



## **REPORT OF THE COMMISSION ON PHYTOSANITARY MEASURES FOCUS GROUP ON COMMUNICATION**

*Virtual meeting, 15 September 2021, 11:00–13:00 (CEST)*

### **1. Opening of the meeting**

- [1] The IPPC Secretariat (Secretariat) opened the meeting and welcomed all participants.

### **2. Administrative matters**

#### **2.1 Document list**

- [2] The Focus Group on Communication (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**

- [3] FG-COM participants present were as listed in Appendix 2.
- [4] The Secretariat invited the participants to notify the Secretariat if any changes were needed to the information on the participant list.
- [5] The Secretariat also said that a new representative from North America would be selected to join FG-COM.

### **3. Meeting arrangements**

#### **3.1 Election of the Chairperson**

- [6] FG-COM participants recommended the election of a Chairperson and a Co-Chairperson, as it would benefit the group to have the expertise of one subject-matter expert and one person with a strong background in communication. That would also provide distinct regional perspectives and would ensure, given the geographical distribution of FG-COM participants and the attendant time-zone challenges to schedule meetings, that either the Chairperson or the Co-Chairperson would always be able to participate.
- [7] FG-COM participants elected Ms Lihong ZHU as Chairperson of the Group and Mr James STAPLETON as Co-Chairperson.
- [8] The Chairperson thanked the participants for their support. She looked forward to working with everyone and was confident in the success of the group's work.
- [9] The Co-Chairperson thanked the participants for their support and was happy to serve the group.

#### **3.1 Election of the Rapporteur**

- [10] 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**

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

## 4. Implementation plan

### 4.1 Draft action plan

- [12] The Secretariat presented a draft road map for the group's consideration. FG-COM participants agreed that the draft road map was a good basis that could be built upon to provide an outline of the group's thinking. A number of participants said it was important to set the group's goals and objectives first. That would help to inform the development of a road map and action plan. A number of participants also noted the tight timeline to prepare the document for the Strategic Planning Group (SPG) by the end of September. Feedback from SPG would be valuable because it would underscore what SPG felt was important in the draft communication strategy and what missing elements SPG felt merited inclusion in the draft.
- [13] The communication plan for the International Year of Plant Health (IYPH) could serve as a good foundation to inform the thinking of FG-COM. It would also be beneficial to refer to the objectives set in the IPPC communication strategy, as they were central to IPPC work, but did not appear directly in the IYPH communication strategy objectives.
- [14] The Secretariat noted that the Focus Group on the Strategic Framework 2020–2030 Development Agenda Items (FG-SFDAI) had produced a paper on the status of the implementation of the eight development agenda items that could serve as a useful tool for the work of FG-COM.
- [15] The Chair welcomed the suggestion of the Secretariat on the FG-SFDAI paper, and noted that the objectives of the Strategic Framework 2020–2030 were particularly important for FG-COM to take into consideration. Bringing together existing objectives was a quick way for the group to identify the major objectives to include in the draft communication strategy to present to SPG. Once the group had feedback from SPG on the major objectives, the group could then refine and define how the objectives could be achieved.
- [16] The Secretariat said that the document to present to SPG did not need to be a detailed or finalized plan; it could be an explanatory concept note outlining the communication strategy itself. As the Sixteenth Session of the Commission on Phytosanitary Measures (CPM-16) was scheduled for April of 2022, it gave FG-COM the first months of 2022 to work on and refine its proposal for the communication strategy.
- [17] *It was agreed that the Secretariat would share the FG-SFDAI paper on the status of the implementation of the eight development agenda items with FG-COM.*

### 4.2 General discussion

- [18] In discussions on the major objectives to put forward for consideration to SPG, the Secretariat said that it was important for the group to align the proposed communication strategy with that of FAO in order to ensure that it could be properly endorsed and supported.
- [19] The Chairperson and Co-Chairperson said that there were two prongs to the work of the Focus Group: the broad Strategic Framework 2020–2030 objectives in terms of protecting plant health, enhancing global food security, and facilitating safe trade; and supporting and raising awareness of the work of the IPPC. It was particularly important for FG-COM to make links between the Strategic Framework 2020–2030 and the relevant Sustainable Development Goals (SDGs). For the communication plan to be useful, it was also important for FG-COM to consider how it could support the IPPC in implementing the eight development agenda items of the Strategic Framework 2020–2030. FG-COM was mandated to facilitate the work of the IPPC by developing strategies to publicize IPPC activities, to demonstrate their effectiveness and to reach key audiences with targeted messaging.
- [20] The communication plan should include guidance on effective communication with stakeholders, including national plant protection organization (NPPOs), which were particularly important, decision makers, such as ministers and government officials who did not necessarily have awareness of the

importance of plant health, and the public. FG-COM work could help NPPOs communicate more effectively with their target audiences.

- [21] FG-COM might wish to consider setting key performance indicators (KPIs) to measure and assess its performance. Tangible deliverables might include a toolkit for branding guidance and a toolkit with key, standardized messaging and guidance on how to communicate with different audiences, such as ministers who might be political appointees or new to the ministry and did not necessarily appreciate the importance of plant health or the work of the IPPC. On a toolkit for branding guidance, the IYPH had provided guidelines that had been helpful and easy to use for a range of stakeholders. The Secretariat noted that branding guidance had been missing from the previous IPPC communication strategy, but that any work thereon would have to fall within, and be consistent with, the parameters set out by the FAO communication strategy. On a toolkit to develop standardised messaging for communicating to different audiences, it was important for FG-COM to consider what were the overarching messages for each audience in order to develop the key messages and appropriate materials. The Secretariat said that the IYPH communication strategy had looked at communication targeted to specific audiences. That work could serve as a basis for FG-COM work and could be transformed and adapted to serve the needs of the group. Another important deliverable for the group might be the development of a cooperative mechanism for contracting parties to use for advocacy and communicating on IPPC work.
- [22] One participant said that the private sector also wanted to promote the work of the IPPC and would like access to tools to facilitate that support. The Chairperson agreed, and said that the private sector and industry bodies were important stakeholders for FG-COM work, as important as NPPOs. It was important for the private sector to understand what the IPPC did and why IPPC actions were valuable. It was important to enhance public-private dialogue and the reporting process by the private sector to NPPOs, to regional plant protection organizations (RPPOs) and to the IPPC.
- [23] In considering the role of crisis communication in the FG-COM communication strategy, the Secretariat noted that the IPPC mandate focused on prevention; crisis and emergency management was largely the work of other FAO units.
- [24] In considering the role of capacity building in the FG-COM communication strategy, a number of participants noted that while capacity-building was the purview of the Implementation and Capacity Development Committee (IC), that work tended to target technical staff. As NPPOs were technical experts, not communication experts, FG-COM may wish to consider capacity-building in communication for technical staff and/or to support the creation of communication officer positions within NPPOs. That could be beneficial to promoting the work of the IPPC. The effectiveness of clear, easy-to-understand messaging for front-line staff should also not be underestimated. NPPOs should be encouraged to develop their own communication strategy. Possible coordination between IC and FG-COM may be beneficial and could be organized by involving the IC communication focal point in the Focus Group.
- [25] A number of participants asked about the communication resources in other divisions of the IPPC; understanding their remit and how they related to each other would help inform FG-COM planning on the communication strategy. The Secretariat explained that FG-COM was invited to make, if it felt it was appropriate, recommendations on the manner in which communication responsibilities were delegated within IPPC divisions.
- [26] The Chairperson said that the volume of materials being produced was very large and that, consequently, people doing standard-development work at national level were sometimes unaware of existing resources that could facilitate and inform their work. It was important for the group to consider how materials could be best promoted and disseminated to the widest audience possible. Doing so would particularly benefit NPPOs that might lack the internal technical expertise to develop national standards themselves. A number of participants noted that there were two key sides to consider: external audiences who needed to understand the work of the IPPC and its value, and internal audiences who needed visibility on the range of materials available.

- [27] IPPC success stories were particularly important to communicate on, as success stories demonstrated the positive impact and benefit of the work being carried out by IPPC. The Secretariat said that a new section of the IPPC website was already being developed to focus on success stories.
- [28] While FG-COM was considering its long-term strategy, one participant said it was important to keep sight of items in the near term as well that may benefit from the development of communication tools, such as the United Nations General Assembly endorsement of the International Day of Plant Health (IDPH). The Secretariat said that the IYPH steering committee had already developed messaging for contracting parties to communicate with their foreign affairs counterparts to support the IDPH at the United Nations General Assembly. FG-COM may wish to build on that messaging.
- [29] One participant said that a key consideration for FG-COM would be to build on and sustain the momentum of the IYPH. Identifying the right channels and best actions to do so was a priority. Another participant said that assessment of the difficulties or weaknesses encountered in implementing IPPC work could provide clarity to FG-COM as to what areas needed more attention.
- [30] The Chairperson noted that ePhyto was one of the eight Strategic Framework 2020–2030 development agenda items, and the group should consider what it could do to communicate on that useful tool. One participant said that there had been effective social media engagement, including with the private sector, on the importance of ePhyto. The Chairperson said ePhyto was a success story that should be showcased.
- [31] In considering the role of FG-COM to support the implementation of International Standards for Phytosanitary Measures (ISPMs), the Secretariat noted that there was overlap and interaction between implementation of the ISPMs, which was the purview of other groups, and communication on the ISPMs, which was within the mandate of FG-COM. Uptake of certain standards was low, therefore communicating on the standards and ensuring their widespread visibility was a task FG-COM could consider. FG-COM could choose to make recommendations to the Standards Committee (SC) about how to make ISPMs more accessible. Increasing the accessibility of ISPMs would be dependent at least in part on empowering NPPO personnel “on the ground” to understand and communicate the IPPC’s standard setting work and objectives. FG-COM could also highlight work done on standards and raise awareness of how well they were being implemented.
- [32] In summarizing the discussions, the Chairperson noted that the group had set major objectives and now needed to develop its objectives around supporting the SDGs, the IPPC Strategic Framework 2020–2030, facilitating international trade and protecting plant health. Ms Gabrielle VIVIAN-SMITH volunteered to bring together the objectives from the IYPH communication strategy and the previous IPPC communication strategy. That would serve as an exploratory document that could be added to and serve to advance the group’s thinking around those objectives. Noting that preparation of the report of the present meeting could be delayed, the exploratory document would be circulated to inform the group’s discussions at its forthcoming meeting.
- [33] The Secretariat provided an overview of the MS Teams tool, demonstrating its use as an effective tool for FG-COM to work collaboratively on documents.
- [34] *It was agreed that the Secretariat would forward the messaging prepared by the IYPH steering committee on communicating with national government counterparts to support the IDPH at the United Nations General Assembly.*

## **5. Any other business**

- [35] No other business was raised.

## **6. Date and arrangement of the next meeting**

- [36] FG-COM participants agreed to hold the forthcoming virtual meeting on 28 September 2021 at 11:00 to 13:00 CET.

## **7. Close of the meeting**

[37] The Chairperson thanked the participants for their contributions and the Secretariat closed the meeting.

## **APPENDIX 1: Document list**

### **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	4.1	Road map
MS Teams links:		
<a href="#">Background documents</a> <a href="#">Meeting documents</a>		

## APPENDIX 2: Agenda

### COMMISSION ON PHYTOSANITARY MEASURES FOCUS GROUP ON COMMUNICATION VIRTUAL MEETING

15 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	--	Sara GIULIANI
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 Chairperson		
3.1.	Election of the Rapporteur		
3.2.	Adoption of the Agenda	03_CPMFG_2021_Sep	
4.	Implementation plan		Chairperson and FG members
4.1.	Draft action plan	--	
4.2.	General discussion		
5.	Any other business	--	Chairperson
6.	Date and arrangement of the Next Meeting		Chairperson
7.	Close of the Meeting		Chairperson

## APPENDIX 3: Participant list

### CPM FOCUS ON COMMUNICATIONS

15 SEPTEMBER 2021

#### PARTICIPANT LIST

*Latest Update: 2022-03-17*

Representation	Name, role, organization	Email address	Presence (Yes/No)
Australia	Ms Gabrielle Vivian SMITH Chief Plant Protection Officer, Department of Agriculture, Water and the Environment, Canberra, Australia	Gabrielle.Vivian- Smith@agriculture.gov.au	Y
Consortium of International Agricultural Research (CGIAR)	Mr James STAPLETON Head of Communications & Public Awareness,  Consortium of International Agricultural Research Centers- (CGIAR) Lima, Peru	seamusms@yahoo.co.uk J.Stapleton@cgiar.org	Y
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	Y
FAO	Ms Natasha LITTLE Communication Specialist,  Office for Corporate Communications, Food and Agriculture Organization	Natasha.Little@fao.org	Y
International Grain Trade Coalition (IGTC)	Ms Katy LEE Director, Agricultural Dialogues International Limited Cheshire, United Kingdom, Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	katy@agriculturedialogues.org	Y
Malawi	Mr Hector MALAIDZA Communications Officer, Technology Dissemination- Agriculture Research Officer,	hectormalaidza@yahoo.co.uk	N



	Department of Agriculture Research Services		
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New Zealand	Ms Lihong ZHU  Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries	Lihong.Zhu@mpi.govt.nz	Y
United Kingdom	Ms Lucy CARSON-TAYLOR  Plant Health Engagement Manager, UK APHA/ Defra	Lucy.Carson-Taylor@apha.gov.uk	Y
Zambia	Mr Martin SIAZEMO  Senior Plant Health Inspector and Head of Communications,  Ministry of Agriculture Plant Quarantine and Phytosanitary Service	martinkabemba@yahoo.com	Y
CPM Bureau  Asia	Mr Fuxiang WANG  Deputy Director General, National Agriculture Technical Extension and Service centre (NATESC) Ministry of Agriculture Room 630, Building No. Mai Zi Dian Street Chao Yang District, Beijing 100125 CHINA  Ph.: (+86) 10 59194548 Fax.: (+86) 10 59194517 Mob.: (+86) 1013701330221	wangfuxiang@agri.gov.cn	Y
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IPPC Secretariat	Ms Sara GIULIANI  Public information specialist, FAO's Secretariat of the International Plant Protection Convention (IPPC)	Sara.Giuliani@fao.org	Y
IPPC Secretariat	Mr Riccardo MAZZUCHELLI	Riccardo.Mazzucchelli@fao.org	Y

	Public information specialist, FAO's Secretariat of the International Plant Protection Convention (IPPC)		
IPPC Secretariat	Mr John GILMORE  Associate professional officer, FAO's Secretariat of the International Plant Protection Convention (IPPC)	John.Gilmore@fao.org	Y
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