



COMMISSION ON PHYTOSANITARY MEASURES

Fifteenth Session

Virtual Meeting, 16, 18 March and 1 April 2021

Report from Strategic Planning Group - Terms of Reference for a CPM
Focus Group on Communications

Agenda item 8.3

Prepared by the IPPC Secretariat and the SPG

I. Background

1. In 2012, the Commission on Phytosanitary Measures (CPM) adopted the IPPC Communications Strategy 2013-2018. Following this, the CPM Strategic Planning Group (SPG) considered the opportunity to renew the IPPC Communications Strategy, and deemed it essential to update and renew it in order that a coordinated, coherent and effective approach to IPPC communications can continue to be pursued.
2. In 2019, the SPG recommended that the development of a new IPPC Communications Strategy be initiated after the 2020 SPG meeting, not least in order to consider lessons learned from the implementation of the International Year of Plant Health (IYPH).
3. Renewal of the Communications Strategy has become even more important in light of experiences of the COVID-19 pandemic, which had a deep impact in many areas, including communications.
4. In October 2020, the SPG endorsed a proposal to develop a new IPPC Communications Strategy, which would be aligned with the IPPC Strategic Framework 2020-2030. The SPG also recommended the CPM to establish a CPM Focus Group on Communications to be responsible for drafting and supporting the implementation of the new IPPC Communications Strategy (2022-2030).

II. Purpose

5. The CPM Focus Group on Communications will review and update the IPPC Communications Strategy (2013-2018) to align it with the IPPC Strategic Framework 2020-2030 to continue raising

awareness of the importance of plant health and the role of the IPPC beyond the IYPH, and to provide related advocacy.

III. Membership

6. The FC is composed of up to twelve members with relevant skills and experience in communications and knowledge of the IPPC as well as related activities of the IPPC Community. The CPM Bureau, upon consultation with the IPPC Secretariat and taking account of the balance of skills and experience required, gender balance and geographical representation, will select and appoint the members.

IV. Functions

7. The key tasks of the focus group will be:

- 1) provide guidance on and lead the development of the IPPC Communications Strategy (2022-2030) to be presented to CPM-16 (2022) for adoption, including through the identification of communications objectives, target audiences, key messages, channels, tools, resources, and key performance indicators;
- 2) support implementation of the Communications Strategy at the global, regional and national levels;
- 3) propose and, as appropriate, develop initiatives and campaigns to raise global awareness of, and provide advocacy related to, plant health and the work of the IPPC Secretariat among selected target audiences, including internal and external stakeholders, and the general public;
- 3)4) [Elaborate and if appropriate propose procedures and processes on how to plan IPPC communication activities and their implementation for future international days of plant health;](#)
- 4)5) ensure that IPPC contracting parties, Regional Plant Protection Organizations, the IPPC Secretariat and representatives of relevant FAO divisions, other international organizations and major donors are actively engaged to help ensure they contribute to the planning and implementation of the IPPC Communication Strategy;
- 5)6) identify, solicit and help to mobilize resources for the implementation of the IPPC Communication Strategy;
- 6)7) monitor the implementation of the IPPC Communications Strategy against its key performance indicators;
- 7)8) perform other related functions as required.

V. Process

8. The establishment of the focus group will follow a CPM decision on this subject in its 2021 session. A call for nominations will be published on the IPPC website to allow contracting parties and regional plant protection organizations to nominate their representatives to be part of the focus group. The IPPC Secretariat Management Team will review the nominations and select focus group members assuring gender and geographical balance and submit them to CPM Bureau for endorsement.

VI. Funding

9. The organization that employs an IPPC meeting participant is responsible for funding the travel and daily subsistence allowance for that person to attend. If the employer is unable to allocate sufficient funds, participants are first encouraged to seek assistance from sources other than the IPPC Secretariat. Where such demonstrated efforts to secure assistance have been unsuccessful, requests for assistance (i.e. travel and subsistence costs) from the IPPC Secretariat may be made. However, any support is subject to available funds. The IPPC Secretariat will consider funding assistance for participants following IPPC criteria for funding. Full details on these criteria can be found on the IPP

(<https://www.ippc.int/publications/criteria-used-prioritizing-participants-receive-travel-assistance-attend-meetings>).

VII. Duration

10. The focus group will be established by the Bureau by June 2021 in order that they can develop the draft new Communications Strategy on preparation for CPM-16 (2022). The focus group will remain effective until CPM-17 (2023), subject to possible subsequent Bureau decisions on extending its mandate.