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**Main activities on Communication and Advocacy of the IPPC Secretariat
for 2016**

Agenda item 11.1

Prepared by the IPPC Secretariat

1. The purpose of this document is to provide an update on the IPPC Secretariat Communication and Advocacy activities in 2016, under the framework of the Five-year Communications and Advocacy Work Plan (2016 – 2020) approved by CPM-11 (2016).¹
2. In 2016, the IPPC Task Force on Communication and Advocacy (TFCA) has met eight times and has continued to streamline and coordinate the IPPC Secretariat efforts in communication, advocacy and information management. The TFCA work has been instrumental to ensure effective coordination and provision of positive outputs towards “One IPPC”.
3. 2016 has been a turning point for IPPC information management: a new IPP homepage has been released, and work on the migration towards the FAO website has been initiated. A new Online Comment System (OCS) has been released in cooperation with the Codex Secretariat, resulting in an improved layout and user experience, which led to the record number of 84 IPPC official contact points providing comments on draft standards. In addition, the Phytosanitary Capacity Evaluation tool and the Phytosanitary.info website have also been maintained and improved in accordance with users’ feedback.
4. With regard to communication, new tools have been utilized to raise the profile of the IPPC, such as the establishment of annual themes (plant health and food security for 2016). Four IPPC seminars have been successfully organized, two of which during the FAO Council and the Committee

¹ CPM 2016/30: <https://www.ippc.int/en/publications/82205/>

on World Food Security, which helped improving the knowledge and reputation of the IPPC among broad audiences. In 2016, increased efforts were made on producing IPPC relevant news: 108 headline news, 67 brief news and 20 announcements were published, with an overall 105% increase compared to 2015. In addition, two news items (on CPM and on sea containers) were published on the FAO homepage, while one news on fruit fly host status was shared on the IAEA website. Work on social media was hugely successful, resulting in annual increases in the number of followers or fans of 42% for Twitter, 26% for Facebook and 44% for LinkedIn. The second edition of the IPPC photo contest, in collaboration with National Geographic Italy, should also be noted.

5. Advocacy work in 2016 has also been extremely successful: the IPPC Secretariat is pleased to report that the record number of 1.000 copies of the annual report, 450 copies of the IPPC calendar and 500 copies of other IPPC publications (List of adopted standards, factsheets on Introduction to standard setting and Introduction to diagnostic protocols, and Technical manuals) have been distributed along the year. Eight IPPC videos were also developed on IPPC links to food security.

6. In addition, the IPPC Secretariat has been engaged in efforts leading to the proclamation of an International Year of Plant Health (IYPH). In this framework, the secretariat has provided support to the IYPH Steering Committee through the organization of their first meeting and relevant follow-up, and it has ensured coordination with FAO on a number of initiatives, including the organization of a side event during the FAO Committee on Agriculture (COAG). These activities resulted in the endorsement of the IYPH resolution by COAG and by the FAO Council.

7. Finally, it is worth mentioning the increased cooperation with the FAO Office for Corporate Communication (OCC) to increase the IPPC profile globally. This falls under the announced alignment with new FAO communication policies, which has seen regular updates to the CPM Bureau in the context of the IPPC Secretariat being an Article XIV body. The cooperation also resulted in the active engagement and participation of the IPPC Secretariat in the FAO Department of Agriculture communications group.

8. CPM is invited to:

- 1) *note* the success of Communication and Advocacy activities of the IPPC Secretariat in 2016.