

International Plant Protection Convention

REPORT OF THE COMMISSION ON PHYTOSANITARY MEASURES FOCUS GROUP ON COMMUNICATION

Virtual meeting, 3 September 2021, 11:00–13:00 (CET)

1. Opening of the meeting

- [1] The IPPC Secretariat (Secretariat) opened the meeting and welcomed all participants.
- [2] The Acting IPPC Officer-in-Charge for daily matters wished the Group success. It was important for the IPPC Community to have a new and updated communication strategy. The Focus Group on Communication (FG-COM) was created following the Fifteenth Session of the Commission on Phytosanitary Measures (CPM-15) (2021) to elaborate a new, effective communication strategy for the IPPC Community. The IPPC Communications Strategy 2013–2018 was a good base to inform the work of the Focus Group, and the Secretariat would provide the necessary support to ensure the Group's success.
- [3] The Integration and Support Team (IST) Lead welcomed the participants to the first meeting of the FG-COM, and congratulated the Focus Group members for winning the trust of their nominating partners. The IST Lead also welcomed members of the Commission on Phytosanitary Measures (CPM) Bureau who were contributing to the important work of FG-COM. The Lead relayed a welcome message to the Focus Group from the CPM Chairperson, who was unable to attend the present meeting.
- [4] Over the two preceding years, the IPPC Secretariat, in cooperation with other FAO divisions, regional and national plant health protection organizations and external partners, had worked to ensure the success of the International Year of Plant Health (IYPH) and to raise the profile of plant health and its contribution to food security and the Sustainable Development Goals (SDGs). Now that the IYPH had concluded, there was a need for a robust communication strategy to ensure that plant health remained high on the global agenda and that the key legacies of the IYPH are supported in the future.
- [5] Communication was one of the core activities recognized by the IPPC Strategic Framework 2020–2030. The Group's expertise was extremely important to developing robust communication strategies to promote plant health and the work of FAO and the IPPC thereon.
- [6] The CPM Bureau representative for Asia said that the Focus Group's work was important, and hoped that a new communication strategy would promote the IPPC vision and increase visibility for IPPC work in plant health. The representative wished the group success in its future work.

2. Administrative matters

2.1 Document list

[7] FG-COM participants took note of the documents on the document list as presented in Appendix 1 to the present report.

2.2 Participant list

[8] FG-COM participants present were as listed in Appendix 2.

3. Meeting arrangements

3.1 Election of the Rapporteur

[9] The Secretariat explained the role of the rapporteur in ensuring the accuracy of the meeting reports that would be prepared by the Secretariat after each meeting. FG-COM participants elected Ms Katy LEE as Rapporteur of the meeting.

3.2 Adoption of the agenda

[10] FG-COM participants adopted the agenda as presented in Appendix 3.

4. General presentations

4.1 CPM FG members

[11] FG-COM participants introduced themselves:

Mr Islam Farahat ABOELELA, Supervisor of Pest Risk Analysis, FAO International Consultant, Central Administration of Plant Quarantine, Ministry of Agriculture and Land Reclamation, Egypt;

Ms Lucy CARSON-TAYLOR, Plant Health Engagement Manager, Animal and Plant Health Agency, Department for Environment, Food and Rural Affairs, United Kingdom of Great Britain and Northern Ireland;

Mr Mekki CHOUIBANI, Executive Director, Near East Plant Protection Organisation (NEPPO), Morocco;

Ms Katy LEE, Director, Agricultural Dialogues International Limited, United Kingdom of Great Britain and Northern Ireland, Secretariat, International Grain Trade Coalition (IGTC), Switzerland;

Ms Natasha LITTLE, Communication Specialist, Office for Communications, Food and Agriculture Organization of the United Nations, Italy;

Mr Hector MALAIDZA, Communications Officer, Technology Dissemination, Agriculture Research Officer, Department of Agriculture Research Services, Malawi;

Mr Martin SIAZEMO, Senior Plant Health Inspector and Head of Communications, Plant Quarantine and Phytosanitary Service, Ministry of Agriculture, Zambia;

Mr James STAPLETON, Head of Communications and Public Awareness, Consortium of International Agricultural Research Centers (CGIAR), Peru;

Ms Gabrielle VIVIAN-SMITH, Chief Plant Protection Officer, Department of Agriculture, Water and the Environment, Australia;

Mr Fuxiang WANG, CPM Bureau representative for Asia, Deputy Director General, National Agriculture Technology Extension and Service Center, China;

Ms Lihong ZHU, Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries; New Zealand.

[12] The Secretariat encouraged the participants to engage with each other and to make use of the MS Teams platform, which could be used to share ideas and collaborate in drafting documents.

4.2 IPPC community, governance, Strategic Framework 2020–2030

[13] The IST Lead gave an introduction of the International Plant Protection Convention (IPPC), its governance and strategy, future plans, and the Strategic Framework 2020–2030, as presented in Appendix 4.

4.3 CPM FG Terms of Reference

[14] Communication was one of the core activities of the IPPC to ensure that the potential for serious negative impacts from introduced pests was understood and that plant health was included in policy

considerations at relevant intergovernmental and non-governmental organizations. Professional communication with key audiences was particularly important to maintain the momentum of the IYPH.

- [15] FG-COM was created following a recommendation from the Strategic Planning Group (SPG) to develop a new IPPC Communication Strategy after the IYPH. Participants in FG-COM were chosen by the CPM Bureau based on relevant expertise and to ensure representative geographic distribution across all FAO regions. The Focus Group was expected to function until CPM-17 in 2023, subject to possible extension of its mandate.
- [16] Drawing from the IPPC Strategic Framework 2020–2030, the four objectives for the IPPC communication strategy were to:
 - increase global awareness of the IPPC and of the vital importance of protecting plants from pests;
 - highlight the role of the Commission as the sole international plant health standard-setting body with the objective of helping to ensure the safe trade of plants and plant products;
 - improve the implementation of International Standards for Phytosanitary Measures (ISPMs); and
 - support the activities of the IPPC Secretariat's resource mobilization programme.
- [17] By 2030, key results from the communication strategy would include:
 - effective communication by the Secretariat on phytosanitary issues and the importance of plant health;
 - successful cooperation with other organizations to increase the visibility of the IPPC and its objectives; and
 - and effective coordination with FAO to ensure that national and regional FAO offices participate in the implementation of the IPPC and its standards.
- [18] Key functions for FG-COM were to:
 - develop, monitor and support the implementation of the IPPC communications strategy;
 - propose and develop campaigns to raise global awareness of plant health and the work of FAO and the IPPC;
 - propose and elaborate procedures to plan IPPC communication activities and their implementation for future international days of plant health;
 - engage relevant stakeholders, including IPPC contracting parties, other international organizations and major donors; and
 - identify, solicit and help to mobilize resources for the implementation of the IPPC communication strategy.
- [19] Target audiences for the communication strategy included: IPPC contracting parties; regional plant protection organizations (RPPOs); FAO (including national and regional offices) and other United Nations agencies; other international organizations; governments; academia; industry; and the general public, with particular attention to travellers, who were an important audience to address.

4.4 CPM FG background documents

[20] FG-COM participants took note of the documents on the document list as presented in Appendix 1.

5. General discussion

5.1 CPM FG Expected output

[21] The Secretariat noted that the expected outputs of FG-COM had been addressed under agenda item 4.3 CPM FG Terms of Reference. In order to present its plan for a communication strategy to CPM-16 in

March or April 2022, the Focus Group should present an outline of its initial thinking to SPG in October 2021 and then present an update thereon to the CPM Bureau in November or December 2021. The outline to present to SPG did not need to be a detailed or finalized plan, but could indicate the Group's forward thinking on how to develop the communication strategy. SPG would offer ideas and feedback to help FG-COM move forward with the communication strategy. SPG had purposefully delayed movement on a communication strategy in order to benefit from the high-level communication and advocacy stemming from the IYPH.

- [22] There was considerable discussion on the proposed International Day of Plant Health (IDPH) and International Plant Health Conference (IPHC), and the role of the communication strategy to promote those activities.
- [23] With regard to the IDPH, the Secretariat informed that the proposal was going to the forthcoming United Nations General Assembly session. Endorsement was likely as there had not been objections from any government and the proposal had been unanimously approved by the Committee on Agriculture (COAG) and the FAO Conference. While the International Steering Committee of the IYPH was already providing advocacy guidance to support the IDPH within FAO, it might be a good idea to develop key messaging for national plant protection organizations (NPPOs) to use with their foreign affairs department and United Nations counterparts to support the proposal at the General Assembly. FG-COM may wish to work closely with the IDPH steering committee on the matter.
- [24] With regard to the IPHC, the Secretariat informed that engagement with potential hosts was underway. Until the selection of the host country were confirmed, details about the Conference, such as its modality as a virtual or hybrid meeting, could not be confirmed. The host country would play a major role in supporting communication on the IPHC.
- [25] One participant asked if there had been anything wrong with the previous communication strategy; noting the tight timelines. The Secretariat said that the Terms of Reference stated that FG-COM was to "review and update" the IPPC Communications Strategy (2013–2018). FG-COM was free to decide on its work modalities, and if the Group felt the previous IPPC and IYPH strategies could serve as a base, they were welcomed to do so. The Group should bring its expertise and unique points of view to focus on aligning the communication strategy with the IPPC Strategic Framework 2020–2030, which included a lot of key messages and direction. Fresh thinking from the IYPH should be carried forward.
- [26] One participant said the previous strategy would be a good starting point, but noted that FG-COM needed to look to the future and focus on what it hoped to achieve. The core IPPC activities of protecting plant health and facilitating safe international trade were important to inform the new communication strategy, and the Group should consider the areas where communication could be most impactful, such as how the IPPC Community could influence decision makers to attach greater importance on the global protection of plant health or to help with the effective implementation of ISPMs.
- [27] One participant agreed that decision makers, along with donors, were an important part of IPPC success and should perhaps be a key target audience for the communication strategy.
- [28] On the question of monitoring and evaluation of the previous communication strategy, it could be beneficial to FG-COM to understand what had been successful and what had been weaker areas that could be built on. Some data were available, although an assessment of the previous communication strategy had not been carried out. There were monthly reports to assess digital engagement for the IYPH, which could be shared. The full report on IYPH communication objectives and successes was currently being prepared and would be available in the near future. IST could also provide examples of good practices in standards implementation and capacity development.

5.2 Timeline

[29] To meet the timeline to present a plan for a communication strategy to CPM-16 in March or April 2022, it was a good idea to provide an outline of the Group's initial thinking to SPG in October 2021. Noting

that there was a lot to do and little time in which to do it, a number of participants suggested meeting more frequently in the forthcoming months to reach those objectives.

[30] FG-COM may also wish to consider reaching out to the Focus Group on the Strategic Framework 2020–2030 Development Agenda Items (FG-SFDAI) to consider how best to build on and communicate strategically around the development agenda items.

5.3 Selection of a Chairperson at the next meeting

[31] The Secretariat explained that the Chairperson for the Group would be chosen at the forthcoming meeting of FG-COM. That would give participants the opportunity to get to know each other better, see if there were any volunteers to take on the role, and to discuss among themselves.

6. Any other business

[32] No other business was raised.

7. Date and arrangement of the next meeting

- [33] FG-COM participants agreed to hold its forthcoming virtual meeting on 11:00 to 13:00 CET and tasked the Secretariat with sending a poll to determine the most conducive day for that to be scheduled.
- [34] Participants noted the international distribution of the Focus Group membership lent itself to rotating the timing of future meetings in order to give all participants the opportunity to have meetings scheduled during normal working hours.

8. Close of the Meeting

[35] The Secretariat thanked the participants for their open and fruitful discussions, and invited Focus Group participants to interact further with each other. The Secretariat said that the meeting's objectives had been met, and closed the meeting.

COMMISSION ON PHYTOSANITARY MEASURES FOCUS GROUP ON COMMUNICATION VIRTUAL MEETING

3 September 2021 11:00 a.m. – 01.00 p.m. (CEST, Rome time)

DOCUMENTS LIST

Latest update: 2022-03-17

DOCUMENT NO.	AGENDA ITEM	DOCUMENT TITLE	
01_CPMFG_2021_Sep	2.1	Document List	
02_CPMFG_2021_Sep	2.2	Participant List	
03_CPMFG_2021_Sep	3.2	Agenda	
04_CPMFG_2021_Sep	4.2	IPPC community, governance, Strategic Framework 2020 – 2030	
05_CPMFG_2021_Sep	4.3	CPM FG Terms of Reference	
06_CPMFG_2021_Sep	4.4	CPM FG background documents: IPPC Strategic Framework 2020-2030	
07_CPMFG_2021_Sep	4.4	CPM FG background documents: IPPC communication strategy (2013-2018)	
08_CPMFG_2021_Sep	4.4	CPM FG background documents: International Year of Plant Health communication strategy	
09_CPMFG_2021_Sep	4.4	CPM FG background documents: International Year of Plant Health action plan	
10_CPMFG_2021_Sep	4.4	CPM FG background documents: CPM reports on communication (2016-2021)	
MS Teams links:			
Background documents Meeting documents			

CPM FOCUS GROUP ON CLIMATE CHANGE AND PHYTOSANITARY ISSUES

2 September 2021

PARTICIPANTS LIST

A check (\checkmark) in column 1 indicates confirmed attendance at the meeting.

	Organization	Name, Organization, Address, Telephone	e-mail account
~	NPPO of ZAMBIA	Mr Martin SIAZEMO Senior Plant Health Inspector and Head of Communications Ministry of Agriculture Plant Quarantine and Phytosanitary Service	<u>martinkabemba@yahoo.com;</u>
*	NPPO of UNITED KINGDOM	Ms Lucy CARSON-TAYLOR Plant Health Engagement Manager UK APHA/ Defra	<u>Lucy.Carson-</u> <u>Taylor@apha.gov.uk;</u>
*	NPPO of NEW ZEALAND	Ms Lihong ZHU Portfolio Manager for IPPC New Zealand Ministry for Primary Industries	Lihong.Zhu@mpi.govt.nz;
~	NPPO of MALAWI	Mr Hector MALAIDZA Communications Officer, Technology Dissemination- Agriculture Research Officer Department of Agriculture Research Services	<u>hectormalaidza@yahoo.co.uk;</u>
~	International Grain Trade Coalition (IGTC)	Ms Katy LEE Director, Agricultural Dialogues International Limited Cheshire, United Kingdom Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	<u>katy@agriculturedialogues.org;</u>
~	NPPO of EGYPT	Mr Islam Farahat ABOELELA Supervisor of Pest Risk Analysis FAO International Consultant / Central Administration of Plant Quarantine, Ministry of Agriculture and Land Reclamation	Islam.gene@gmail.com;
✓	CGIAR	Mr James STAPLETON Head of Communications & Public Awareness Consortium of International Agricultural Research Centers- (CGIAR) Lima, Peru	J.Stapleton@cgiar.org

v	NPPO of AUSTRALIA	Ms Gabrielle VIVIAN-SMITH Chief Plant Protection Officer Department of Agriculture, Water and the Environment, Canberra, Australia	<u>Gabrielle.Vivian-</u> Smith@agriculture.gov.au;
~	RPPO	Mr Mekki CHOUIBANI Executive Director Near East Plant Protection Organisation (NEPPO)	hq.neppo@gmail.com, m.chouibani@neppo.org;
~	FAO	Ms Natasha Little Communication Specialist Office for Communications Food and Agriculture Organization	<u>Natasha.Little@fao.org;</u>
\checkmark	CPM Bureau Member	Mr Lucien KOUAME	l_kouame@yahoo.fr
\checkmark	CPM Bureau Member	Mr Fuxiang WANG	<u>wangfuxiang@agri.gov.cn;</u>

IPPC Secretariat

•	Region /	Name, mailing, address, telephone	Email address
	Role		
å	IPPC Secretariat	Mr Avetik NERSISYAN	Avetik.Nersisyan@fao.org
å	IPPC Secretariat	Mr Arop DENG	Arop.Deng@fao.org
•√	IPPC Secretariat	Ms Sara GIULIANI	Sara.Giuliani@fao.org
•√	IPPC Secretariat	Mr Riccardo MAZZUCCHELLI	Riccardo.Mazzucchelli@fao.org
•√	IPPC Secretariat	Mr John GILMORE	John.Gilmore@fao.org
•√	IPPC Secretariat	Mr Daniel MCKINNON	danielnmckinnon@yahoo.com
•√	IPPC Secretariat	Ms Natalie NICORA	Natalie.Nicora@fao.org_

COMMISSION ON PHYTOSANITARY MEASURES FOCUS GROUP ON COMMUNICATION VIRTUAL MEETING

3 September 2021 11:00 a.m. – 01.00 p.m. (CEST, Rome time) *Latest update: 2022-03-17*

	Agenda Item	Document No.	Presenter
1.	Opening of the Meeting		IPPC OiC Arop DENG
2.	Administrative Matters		Sara GIULIANI
2.1	Document list	01 CPMFG 2021 Sep	
2.2	Participant list	02_CPMFG_2021_Sep	
3.	Meeting Arrangements		Sara GIULIANI
3.1.	Election of the Rapporteur		
3.2.	Adoption of the Agenda	03_CPMFG_2021_Sep	
4.	General presentations		
4.1.	CPM FG members		FG members
4.2.	IPPC community, governance, Strategic Framework 2020 – 2030	04_CPMFG_2021_Sep	Arop DENG Riccardo MAZZUCCHELLI
4.3.	CPM FG Terms of Reference	05_CPMFG_2021_Sep	Sara GIULIANI
4.4.	CPM FG background documents	06_CPMFG_2021_Sep 07_CPMFG_2021_Sep 08_CPMFG_2021_Sep 09_CPMFG_2021_Sep 10_CPMFG_2021_Sep	Sara GIULIANI
5.	General discussion		FG members
5.1.	CPM FG Expected output		FG members
5.2.	Timeline		FG members
5.3.	Selection of a Chairperson at the next meeting		Sara GIULIANI
6.	Any other business		Sara GIULIANI
7.	Date and arrangement of the Next Meeting		Sara GIULIANI
8.	Close of the Meeting		Arop DENG





Introduction to the International Plant Protection Convention (IPPC)

CPM Focus Group on Communication







INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

Outline

- 1. Overview of the IPPC
- 2. Governance and strategy
- 3. Future plans







1. Overview of the IPPC









History

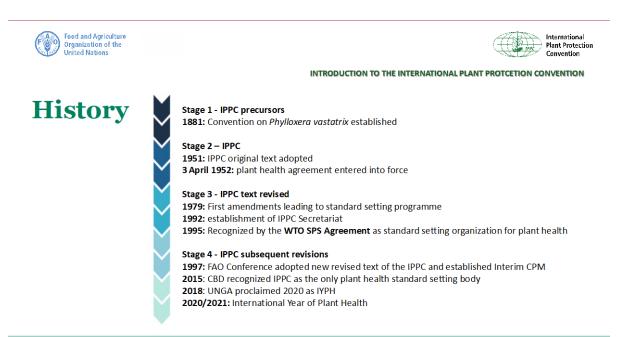
Core activities

Strategic Framework 2020-2030

Governance

and community







- Goal: All countries have the capacity to implement harmonized ٠ measures to reduce pest spread and minimize the impact of pests on food security, trade, economic growth, and the environment.
- Strategic Objectives:

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- Enhancing global food security and increase sustainable 1. agricultural productivity;
- Protecting the environment from the impacts of plant pests; 2.
- Facilitating safe trade, development and economic growth. 3.







Development agenda items

- 1. Harmonization of electronic data exchange
- 2. Commodity- and pathway-specific standards
- 3. Management of e-commerce, and postal and courier pathways
- 4. Developing guidance on the use of third-party entities
- 5. Strengthening pest outbreak alert and response systems
- 6. Assessment and management of climate change impacts on plant health
- 7. Global phytosanitary research coordination
- 8. Diagnostic laboratory networking

Food and Agriculture Organization of the United Nations

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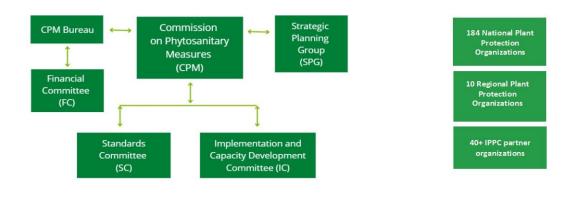






INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

IPPC governing bodies and community







- IYPH legacies
- International cooperation and networks





Governance meetings

- First historic virtual Commission on Phytosanitary Measures (CPM-15) held in 2021 with over 350 participants from 122 contracting parties and 40 partner organizations
- CPM Bureau
- IPPC Strategic Planning Group
- Standards Committee
- Implementation and Capacity Development Committee
- IYPH International Steering Committee
- IPPC Regional Workshops
- TC-RPPOs



11/18





INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

CPM-15 Decisions

Establishment of three CPM Focus Groups:



Implementation of IPPC SF 2020-2030 development agenda



Climate change and phytosanitary issues



Communications





CPM-15 Decisions Governance

- Adoption of the IPPC Strategic Framework 2020-2030.
- Adoption of 11 standards and 1 CPM Recommendation on food aid.
- Establishment of electronic mechanism on important decisions and sensitive issues.
- Authorization of CPM Bureau to operate on CPM behalf during 2021.





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International Plant Protection Convention

INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

CPM-15 Decisions Communication

- Develop a new **IPPC Communications Strategy** (2022–2030) under the auspices of the CPM Focus Group on Communications.
- Encourage contracting parties to continuously report on national level activities, which may be advertised via the IPPC Secretariat's communication channels.







CPM-15 Decisions

- Establish the IYPH Technical Advisory Body to function as the IPPC preparatory body for the first International Plant Health Conference and the webinar series leading to it.
- Call upon IPPC contracting parties to volunteer for hosting the First International Plant Health Conference in 2022.
- Support the proclamation of an "International Day of Plant Health" by the United Nations system on 12 May every year.



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INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

CPM-15 Decisions International cooperation and networks

Include consideration of the involvement of the plant health community in the One Health approach, and the role of plant health in biosecurity, biosafety and environmental protection.



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3. Future plans

Governance

• Organizing governing body meetings and initiate organization of CPM-16.

Communication

• Develop a new IPPC communication strategy.

IYPH Legacy

- Organize the IDPH, if proclaimed by the UN General Assembly in December 2021.
- Identify the host country of the 1st IPHC to take place on the week of 12 May 2022.

Partnership and networks

- Coordinate organization of TC-RPPOs and IPPC Regional Workshops.
- Present a revised IPPC partnership strategy to the SPG meeting in October.



17/18





INTRODUCTION TO THE INTERNATIONAL PLANT PROTCETION CONVENTION

Thank you!

IPPC Secretariat

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ippc@fao.org | www.ippc.int