



# COMMISSION ON PHYTOSANITARY MEASURES

## Sixteenth Session

Virtual Meeting, 5, 7 and 21 April 2022

Update from the CPM Focus Group: Communications

Agenda item 8.8.4

Prepared by the CPM Focus Group on Communications

## I. Introduction

1. The IPPC Strategic Framework 2020-2030 identifies communication as a core activity and essential tool to ensure negative impacts from introduced pests worldwide is understood and plant health is included in the policy considerations of relevant intergovernmental and non-governmental organizations.

2. The IPPC Communication Strategy guides the communication efforts. The 2030 key result areas include effective communication of phytosanitary issues and the importance of plant health; cooperation with other international fora to increase the visibility of the Convention and its objectives; and coordination of FAO to ensure national and regional offices play a role in implementing the Convention and its standards.

3. At its fifteenth session (2021), the Commission on Phytosanitary Measures (CPM) established the Focus Group (FG) on Communications. Some of the key functions of the CPM Focus Group on Communications include:

- develop the IPPC Communications Strategy (2022-2030) for CPM adoption in 2022, and propose an implementation and monitoring mechanism;
- propose and draft plans for communication campaigns to raise global awareness on plant health and the IPPC work;
- propose and elaborate procedures to plan IPPC communication activities and their implementation for future international days of plant health;
- develop a strategy to engage relevant stakeholders (IPPC contracting parties, Regional Plant Protection Organizations, the IPPC Secretariat and representatives of relevant FAO divisions, decision-makers, other international organizations and major donors); and

- map potential donors to solicit and help mobilising resources for the implementation of the IPPC Communication Strategy.

## II. Progress update

4. The CPM FG on Communications held its first meeting in September, after the CPM Bureau reviewed and endorsed the profiles submitted by IPPC contracting parties (CPs) and stakeholders. The Focus Group is currently composed of ten members with relevant skills and experience in communications and knowledge of the IPPC and its activities and will remain effective until CPM-17 (2023), subject to possible subsequent CPM Bureau decisions on extending its mandate. CPM Focus Group members recommended the election of a Chairperson and a Co-Chairperson, one subject-matter expert and one person with a strong background in communication respectively. The group elected Ms Lihong ZHU (New Zealand) as Chairperson and Mr James STAPLETON (CGIAR) as Co-Chairperson of the Group. Membership from the North American region is still vacant following the transfer of the appointed representative from Canada.

5. The IPPC Secretariat coordinated the preparation of seven CPM FG meetings on 3, 15, 28 September, 27 October, 15 November, 9 December 2021 and 20 January 2022. CPM FG members reviewed the Terms of Reference and the background documentation, including the IPPC Strategic Framework 2020-2030, the IPPC communications strategy 2013-2018, the IYPH communication strategy and action plan, the communication reports to CPM from 2016 to 2021, the IYPH digital reports and updates on the development agenda items already underway.

6. The FG agreed on four high-level strategic communication objectives after considering the IPPC strategic objectives, recommendations from the previous communication strategy and the IPPC Strategic Framework 2020-2030. It was agreed that the new eight-year communication strategy should enhance IPPC's visibility, engagement and impact.

7. The CPM FG on Communications is expecting to finalise the structure of the IPPC Communication Strategy 2022-2030 in the coming weeks while refining the key components.

8. The CPM FG also discussed the opportunity of presenting the draft IPPC Communication Strategy 2022-2030 for CPM adoption in 2022. The FG concluded that given the late establishment of the FG, more time is required to ensure a robust communication strategy guiding the IPPC communication efforts for the next eight years, and a one-year extension would allow the CPM FG on Communications to seek input and feedback from the CPM Bureau, Strategic Planning Group and contracting parties with a more comprehensive approach.

9. An important role of the CPM FG on Communications is to support the implementation of the IPPC Strategic Framework 2020-2030. The CPM FG Communications Chairperson participated in a meeting of the CPM FG on the implementation of the IPPC Strategic Framework 2020 – 2030 Development Agenda Items (SFDAI) to improve coordination between the SFDAI implementation and the IPPC Communication Strategy, which should support one another. The CPM FG on Communications may also provide additional inputs in establishing the IPPC annual themes and supporting the promotion of yet to be proclaimed International Day of Plant Health, which will be also added to the new IPPC Communication Strategy.

## III. Strategic objectives

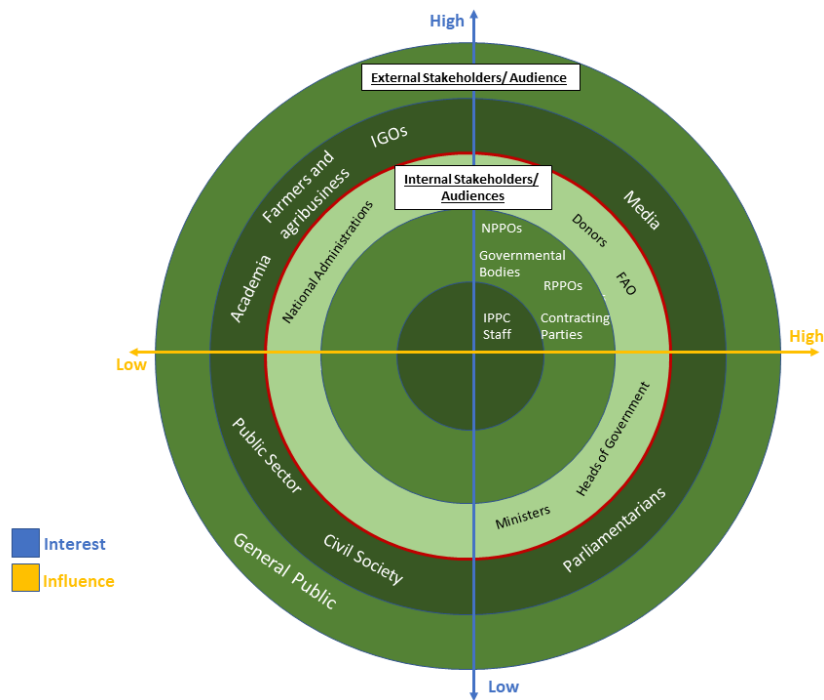
Four high-level strategic objectives (SOs) are proposed for on IPPC Communication Strategy 2022-2030, which are underpinned by a number of sub-objectives.

- SO 1: Raise global awareness of the importance and the impacts of plant health in our lives
  - a) Promote critical links of the work of IPPC to achieving United Nations' Sustainable Development Goals (SDGs1,2, 8, 12, 13, 15, 17);

- b) Strengthen the position and standing of IPPC with international fora.
- SO 2: Enhance visibility of the core and unique work of the IPPC
  - a) Standard setting for plant protection and facilitation of safe trade of plants, plant products and regulated articles – promotion and recognition of IPPC as the sole international standard setting organization for plant health by developing International Standards for Phytosanitary Measures (ISPMs) and CPM Recommendations;
  - b) Capacity development and information dissemination as a leading source of information and knowledge on plant protection;
  - c) Supporting implementation of the Convention, ISPMs and CPM recommendations; and
  - d) Leverage the vital role of National Plant Protection Organizations (NPPOs), Regional Plant Protection Organizations (RPPOs) and other key stakeholders together with the IPPC and FAO.
- SO 3: Support mobilization of resources (technical, human and financial)
  - a) Support the IPPC resource mobilization programme to reach its target audiences through clear and compelling communications.
- SO4: Create an enabling environment and process to support the implementation of the IPPC Strategic Framework 2020-2030
  - a) Prioritize annual key communication activities and improve consistency and quality of messages to a wide range of stakeholders and audiences, including supporting the implementation of IPPC Strategic Framework 2020-2030 Development Agenda;
  - b) Enhance the effectiveness of IPPC plant health communication initiatives through the establishment of a coordinated communication mechanism involving NPPOs, RPPOs and regional FAO offices.

#### **IV. Audience and stakeholder mapping**

The importance of audience and stakeholder mapping is to identify the areas of concern and of common interest between IPPC and its multiple stakeholders so that we can create content and messages of relevance and resonance to them. The follow graph shows the influence and interest of different audiences and stakeholders.



## V. Work in progress

10. The FG continues working on developing master messages for the SOs targeting different types of audiences and stakeholders and identifying appropriate and effective channels to convey the messages aiming to result in desired actions.

11. Furthermore, the FG will work on the implementation of the strategy by developing a communication plan including setting milestones, identifying targeted media, managing the quality and timeline of the communication plan, measuring and monitoring the impact of the communication strategy.

12. The CPM is invited to:

- 1) *Note* the report.
- 2) *Encourage* the NPPOs and RPPOs to contribute to the strategy through the FG members in your region.
- 3) *Encourage* the North America region to nominate a person to join the CPM FG on Communications.
- 4) *Agree* to postpone the adoption of the IPPC Communication Strategy to CPM-17 (2023).