



Food and Agriculture
Organization of the
United Nations



International
Plant Protection
Convention

REPORT

Focus Group on Communication

**Virtual Meeting
27 October 2021**

IPPC Secretariat

Required citation:

IPPC Secretariat. 2021. *Report of the meeting of the Focus Group on Communication, 27 October 2021*. Rome. Published by FAO on behalf of the Secretariat of the International Plant Protection Convention (IPPC).

The designations employed and the presentation of material in this information product do not imply the expression of any opinion whatsoever on the part of the Food and Agriculture Organization of the United Nations (FAO) concerning the legal or development status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The mention of specific companies or products of manufacturers, whether or not these have been patented, does not imply that these have been endorsed or recommended by FAO in preference to others of a similar nature that are not mentioned. The views expressed in this information product are those of the author(s) and do not necessarily reflect the views or policies of FAO.

© FAO, 2021



Some rights reserved. This work is made available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo/legalcode>).

Under the terms of this licence, this work may be copied, redistributed and adapted for non-commercial purposes, provided that the work is appropriately cited. In any use of this work, there should be no suggestion that FAO endorses any specific organization, products or services. The use of the FAO logo is not permitted. If the work is adapted, then it must be licensed under the same or equivalent Creative Commons licence. If a translation of this work is created, it must include the following disclaimer along with the required citation: "This translation was not created by the Food and Agriculture Organization of the United Nations (FAO). FAO is not responsible for the content or accuracy of this translation. The original English edition shall be the authoritative edition."

Disputes arising under the licence that cannot be settled amicably will be resolved by mediation and arbitration as described in Article 8 of the licence except as otherwise provided herein. The applicable mediation rules will be the mediation rules of the World Intellectual Property Organization <http://www.wipo.int/amc/en/mediation/rules> and any arbitration will be conducted in accordance with the Arbitration Rules of the United Nations Commission on International Trade Law (UNCITRAL).

Third-party materials. Users wishing to reuse material from this work that is attributed to a third party, such as tables, figures or images, are responsible for determining whether permission is needed for that reuse and for obtaining permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

Sales, rights and licensing. FAO information products are available on the FAO website (<http://www.fao.org/publications>) and can be purchased through publications-sales@fao.org. Requests for commercial use should be submitted via: www.fao.org/contact-us/licence-request. Queries regarding rights and licensing should be submitted to: copyright@fao.org.

CONTENTS

1.	Opening of the meeting	4
2.	Meeting arrangements	4
2.1	Election of the Rapporteur	4
2.2	Adoption of the agenda	4
3.	Strategic Planning Group meeting update	4
4.	Administrative matters	5
4.1	Document list	5
4.2	Participant list.....	5
5.	Discussion on strategy elements	5
5.1	Objectives.....	5
5.2	Audience	6
5.3	Channels.....	6
6.	Any other business.....	6
7.	Date and arrangement of the next meeting	7
8.	Close of the meeting	7
	Appendix 1: Agenda.....	8
	Appendix 2: Document list.....	9
	Appendix 3: Participant list.....	10

1. Opening of the meeting

- [1] The IPPC Secretariat (Secretariat) opened the meeting and welcomed all participants.
- [2] The Secretariat introduced Mr Mouhab ALAWAR, who would be the Secretariat focal point for the Focus Group on Communication (FG-COM) moving forward. Mr ALAWAR gave an overview of his professional experience and said he looked forward to working with the group to ensure its success.
- [3] The Chairperson thanked the outgoing Secretariat focal point for FG-COM, Ms Sara GIULIANI, for her hard work and dedication in setting a strong foundation for the group during its early meetings.
- [4] The Secretariat introduced Ms Natsumi YAMADA from the Implementation and Facilitation Unit (IFU) who would join FG-COM meetings as IFU was the unit responsible for implementing materials produced by FG-COM.
- [5] The Chairperson thanked the FG-COM participants for their contributions to the draft objectives document.

2. Meeting arrangements

2.1 Election of the Rapporteur

- [6] FG-COM participants elected Ms Katy LEE as Rapporteur of the meeting.

2.2 Adoption of the agenda

- [7] FG-COM participants adopted the agenda as presented in Appendix 1 to the present report.

3. Strategic Planning Group meeting update

- [8] The Chairperson presented the paper that FG-COM had submitted to the Strategic Planning Group (SPG) for its consideration. The Chairperson said that the paper had received strong support from SPG and that SPG thanked FG-COM for the work it had carried out to date. A number of SPG members provided feedback on the paper. Finland said that FG-COM should include work to mainstream plant health issues and to link the work of the IPPC with the Convention on Biological Diversity (CBD) and with other organizations working in related fields. Argentina said that a key issue for FG-COM work was the lack of a mechanism to coordinate communication within the various organizations of the IPPC community, which was an issue FG-COM had already identified over the course of its work. The North American Plant Protection Organization (NAPPO) said that FG-COM could consider the One Health approach and bring plant health into a holistic picture of plant–animal–human health.
- [9] The Chairperson said that the proposal for the declaration of the International Day of Plant Health (IDPH) might not make it on to the agenda of the 2021 United Nations General Assembly. Consequently, SPG had asked what action FG-COM could undertake to move the goals of the Day forward regardless and help increase awareness of plant health issues.
- [10] The Chairperson also said that there were important links to be made with the Focus Group on Strategic Framework 2020–2030 Development Agenda Items (FG-SFDAI) and the Focus Group on Climate Change and Phytosanitary Issues (FG-CCPI), as communication would be a core element of their work plans. FG-COM should actively engage those groups to support their work.
- [11] On the question of the new partnership strategy, the Secretariat said that the strategy was not recommended to be put forward for endorsement at the Sixteenth Session of the Commission on Phytosanitary Measures (CPM-16) (2022), noting that a strategy was perhaps less necessary than a partnership framework, which could provide a structured approach to working with partners.
- [12] On the question of phytosanitary capacity evaluation (PCE), a number of participants said that lack of communication created a number of challenges for effective understanding and implementation of PCE.

For contracting parties to make better use of PCE, the tool needed to be modernized. An Internet-based platform for PCE would help improve access. A “light” version of the tool that was simpler and less detailed could benefit some contracting parties, as could an organization into different modules that would allow the contracting party to focus only on certain sections of phytosanitary capacity instead of working all components of the tool. The Secretariat said that work was already underway to modernize the PCE tool, and that the Secretariat would work with FG-COM to identify communication needs as efforts to update the tool progressed. One participant said that communicating on the revision process would also increase visibility for PCE.

[13] *It was agreed that the Secretariat would put the paper that FG-COM had submitted to the SPG into the MS Teams folder for the group’s consideration.*

[14] *It was agreed that PCE would be incorporated into an FG-COM work plan objective.*

4. Administrative matters

4.1 Document list

[15] FG-COM participants took note of the documents on the document list as presented in Appendix 2.

4.2 Participant list

[16] The Secretariat introduced the participant list (Appendix 3).

[17] The Secretariat invited the participants to notify the Secretariat if any changes were needed to the information on the participant list.

5. Discussion on strategy elements

[18] The Secretariat presented the paper “Objectives of the International Plant Protection Convention (IPPC) Communication Strategy 2022–2030 Draft” for the group’s consideration. The objectives presented were drawn from the IPPC Strategic Framework 2020–2030 and from the recommendations of the previous IPPC Communication Strategy 2013–2018. The document also set out the 2030 key result areas. The Secretariat noted that SPG suggested that FG-COM identify a reduced number of primary communication objectives to better focus the work of the group.

[19] The Chairperson sought feedback on the high-level objectives as presented. Participants agreed that the objectives covered all core areas, noting that there was particular importance on including language on ensuring partnerships and influencing the conversation to ensure that plant health considerations were taken into account. The Co-Chairperson said that minor issues on word choice and ordering of the objectives could be resolved intersessionally.

5.1 Objectives

[20] The Chairperson said that the group should agree on three or four broad, overarching objectives, which could have specific, targeted objectives built underneath. The Co-Chairperson said that having four clear goals would provide an overarching direction about how the group would carry out its communication work.

[21] From the discussions that followed, the group agreed to the following overarching objectives and targeted sub-objectives, noting that the language could be refined over the course of the group’s work:

1. Raise global awareness of the importance and impacts of plant health in our lives;
 - Promote critical links to achieving SDGs (1, 2, 8, 12, 13, 15, 17)
 - Strengthen the position and standing of IPPC with international fora
2. Enhance visibility of the core and unique work of the IPPC;
 - Standard setting for safe trade and market access – IPPC as the sole international standard setting organization and leading source of information and knowledge on plant protection

- Capacity-building and disseminating information as the leading source of information and knowledge on plant protection
 - Support implementation of international standards for phytosanitary measures by highlighting the vital role of NPPOs and RPPOs together with the IPPC and FAO in providing a coordination mechanism that works to safeguard plants and plant products
3. Prioritize annual key comms activities and improve consistency and quality of messages to a wide range of stakeholders and audiences (operational objectives);
 - Enhance communication capacity and mobilize stakeholders through coordinated communication plans and initiatives
 - Support implementation of the IPPC Strategic Framework 2020–2030
 4. Mobilise resources (technical, human and financial);
 - Enhance the IPPC Resource Mobilization programme to reach its targets through clear and compelling communications.

5.2 Audience

- [22] The Co-Chairperson said that it was important to identify audiences because FG-COM would create specific messaging to target different audiences. The Chairperson said that the most important consideration with regard to audiences was the influence of the audience on impacting outcomes. As resources were limited, it would be important to target those audiences whose influence would have the most significant impact. An audience's interest in the topic was another important factor to consider.
- [23] A number of participants said that a stakeholder-mapping exercise would be beneficial to inform the work of FG-COM by allowing it to identify and prioritize the most important audiences. Greater nuance could be added to the mapping exercise by considering the role of the audience to collaborate, consult, monitor or inform.
- [24] A number of participants said that it would be particularly important to consider communication with internal audiences, including the IPPC community, the wider FAO structure and with contracting parties. Notably for contracting parties, they had international obligations to fulfil and raising awareness of IPPC activities and initiatives would be crucial. The Chairperson said that increasing the visibility of the IPPC within FAO would be an important task for FG-COM.
- [25] In discussions on donors, it was noted by a number of participants that donors could be both an internal audience (FAO funding, contracting parties) and an external audience (private sector, civil society, multilateral organizations, etc.). Recognizing the distinction was important, as different communication approaches might be required for internal and external donors. FG-COM might consider developing strong messaging for contracting parties to provide voluntary contributions to the IPPC.
- [26] A number of participants said that FG-SFDAI might have identified audiences for their work, and FG-COM should work with that group to identify key stakeholders to influence and to develop key messaging.
- [27] In discussions on potential sensitivities for including or excluding certain audiences, the Secretariat said that, while the communication strategy would be a publicly available document, the planning documents to prepare the communication strategy did not need to be public.
- [28] *It was agreed that FG-COM would carry out a stakeholder-mapping exercise.*

5.3 Channels

- [29] Discussion on agenda item 5.3 was deferred to the forthcoming meeting of FG-COM.

6. Any other business

- [30] No other business was raised.

7. Date and arrangement of the next meeting

- [31] FG-COM participants agreed to hold the forthcoming virtual meeting on 15 November 2021 at 09:00 to 12:00 CET.
- [32] The Chairperson said that the group should continue to work intersessionally to continue its momentum. The group was expected to deliver its strategy to CPM-16 in April 2022; the strategy would have to be submitted by end January to meet translation and distribution timelines. Participants could use the MS Teams platform to provide input directly on the document, and changes would be tracked, allowing other participants to follow the development of the text. If any participant had issues with the MS Teams platform, they could contact the Secretariat for assistance.
- [33] The Chairperson encouraged participants to send topics to the Secretariat for inclusion on the agenda of the forthcoming meeting.

8. Close of the meeting

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

Appendix 1: Agenda

2021 VIRTUAL MEETING OF THE FOCUS GROUP ON COMMUNICATION 27 OCTOBER 2021

Agenda Item		Document No.	Presenter
1.	Opening of the meeting	--	Chair
2.	Meeting arrangements		Chair
2.1	Election of the rapporteur		
2.2	Adoption of the agenda	01_CPMFG_2021_Oct	
3.	Strategic Planning Group meeting update	06_CPMFG_2021_Oct	Chair Co-Chair
4.	Administrative matters		
	Document list	02_CPMFG_2021_Oct	
4.2	Participant list	03_CPMFG_2021_Oct	
5	Discussion on strategy elements		Chair and members
5.1	Objectives	04_CPMFG_2021_Oct	Chair and members
5.2	Audience	05_CPMFG_2021_Oct	Chair Gabrielle Vivian Smith Lucy Carson-Taylor
5.3	Channels		Chair and members
6	Any other business		Chair
7	Date and arrangement of the next meeting		Chair
8	Close of the meeting		Chair

Appendix 2: Document list

DOCUMENT NO.	AGENDA ITEM	DOCUMENT TITLE
01_CPMFG_2021_Oct	2.2	Agenda
02_CPMFG_2021_Oct	4.1	Document List
03_CPMFG_2021_Oct	4.2	Participant list
04_CPMFG_2021_Oct	5.1	Objectives
05_CPMFG_2021_Oct	5.2	Audience
06_CPMFG_2021_Oct	3	Update to SPG
MS Teams links:		
Background documents		
Meeting documents		

Appendix 3: Participant list

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	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	N
FAO	Ms Natasha LITTLE Communication Specialist, Office for Corporate Communications, Food and Agriculture Organization	Natasha.Little@fao.org	N
International Grain Trade Coalition (IGTC)	Ms Katy LEE Director, Agricultural Dialogues International Limited Cheshire, United Kingdom of Great Britain and Northern Ireland, Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	katy@agriculturedialogues.org	Y
Malawi	Mr Hector MALAIDZA Communications Officer, Technology Dissemination- Agriculture Research Officer, Department of Agriculture Research Services	hectormalaidza@yahoo.co.uk	N
Near East and North Africa	Mr Mekki CHOUIBANI Executive Director, Near East Plant Protection Organization (NEPPO)	hq.neppo@gmail.com, m.chouibani@neppo.org	Y
New Zealand	Ms Lihong ZHU	Lihong.Zhu@mpi.govt.nz	Y

	Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries		
United Kingdom of Great Britain and Northern Ireland	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	N
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

IPPC Secretariat	Mr Mouhab ALAWAR	Mouhab.Alawar@fao.org	Y
IPPC Secretariat	Mr Arop DENG	Arop.Deng@fao.org	N
IPPC Secretariat	Mr John GILMORE	John.Gilmore@fao.org	N
IPPC Secretariat	Ms Sara GIULIANI	Sara.Giuliani@fao.org	Y
IPPC Secretariat	Ms Erika MANGILI ANDRE	Erika.MangiliAndre@fao.org	N
IPPC Secretariat	Mr Riccardo MAZZUCHELLI	Riccardo.Mazzucchelli@fao.org	Y
IPPC Secretariat	Mr Daniel MCKINNON	danielnmckinnon@yahoo.com	Y
IPPC Secretariat	Mr Avetik NERSISYAN	Avetik.Nersisyan@fao.org	N