



REPORT

FOCUS GROUP OF THE COMMISSION ON PHYTOSANITARY MEASURES ON COMMUNICATIONS

**Virtual Meeting
20 January 2022**

IPPC Secretariat

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1. Opening of the meeting

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

2. Meeting arrangements

2.1 Election of the Rapporteur

[2] Focus Group on Communication (CPM FG on Comms) elected Ms Katy LEE as Rapporteur of the meeting.

2.2 Adoption of the Agenda

[3] The Provisional Agenda was adopted and is attached to this Report as [Appendix 1](#).

3. Administrative matters

3.1 Document list

[4] CPM FG on Comms took note of the documents on the document list as presented in [Appendix 2](#).

3.2 Participant list

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

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

[7] The Secretariat informed the group that the CPM FG member from the FAO Office for Corporate Communications (OCC) had changed roles in the Organization. The Secretariat is seeking a suitable replacement within the Plant Production and Protection Division (NSP) as per the CPM FG Terms of Reference.

4. Finalising the communication strategy

[8] The CPM FG Chairperson said that the present meeting was of particular importance because it would discuss the report to the forthcoming Commission on Phytosanitary Measures (CPM) Bureau meeting and decide whether the group would deliver the communication strategy at the Sixteenth Session of the CPM (CPM-16) (2022).

[9] The Secretariat presented the document “IPPC Communication Strategy” and said that as the group worked through the points therein, the document would become more refined and more specifically targeted to the IPPC and its needs. The Secretariat also said the document had been prepared with a view to align with the IPPC Strategic Framework 2020–2030.

[10] The Co-Chairperson said that the term “market” might not be the most appropriate term to refer to audiences and stakeholders in an international development context, and suggested the use of “stakeholders” instead.

[11] As regards the value proposition, the Co-Chairperson noted that it would be important to include the unique value add of the IPPC into the value proposition. Participants noted the role of the IPPC in: ending hunger and achieving food security – the core mission of FAO – via phytosanitary measures to prevent the international spread of pests; facilitating the safe trade of plants and agri-food products; preserving biodiversity; developing minimum international standards; and sharing information, best practices and monitoring on plant pests and protecting plant health. Also noted was the value of the IPPC as a multilateral forum with 184 contracting parties working together. The Chairperson noted the importance of the IPPC in striking the correct balance between protecting plant health and facilitating safe trade. A number of participants said that case studies and examples could be used to support the

value proposition. One participant noted that the Strategic Framework 2020–2030 contained language on the value of the IPPC that could be used in the value proposition.

[12] The Chairperson noted the possibility of linking the IPPC Communication Strategy to the United Nations sustainable development goals (SDGs), particularly Goal 8 to promote sustainable economic growth by protecting global plant resources and facilitating safe trade.

[13] A number of participants said that it would be important to emphasize the key role of the IPPC in protecting plant health and food security in the value proposition.

[14] On the question of IPPC Communication Strategy item 4.3–SO1.b “Strengthen the position and standing of the IPPC in international fora”, one participant noted the large number of fora in which the IPPC was engaged and that it would be important for the group to agree on a rationale behind listing certain fora. The Chairperson suggested providing specific examples later in the text, but keeping a generic reference for item 4.3–SO1.b. The Secretariat said that the draft IPPC partnership strategy could be useful to inform discussions on the topic.

[15] The CPM Focus Group on Communications:

- (1) *Agreed* to revise the term “market” in the draft strategy and to draw on the language contained within the Strategic Framework 2020–2030 to expand on the value proposition;
- (2) *Asked* the Secretariat to share the draft IPPC partnership strategy with the group;
- (3) *Asked* the Secretariat to incorporate the comments from the present meeting into the draft IPPC Communication Strategy.

4.1 Master messages

[16] One participant said that it was important to include mention of ensuring feed security for livestock, as a part of the IPPC mission was to protect global plant resources. The Chairperson said that a connection could be made with the One Health concept linking plant health with animal health and human health. The Secretariat said that the IPPC was already participating in One Health initiatives within FAO.

[17] The CPM Focus Group on Communication:

- (4) *Asked* the Secretariat to share information on IPPC participation in One Health initiatives within FAO.

4.2 Channels

[18] This item was not discussed and deferred to the following meeting.

4.3 Mapping objectives, messages and communication channels

[19] The Secretariat thanked the participants for their contributions and invited further comment to elaborate and provide their expertise on the items, particularly as regards the Value proposition per category section.

[20] The Co-Chairperson suggested adding a mention of which messages applied to or were most appropriate for which audiences. That might be beneficial to informing the future communication work of the Secretariat as they developed messaging.

[21] A number of participants noted the importance of including mention of regulated articles, such as sea containers, that were not plant or plant products, but that had a role in safe trade.

[22] The Co-Chairperson noted that many of the messages currently existed in FAO documentation, particularly on the International Year of Plant Health (IYPH), and could inform the work of CPM FG on Comms. The Chairperson said that it would be important for CPM FG on Comms to ensure it was building on existing messages and avoid creating new language.

- [23] As regards item 9. Media, the Secretariat said that the replacement of the CPM FG member from OCC would be able to provide guidance on merging the languages.
- [24] As regards item 10. Manage, the Co-Chairperson said that it would be important to include institutional perspectives, as many of the management decisions would be made at FAO level.
- [25] The Co-Chairperson said that it would be important to add detail about the specific goals, how they would be achieved and the processes involved.
- [26] The Chairperson supported the earlier call for the need to further elaborate the Value proposition per category section, as the section was a keystone of the strategy. If the strategy only set out high-level actions, that would not likely lead to specific results. The Chairperson called on CPM FG on Comms to provide their input and expertise to further develop the section.
- [27] The CPM Focus Group on Communication:
- (5) *Asked* the Secretariat to seek inputs on item 9. Media within FAO to merge and align languages;
 - (6) *Invited* CPM FG members to contribute intersessionally to the draft IPPC Communication Strategy, particularly to the Value proposition per category section.

5. Any other business

- [28] The Secretariat said that it had received confirmation that the United Kingdom of Great Britain and Northern Ireland would host the International Plant Health Conference (IPHC) in the second half of 2022, likely in September in London. The event was planned as a hybrid virtual/in-person event.

5.1 Update on summary to CPM Bureau

- [29] The Chairperson said that the Chairperson, the Co-Chairperson and the Secretariat would meet intersessionally to prepare a paper to update the CPM Bureau and the CPM on the work of the group. The CPM Bureau representative would provide an oral update during the forthcoming CPM Bureau meeting and collect any feedback.
- [30] The CPM Focus Group on Communication:
- (7) *Asked* the Secretariat to distribute the update paper to CPM FG ON COMMS participants for their review and comment.

5.2 Report to CPM-16

- [31] The Chairperson said that CPM FG should decide on whether the group would submit the draft communication strategy for consideration at CPM-16 (2022) or whether it would ask for an extension of its mandate to allow additional time to prepare the strategy. The Chairperson noted that any document for consideration at CPM-16 would need to be submitted by mid-February 2022 to allow for translation, distribution and review.
- [32] The Secretariat noted that CPM FG ON COMMS had been established later than expected and had had a tight timeline to produce the strategy, and appreciated the dedication and commitment of all members in their work for the group.
- [33] On the question of what would occur should the group not deliver the communication strategy to CPM-16, the Chairperson said that CPM FG would instead deliver a progress report informing CPM-16 of the work of the group to date and would invite feedback thereon. It was not possible to have the strategy approved intersessionally. The Secretariat said that, instead of inviting feedback from the CPM, which had a very full agenda, the CPM Bureau might be better suited to provide feedback to the group on the draft. The CPM Bureau representative noted that CPM-16 would be held virtually, which did not lend itself to in-depth discussions of agenda items, and recommended providing an update to CPM-16

only, as the draft had not yet had input or feedback from the CPM Bureau, the Strategic Planning Group (SPG) or contracting parties.

- [34] CPM FG agreed that it would be beneficial to take more time to ensure that the communication strategy met the needs of the CPM, contracting parties and other stakeholders and to thus defer submission of the strategy to CPM-17 (2023).
- [35] The CPM FG discussed the opportunity to invite representatives from different stakeholders to provide additional inputs. The Secretariat clarified that the CPM FG Terms of Reference do not allow for external participation to the sessions but the CPM Bureau representative suggested CPM FG members to seek additional inputs within their respective networks and constituencies and then voice them at CPM FG meetings.
- [36] The Co-Chairperson said that it would be beneficial to include in the communication strategy information on how the strategy was designed so that it was understood that the strategy sat at the intersection of demand (what was wanted), supply (the value proposition) and feasibility (what was possible given extant resources).
- [37] The CPM Focus Group on Communication:
- (8) *Agreed* to request CPM-16 to defer submission of the IPPC Communication Strategy by one year and present it at CPM-17, while providing a progress report on the work of the group to CPM-16.

6. Date and arrangement of the next meeting

- [38] CPM FG on Comms asked the Secretariat to assess CPM FG members' availability to hold the next virtual meeting on 10 or 24 February 2021 at 09:00 to 12:00 CET.

7. Close of the meeting

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

Appendix 1: Adopted Agenda

**COMMISSION ON PHYTOSANITARY MEASURES
FOCUS GROUP ON COMMUNICATION
VIRTUAL MEETING
20 January 2022**

| | Agenda Item | Document No. | Presenter |
|-----------|---|---------------------|---|
| 1. | Opening of the meeting | – | Lihong ZHU <i>Chairperson</i> |
| 2. | Meeting arrangements | | Lihong ZHU |
| 2.1. | Election of the Rapporteur | – | |
| 2.2. | Adoption of the Agenda | 01_CPMFG_2022_Jan | |
| 3. | Administrative matters | | Riccardo MAZZUCHELLI <i>IPPC Secretariat</i> |
| 3.1. | Document list | 02_CPMFG_2022_Jan | |
| 3.2. | Participant list | 03_CPMFG_2022_Jan | |
| 4. | Finalising the Communication Strategy | 04_CPMFG_2021_Jan | Mouhab ALAWAR <i>IPPC Secretariat</i> |
| 4.1. | Master Messages | | |
| 4.2. | Channels | | |
| 4.3. | Mapping objectives, messages and communication channels | | |
| 5. | Any other business | – | |
| 5.1. | Update on summary to CPM Bureau | – | Lihong ZHU |
| 5.2. | Report to CPM-16 | | Lihong ZHU Riccardo MAZZUCHELLI |
| 6. | Date and arrangement of the next meeting | | |
| 7. | Closing of the meeting | | Lihong ZHU |

Appendix 2: Document list

| DOCUMENT NO. | AGENDA ITEM | DOCUMENT TITLE |
|--------------------------------------|----------------|-----------------------------|
| 01_CPMFG_2022_Jan | 2.2 | Agenda |
| 02_CPMFG_Comm_2022_Jan | 3.1 | Document List |
| 03_CPMFG_2022_Jan | 3.2 | Participant list |
| 04_CPMFG_2022_Jan | 5 | IPPC Communication Strategy |
| MS Teams links: | | |
| Background documents | | |
| Meeting documents | | |

Appendix 3: Participant list

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

| | Representation | Name, role, organization | Email address |
|---|---|---|--|
| ✓ | Australia | Ms Gabrielle VIVIAN-SMITH Chief Plant Protection Officer, Department of Agriculture, Water and the Environment, Canberra, Australia | Gabrielle.Vivian-Smith@agriculture.gov.au |
| ✓ | 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 |
| ✓ | 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 |
| | FAO | TBC | |
| ✓ | 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@agriculturaldialogues.org |
| | Malawi | Mr Hector MALAIDZA Communications Officer, Technology Dissemination- Agriculture Research Officer, Department of Agriculture Research Services | hectormalaidza@yahoo.co.uk |
| | North America | TBD | |
| ✓ | Near East and North Africa | Mr Mekki CHOUIBANI Executive Director, Near East Plant Protection Organization (NEPPO) | hq.neppo@gmail.com, m.chouibani@neppo.org |
| ✓ | New Zealand | Ms Lihong ZHU Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries | Lihong.Zhu@mpi.govt.nz |
| ✓ | EPPO | Ms Lucy CARSON-TAYLOR Plant Health Engagement Manager, UK APHA/ Defra | Lucy.Carson-Taylor@apha.gov.uk |
| ✓ | Zambia | Mr Martin SIAZEMO Senior Plant Health Inspector and Head of Communications, Ministry of Agriculture Plant Quarantine and Phytosanitary Service | martinkabemba@yahoo.com |
| ✓ | CPM Bureau Champion | 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 | wangfuxiang@agri.gov.cn |

| | | | |
|---|------------------|--|------------------------|
| | | Ph.: (+86) 10 59194548 Fax.: (+86) 10 59194517 Mob.: (+86) 1013701330221 | |
| ✓ | IPPC Secretariat | Mr Mouhab ALAWAR | Mouhab.Alawar@fao.org |
| ✓ | IPPC Secretariat | Ms Sara GIULIANI | Sara.Giuliani@fao.org |
| ✓ | IPPC Secretariat | Ms Natsumi YAMADA | Natsumi.Yamada@fao.org |

Appendix 4: Action list

| # | Action | Lead | Lead within Secretariat/CPM Bureau/ Persons involved | Deadline |
|---|--|----------------------------|--|------------|
| 1 | Revise the term "market" in the draft strategy | IPPC Secretariat | Mouhab ALAWAR | 17/02/2022 |
| 2 | Drawn on the language contained within the Strategic Framework 2020–2030 to expand on the value proposition | IPPC Secretariat | Mouhab ALAWAR | 17/02/2022 |
| 3 | Share the draft IPPC partnership strategy with the group | IPPC Secretariat | Riccardo MAZZUCHELLI | 10/02/2022 |
| 4 | Incorporate the comments from the present meeting into the draft IPPC Communication Strategy | IPPC Secretariat | Mouhab ALAWAR | 17/02/2022 |
| 5 | Share information on IPPC participation in One Health initiatives within FAO | IPPC Secretariat | Riccardo MAZZUCHELLI | 17/02/2022 |
| 6 | Ask the new focus group participant from OCC for input on item 9. Media | IPPC Secretariat | Riccardo MAZZUCHELLI | 17/02/2022 |
| 7 | Contribute intersessionally to the draft IPPC Communication Strategy, particularly to the Value proposition per category section | CPM FG IPPC Secretariat | All Members Mouhab ALAWAR | 17/02/2022 |
| 8 | Distribute the CPM update paper to CPM FG on Comms for their review and comment | IPPC Secretariat | Riccardo MAZZUCHELLI | 10/02/2022 |