



●REPORT

CPM FOCUS GROUP ON COMMUNICATIONS

VIRTUAL MEETING
9 DECEMBER 2021

IPPC SECRETARIAT

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1. Opening of the meeting

- [1] Ms Lihong ZHU, Chairperson of the Commission on Phytosanitary Measures (CPM) Focus Group on Communications, opened the meeting and welcomed all members, thanking them for their active engagement during the intersessional period.

2. Meeting arrangements

2.1. Election of the Rapporteur

- [2] Ms Gabrielle VIVIAN-SMITH (Australia) was elected Rapporteur for this meeting.

2.2. Adoption of the Agenda

- [3] The Chairperson added a discussion on the further steps and timeline for the CPM FG on Communications in view of the upcoming holiday season. The modified Provisional Agenda was adopted and is attached to this report as [Annex 3](#).

3. Administrative matters

3.1. Document list

- [4] The List of Documents was circulated and is attached to this report as [Annex 1](#).

3.2. Participant list

- [5] The List of Participants is attached to this report as [Annex 2](#).

4. Update to the CPM Bureau and CPM-16

- [6] The IPPC Secretariat informed that the CPM Bureau has delayed this item in its Agenda. The CPM FG agreed to defer this item to the next meeting.

5. Communication Strategy¹

- [7] The IPPC Secretariat presented the main features and elements of the draft IPPC Communication Strategy, such as the 4+4 Ms (Mission, Market, Message, Medium and Milestones, Media, Management and Measure), amongst others.
- [8] The IPPC Secretariat introduced the master messages developed with guidance from the CPM FG, emphasising the role of the IPPC, its mission and vision, as well as the most relevant channels and platforms that may be used to disseminate the master messages. The CPM FG was invited to agree on the master messages and general channels, and fill in the missing pieces of information before the next meeting.
- [9] The CPM FG also discussed the value proposition from a technical perspective, particularly about the IPPC role in facilitating safe trade to protect plants and plant products from pest and diseases, hence minimising harm and contributing to maintaining healthy crop production leading to food security as well as protecting the environment through International Standards for Phytosanitary Measures

¹ The presentation on the IPPC Communication Strategy may be viewed [here](#) and is attached to this report as [Annex 04](#). Items 5.1, 5.2 and 5.3 were discussed jointly under Item 5.

(ISPMs); without the IPPC protecting plants and plant products, there would be harm to the people's wellbeing, societies, the environment and the economy. The CPM FG noted that the IPPC community is also a network where different actors and stakeholders share knowledge, information and support one another.

[10] The CPM FG suggested that the mission and vision be aligned with the IPPC Strategic Framework 2020 – 2030 and that the messages prioritised accordingly, particularly to achieve its objectives, mobilise resources and raise awareness on IPPC activities globally. One CPM FG member underlined the importance of the IPPC value proposition and invited the IPPC Secretariat to elaborate a proposal for the next meeting.

[11] The CPM Focus Group on Communications:

- (1) *Agreed* to align the IPPC Communication Strategy objectives with the IPPC Strategic Framework 2020 – 2030 and its development agenda.
- (2) *Asked* the IPPC Secretariat to complete and share with the CPM Focus Group the value proposition, the master messages, the mapping of stakeholders – and their engagement – and appropriate communication channels as well as retrieve the information from the IPPC Strategic Framework 2020 – 2030 on its objectives.

6. Any other business

[12] The IPPC Secretariat suggested the CPM FG to finalise the mission, market, message, medium as well as the mapping objectives, messages, communications channels by the end of 2021, together with the categorisation of stakeholder engagement. Moreover, the IPPC Secretariat proposed to begin translating the presentation content into a CPM document, which should include a monitoring and evaluation mechanism and be finalised by February 2022.

[13] The CPM Focus Group on Communications:

- (3) *Agreed* with the suggested timeline to finalise the first draft of the IPPC Communication Strategy.

7. Date and arrangement of the next meeting

[14] The next meeting of the CPM FG on Communications is scheduled on 13 January 2022, 09:00 (CEST).

8. Closing of the meeting

[15] The Chairperson thanked all the participants for their contributions and active engagements, wishing everybody to enjoy the seasonal holidays and a merry beginning of the new year.