Communications Update

Prepared by the IPPC Secretariat

1. During the June 2014 Bureau meeting, the Bureau was informed that a report on IPPC communications prepared by Green Ink provided a draft work plan with key points to consider for the development of a final work plan. The report noted that ways forward should focus on addressing the key results from the communication needs assessment—such as revising the IPPC website, ensuring a consistent message from the IPPC along all networks, and reporting success stories of the IPPC. Following discussion, the Bureau:

* *noted* the strategic importance of a sound communications strategy and work plan for the IPPCs goal to create a more unified global awareness and resource mobilization
* *suggested* that the Secretariat evaluate the work plan set forth by Green Ink, to set clear ways forward by prioritizing the key findings of the assessment
* *suggested* that in the interim that the Secretariat continue to produce as many success stories possible to continue awareness raising of the IPPCs role in global plant protection
* *suggested* that members identify potential communications experts from their organizations who may be available to help support CPMs communication needs agenda; the Bureau will return to this issue at their next meeting

1. Subsequent to the Bureau meeting, the Secretariat has determined that the among critical elements identified in the Green Ink report and commented upon by the Bureau, the highest priorities should be a new approach to information technology (redesigning the web page, additional structural changes, among others), production and publication of success stories from IPPC contracting parties to enhance resource mobilization efforts. In addition, the Secretariat is moving forward with Green Ink to finalize the work plan for Communications to be presented to CPM 10, as well as to produce the 2014 IPPC Secretariat Annual Report for CPM 10, and provide professional support for IPPC communications efforts.
2. The Secretariat considers that communications and resource mobilization are so closely linked that the development of the final communications work plan should include a specific resource mobilization component. This component should make use of IPPC and Bureau leadership to the greatest extent possible in communicating the Convention’s need for resources in implementing Convention obligations. This will require a budget allocation for travel, and this amount, how it should be spent and how best to make use of the allocation should be thoroughly discussed at length by the Financial Committee, the Bureau and the Secretariat.
3. The SPG is invited to:

* *note* the efforts of the Secretariat relative to communications.