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# COMMISSION ON PHYTOSANITARY MEASURES

## Twelfth Session

**Incheon, Republic of Korea , 5-11 April 2017**

**Work plan on Communication and Advocacy of the IPPC Secretariat for  
2017 -  
Summary of communication and advocacy activities planned by the IPPC  
Secretariat for 2017**

## Agenda item 11.2

**Prepared by the IPPC Secretariat**

1. The purpose of this document is to present a summary of communication and advocacy activities planned by the IPPC Secretariat for 2017 for noting by CPM, within the framework of the IPPC Communication and Advocacy Work Plan for 2016-2020 approved by CPM-11 (2016)<sup>1</sup>.
2. The IPPC Secretariat Task Force on Communications and Advocacy (TFCA) will continue to coordinate internal and external communication, advocacy and information management initiatives, and to provide positive outputs towards the “One IPPC” vision. TFCA will continue to function based on a working mechanism that was established for the Task Force, including the organization of regular meetings and distribution of minutes.
3. With regard to information management, the first priority is the migration of the IPPC website under FAO.org. Once the migration is completed, the IPPC Secretariat will be working on the development of new tools, including an Online Registration System and a Phytosanitary Treatment Search Facility, as well as the improvement of its existing tools.

<sup>1</sup> See Appendix 12 to CPM-11 Report  
([https://www.ippc.int/static/media/files/publication/en/2016/07/Report\\_CPM-11\\_2016-07-19\\_withISPMs-revised.pdf](https://www.ippc.int/static/media/files/publication/en/2016/07/Report_CPM-11_2016-07-19_withISPMs-revised.pdf))

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4. With regard to communication, several initiatives are planned for the annual theme on plant health and trade facilitation, including the organization of two to three IPPC seminars, a keynote address at CPM-12 and development of the relevant thematic page on the IPPC website. Increased efforts will be made on producing IPPC relevant news, both on the IPPC and on the FAO websites. Work on social media will continue through our Twitter, Facebook and LinkedIn accounts.

5. 2017 also marks the 65th anniversary of the IPPC. The ratification of the Convention on 3 April 1952 will be celebrated at the CPM-12 reception and with a series of communication activities, including the development of a logo the organization of a seminar and a special section of the 2017 Annual Report. The IPPC Secretariat also encourages its contracting parties to report on national level activities, which may be advertised via its communication channels.

6. Advocacy work in 2017 will include the production of the IPPC Annual Report and two to three factsheets on the IPPC and its annual themes, processed through the official FAO publication workflow system for the first time. Videos will also developed on the annual theme.

7. In addition, the IPPC Secretariat is continuously engaged in efforts leading to the proclamation of an International Year of Plant Health (IYPH). In this framework, the Secretariat will continue to provide support to IYPH Steering Committee meetings, ensuring coordination with FAO, including a possible organization of a side event during the FAO Conference, and coordinating relevant updates to the IYPH web page and online tools.

8. Finally, the IPPC Secretariat is planning to enhance joint work with the FAO Office for Corporate Communication (OCC) and the FAO Department of Agriculture (AG) to increase the IPPC profile globally.

9. CPM is invited to:

- 1) *note* the summary of communication and advocacy activities planned by the IPPC Secretariat in 2017.
- 2) *consider* ways to effectively support communication and advocacy efforts by the IPPC Secretariat, also in view of an increasing involvement in IYPH activities.