

COMMUNICATION AND PARTNERSHIPS TOWARDS 2020

Presentation to the 17th Meeting of the
Strategic Planning Group of the CPM

IPPC Secretariat, 13-15 October 2015



Overview

- 1. Historical Development**
- 2. Important Achievements**
- 3. Challenges**
- 4. The Way Forward**



Historical Development

Website

- 1998 – very simple
- 2002 – International Phytosanitary Portal – www.ippc.int
- 2009 – diversify tools and content

Advocacy

- Brochure and information sheets

Communications

- 2009 – e-mail, news

Historical Development

Partnerships and Liaison

- WTO, CBD, FO, STDF, BLG

Liaison

- Many at different levels
- Mixed with cooperation relationships

No systematic plan or criteria

Important Achievements

Website

- Identity
- NPPO focus with OCPs
- About layer to communicate with broader audience
- E-mail tools, forums, news
- Tools – OCS, NROs, notifications, reminders



Important Achievements

Communications

- Advocacy documents
- News / newsletter/s - pushed information
- Branding
- Surveys
- Strategic Plan
- IPPC Regional Workshops
- IPPC Seminar Series
- CPM Science Session
- CPM side events

Important Achievements

Partnerships, Cooperatoin and Liaison

- RPPOs
- CBD – joint work programme & BLG
- WTO – core to work
- STDF – through FAO – important in expansion of CD programme
- FO joint activities
- TCI and EST – dispute settlement
- FAO sub-/regional offices / officers

Challenges

Communication underpins the whole IPPC work programme

- Resource mobilization programme
- Awareness of achievements, activities and needs
- Supports and integrates standard setting and Implementation communication needs
- Central to communicating with NPPOs
- National, regional and global needs

Lack of priority and commitment

Resources – human and financial

Challenges

Partnerships

- **Categories – FAO and CPM guidance**
- **Partnerships, cooperation and liaison**
- **Broader range of organization and units**
- **Internal & external**
- **Review to establish clear objectives, expected outputs and commitments**



Towards 2020

Communications

- Awareness of achievements & needs
- Prioritize and target audiences with specific messages
- Support active IPPC programmes e.g. resource mobilization
- Emphasize integration and cooperation
- Re-establish clear branding
- Revise advocacy material

Towards 2020

Communications cont.

- **Integration into the FAO communications systems and standards**
- **Establish communications partnerships and networks to assist / facilitate delivery**
- **Actively involve and encourage RPPOs to become more active in IPPC communications**



Towards 2020

Partnerships

- Review existing partnerships to ensure they have clear outputs and commitments
- Formalize these partnerships
- Promote them and their successes

Cooperation

- Establish this category for the IPPC based on FAO guidance
- Need clear guidance and outputs
- Promote them and their successes

Towards 2020

Liaison

- Build on the active liaison programme in the IPPC
- Need to be systematic, benefits and clear outputs
- Promote their successes

Integration and coordination for the whole IPPC Secretariat and IPPC work programme

Increased quality, timeliness, responsiveness

IYPH is fundamental to the whole IPC communication and advocacy initiative

Towards 2020

- 1. What do you envision the future communication and partnership needs of IPPC contracting parties (CPs) to be over the next 5 years?**
- 2. What are CPs priorities for communications and partnerships?**
- 3. How do CPs expect the IPPC to meet them?**
- 4. How can the CPs, RPPOs and Secretariat work differently to achieve these goals?**
- 5. What is the role of the CPs in meeting these goals?**