop an **IPPC communication action-work plan**, ~~with sufficient resources, so facilitating~~ that NPPOs of contracting parties, RPPOs, the CPM and the Secretariat may all have access to the same well-documented information-give a common message.

B) Create an appropriate, clear, simple and instantly recognizable brand, both within FAO and internationally, to ensure easy recognition, facilitating awareness of the importance of the work of the IPPC, and improve the consistency and quality of messages to a wide variety of IPPC stakeholders.

#### Recommendations

B1) Undertake activities to protect the IPPC image/brand and intellectual property;

B2) Develop a new and more recognizable logo and layout for all IPPC documentation (paper and electronic);

**B3)** Develop IPPC advocacy materials and improve the consistency and quality of all communications.

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

### **Recommendations**

**C1)** Recruit appropriate staff with specific communications expertise and experience in advocacy and donor outreach.

**C2)** Mobilize resources to ensure such expertise within the Secretariat is sustainable.

## **~~VII. Structure of the IPPC Communication Strategy~~**

~~To be effective, the IPPC Communication Strategy will contain two different elements:~~

- ~~i) **Awareness raising:** general communication with all stakeholders e.g. news, case studies, publications, a standardised dedicated course for academia and schools, NPPOs and RPPOs;~~
- ~~ii) **Advocacy:** promotional materials e.g., brochures, flyers, videos, posters and flagship publications;~~

## **IV. Implementing the IPPC Communication Strategy**

To deliver the specific objectives and to achieve the expected outputs, outcomes and impact the Action Plan (these will be detailed in the IPPC Communications Work Plan after adoption of the strategy) of the Communication Strategy must:

- i) make maximum use of an appropriate and instantly recognizable brand, both within FAO and internationally ~~(awareness and advocacy)~~;
- ii) establish an IPPC ~~Communications~~ Crisis Communication policy and procedures within the Secretariat ~~(awareness and advocacy)~~;
- iii) enhance the IPPC's profile so that it is the "first thing that comes to mind" or point of reference for all global issues of plant health concern when they arise ~~(awareness and advocacy)~~;
- iv) ensure that the IPPC community speaks with one voice when appropriate, anticipates crises related to outbreaks of pests, celebrates victories, and can deal with negative publicity in the media or other sources ~~(advocacy and phytosanitary resources)~~;
- v) establish a mechanism within the Secretariat to ensure the quality of all IPPC communication materials and a process for their release and distribution ~~(awareness and advocacy)~~;
- vi) communicate in simple, clear language, and provide more consistency of message, that key audiences understand ~~(awareness and advocacy)~~;
- vii) communicate through the dominant channels for reaching specific audiences: primarily through publications and Internet tools (especially the IPPC website, YouTube, etc.), television, oral communications, social networking (e.g. Facebook, Twitter, Linked-In), scientific publications, etc. when as appropriate, considering carefully the advantages, disadvantages and resource implications of those various channels ~~(awareness and advocacy)~~;
- viii) place information within reach of stakeholders by sharing phytosanitary experiences (successes and challenges) and consider providing a meeting place / forum for nations and stakeholders, taking into account that such a forum may create the need for mediation ~~(phytosanitary resources)~~;
- ix) emphasize the human impact stories that show the successes (and selected failures) of the IPPC work programme and strengthen the IPPC objectives brand promise of improving plant protection and food security and market access ~~(awareness and advocacy)~~; and

x) establish an effective media campaign: consistent coverage of activities, events and campaigns (~~awareness and advocacy~~).

~~In addition, this~~

~~The implementation of the communication strategy shall be overseen by the Bureau.~~

~~needs transparency, oversight and sustainability. The following may help reach the objectives (see section I above) of this communications strategy:~~

- ~~i) *Focal point.* A single person within the Secretariat needs to be assigned to the information exchange team with primary responsibility for the implementation of the communication strategy (although many tasks will be undertaken by all Secretariat members).~~
- ~~ii) *Oversight.* Minimal oversight of the implementation of the communications plan and strategy may be useful, however, the oversight should be limited in order to provide maximum flexibility.~~

## **V. Evaluation**

To ensure effectiveness and efficient use of resources, indicators should be developed and used for measuring the impact of each communication activity.



### **VIII. IPPC Communication work plan (11.2)**

12. The EU and its Member States welcome the presentation of a Communication Work Plan, since it identifies concrete outputs and target dates. This will facilitate the implementation of the work plan and improve the accountability of the Secretariat and other collaborators for the delivery of the plan.

13. However, the EU has some concerns regarding some aspects of the content of the work plan.

14. The work plan as it is presented contains a broad range of activities in which no distinction is made between activities already undertaken, ongoing activities and proposed new ones. Furthermore the linkage between those activities and the objectives of the IPPC Strategic Framework could be improved. We would request the Secretariat to clarify the different target audiences of each activity.

15. In view of the limited resources available the EU believes that a prioritization is needed and more focus should be put on those activities that can be undertaken with the current budgets. This prioritization could be done by the IPPC Secretariat in collaboration with the Bureau.

16. The EU proposes that the Bureau will be responsible for the oversight and quality assessment of the output of the Communication Work Plan.

17. Finally, the EU believes that it is important to monitor and evaluate the outcome and impact of the Work Plan, preferably by an external evaluator. We propose therefore that together with the proposed evaluation of the Communication Strategy (see Agenda item 11.1), the results of the work plan are evaluated at Mid Term.

### **IX. Information Exchange (11.3)**

18. The EU and its Member States would like to suggest that discussion on the possible Information Exchange work programme should await the results of the general IPPC survey launched under the IRSS framework rather than embarking on yet another survey. The outcome of the IRSS survey should provide a good basis for considering elements of an Information exchange programme, e.g. those elements listed in paragraph 9 of the CPM document 2013/15. We would suggest that a proposal should be prepared by the Secretariat for the SPG meeting in October 2013 to consider future steps. Furthermore, we would like to ask the Secretariat to provide more information regarding the statements in paragraph 8 (i), in particular what information is provided to SPS/WTO rather than to the IPPC.

### **X. 2012 Report of the IRSS (13.1)**

19. The EU and its Member States welcome the report and the essential results of the IRSS after the second year of its first triennium. In particular, we appreciate the role the IRSS has started to play in identifying implementation issues or difficulties and in providing a platform for close collaboration within the Secretariat.

20. We have, however, a couple of concerns we wish to share with the CPM.

21. We believe that the IRSS interaction with the Standards Committee can be improved, so that the standard setting process benefits better from the IRSS feedback on ISPM implementation and related issues.

22. With regard to surveys and related questionnaires, we are worried about apparently rather limited responses to some of the surveys, or parts of, and are therefore concerned about the representativeness of some received responses and the appropriateness of some conclusions drawn from these. We would suggest that such limited responsiveness from CPs might be linked to insufficient clarity and ambiguity of questionnaires, or to additional workload, which some NPPOs may have difficulties to cope with.

23. In respect of request to add and verify information ‘country profile area’ in IRSS website resources, we do not believe the scope of the IPPC extends to market access. In addition, we wonder whether creating, verifying and maintaining these areas is worth the resources needed to do so, especially when most of the information is available elsewhere on the internet.
24. Finally, we would like to receive more information from the Secretariat regarding translations into other FAO languages, as we are concerned about costs that may be involved.
25. Given our concerns we would like to make the following suggestions:
- IRSS surveys and questionnaires should be part of the CPM work programme and limited to a maximum of 2 per year;
  - IRSS questionnaires should be developed in conjunction with relevant subsidiary bodies of the CPM, be subject to quality control within the Secretariat, be subject to some form of user testing and approved by the Bureau before their distribution to CPs;
  - The Secretariat should establish basic criteria (e.g. minimal response rate) to help evaluate the representativeness of responses to questionnaires; such information (e.g. on the response rate) should be made available in the survey report;
  - We would advocate that no further resources are spent by the Secretariat on the ‘country profiles area’ and any future input is left to purely voluntary initiative of CPs.

## **XI. Proposed CPM Recommendations based on IRSS studies (‘*Aquatic plants*’) (13.2)**

26. EU agrees that IPPC is the sole global convention dealing with the protection of plants against pests, and that all plants, whether cultivated, managed or wild, and whether terrestrial or aquatic, are in principle within the scope of IPPC.
27. As regards the question of which organisms should be deemed as ‘plants’ covered by the IPPC, EU would remind CPM that a parallel process is underway within IPPC standard setting. The SC had charged the Glossary Panel to analyze the matter from a taxonomic point of view. SC in its May 2013 meeting, when discussing TPG results relating to both *algae* and *fungi*, may decide to send a proposal in the form of an amendment to ISPM-5 for country consultation. EU suggests that those prospective SC May 2013 outputs would greatly facilitate discussions in countries. Furthermore, we believe that CPM should clarify the scope of IPPC in one concerted exercise considering all relevant types of organisms.
28. EU therefore suggests that, after this CPM, the IPPC Secretariat until a certain deadline should collect viewpoints from contracting parties, compile those comments and forward them to the SPG October 2013 meeting for discussion. SPG should report its reflections to CPM in 2014. In parallel, SC should summarize country comments received on the issue from the prospective ISPM-5-amendment exercise.
29. With countries’ viewpoints received well in advance, CPM in 2014 would hopefully be able to agree on the scope of the IPPC regarding ‘plants’ and then adopt a recommendation in respect of aquatic plants.

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(\*) *Note by the IPPC Secretariat: This document was submitted before the provisional agenda was revised and in particular the item numbering under agenda item 7 (Governance) may differ.*