



Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention

# **REPORT**

## **Focus Group on Communication**

**10<sup>th</sup> Virtual Meeting**  
**1 August 2022**

**IPPC Secretariat**

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## 1. Opening of the meeting

- [1] The IPPC Secretariat (secretariat) opened the meeting and welcomed all participants. The secretariat introduced Mutya FRIO, the new IPPC lead for the Focus Group on Communication (FG-COM).

## 2. Meeting arrangements

- [2] At the request of Lihong ZHU, Chairperson of FG-COM, Co-Chairperson James STAPLETON would chair the present meeting.

### 2.1 Election of the rapporteur

- [3] FG-COM members elected Lucy CARSON-TAYLOR as rapporteur of the meeting.

### 2.2 Adoption of the agenda

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

## 3. Administrative matters

### 3.1 Document list

- [5] FG-COM members took note of the documents on the document list as presented in Appendix 2.
- [6] One member requested that future communication from the secretariat indicate where documents could be found in the group folder on MS Teams.

### 3.2 Participant list

- [7] The Secretariat introduced the participant list (Appendix 3).
- [8] The Secretariat invited the participants to notify the Secretariat if any changes were needed to the information on the participant list.

### 3.3 Action list from previous meeting

- [9] The secretariat introduced the action list (Appendix 4).

*(1) Revise the term “market” in the draft strategy*

- [10] Action completed: The secretariat noted that the term “market” had been replaced with audience or stakeholder in the draft of the IPPC Communication Strategy.

*(2) Draw on the language contained within the Strategic Framework 2020–2030 to expand on the value proposition*

- [11] Action completed: The secretariat made the present draft communication strategy more IPPC-centric and reflective of the comparative advantage of the Convention. The secretariat invited feedback on the revisions.

*(3) Share the draft IPPC partnership strategy with the group*

- [12] Action ongoing: One member said that the draft IPPC partnership strategy, which would be useful in understanding audiences, key partners and processes to develop the communication strategy, had not been shared with the group. One participant said that documentation on key audiences was of particular interest to FG-COM.

*(4) Incorporate the comments from the January meeting into the draft IPPC Communication Strategy*

- [13] Action ongoing: The secretariat said that most comments had been incorporated into the draft communication strategy, but noted that a few minor points were still outstanding, notably coordination with the Office of Communications (OCC). The secretariat was in communication with the new OCC representative for FG-COM to collect further input.

*(5) Share information on IPPC participation in One Health initiatives within FAO*

- [14] Action ongoing: One member said that links between plant health and the One Health initiative were of particular interest to the group.

*(6) Ask the new focus group participant from OCC for input on item 9. Media*

- [15] Action ongoing: The secretariat was in communication with the new OCC representative for FG-COM to collect further input.

*(7) Contribute intersessionally to the draft IPPC Communication Strategy, particularly to the Value proposition per category section*

- [16] Action ongoing: The secretariat said that further contributions had been incorporated into the draft document to make it more IPPC-specific and more precise. The secretariat invited members to feedback thereon.

*(8) Distribute the CPM update paper to FG-COM participants for their review and comment*

- [17] Action completed: The Commission on Phytosanitary Measures (CPM) update paper had been sent to FG-COM members for review at the group's meeting in July.

- [18] The CPM Focus Group on Communication:

- (1) *Asked* the secretariat to share the draft IPPC partnership strategy with the group;
- (2) *Asked* the secretariat to share information on IPPC participation in One Health initiatives within FAO.

## **4. IPPC Communications Strategy: Medium, Channels and Message Mapping**

### **4.1 Messages and message mapping**

- [19] The secretariat said that they had updated the key messages to incorporate language from the International Year of Plant Health (IYPH), and suggested that the key messages should reflect the three pillars of the IPPC Strategic Framework 2020–2030: food security, environmental protection and safe trade. The revisions aimed to make the document more succinct, and led to the development of two overarching messages: preventing the introduction and spread of plant pests and diseases to support healthy food systems, environments and economies, and everyone has a role to play in protecting plants and plant resources.
- [20] The secretariat said that certain, specific messages from the previous draft version might be better placed in promotional materials instead of in the communication strategy itself, which should present just overarching messages and frameworks.
- [21] A number of members noted that material on social media quickly went out of date and would be better suited to an annex or footnote instead of in the strategy itself, or be excluded altogether.
- [22] The co-chairperson said that a message map for evidence supporting the key messages would be useful in guiding users of the communication strategy. A message map was not necessary for the body of the strategy.
- [23] A number of members pointed to the challenge of incorporating messaging on the Sustainable Development Goals (SDG) into the key messages. The secretariat suggested that the relevant SDGs for each key message be stated in the text.

- [24] The co-chairperson said that stakeholder mapping was an important exercise to identify audiences and strategies, but did not necessarily need to be included in the strategy itself, as it might create sensitivities. Stakeholder mapping should be better reflected in the sections of the strategy, as it would explain why focus was placed on certain groups over others, and the need and importance of doing so. A number of members noted that the present draft may not provide sufficient context for a person to use the communication strategy effectively; connections should be made more explicit, particularly through the use of more explanatory text, as tables were not sufficient for full understanding. One member said it may be useful to add explanations of why the various stakeholder groups were important.

## 4.2 Mediums/Channels, Tactics

- [25] The co-chairperson noted that the review of previous communication strategies had highlighted the importance of creating connections between the IPPC, FAO and regional offices, and the regional and national plant protection organizations (RPPO, NPPO) in order to better mobilize resources and to deliver together. That would be an important issue to address in the present communication strategy.
- [26] The chairperson said it might be useful to create a table that compiled the objectives, the audiences for each objective, and the key messages for each audience per objective. The table could also list the expected action for each audience. The secretariat said it would be important to map the value proposition for each audience group in terms of the three objectives: inform, mobilize resources and advocate.
- [27] One participant said that some stakeholders' importance or influence may change relative to the topic or area being considered. It would be important to test the stakeholder mapping to identify elements that may be subject to change.
- [28] One participant said the strategy was a global, long-term document to use as a guide and framework; it would be important to highlight that, for individual users, the local and situational context may differ.

## 4.3 Milestones

- [29] One participant said they added milestones for the Twenty-seventh meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC COP27) and the Fifteenth meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP15), noting that they provided opportunities for the IPPC to engage with interested parties.
- [30] The chairperson noted the importance for FG-COM to engage with the Focus Group on Strategic Framework 2020–2030 Development Agenda Items (FG-SFDAI). That group was planning for the implementation of the Strategic Framework 2020–2030, and supporting their communication needs would be essential. As FG-SFDAI was planning a staged implementation of the development agenda items, the communication strategy should align with the planned stages and support communication thereon.
- [31] The CPM Focus Group on Communication:
- (3) *Asked* subject-matter specialist to identify opportunities to engage with interested parties, noting that the communication strategy was a roadmap document and that annual communication plans would identify specific tactics.

## 5. Any other business

- [32] The co-chairperson said that it would be important for the group to consider the future workplan for FG-COM in terms of meetings, workplans and turnaround times. Working backwards from the intended date to present the communication strategy, it would be possible to set a framework timeline for forthcoming tasks.
- [33] The chairperson noted that the group intended to collect guidance and feedback from the Strategic Planning Group (SPG), which would meet on 24 to 26 October 2022, and that the draft strategy would

need to be completed prior to that date to ensure sufficient time for its distribution to SPG members. It would be necessary to map out how FG-COM wanted to collect and receive feedback from SPG.

- [34] One participant noted that the minimum lead time to submit documents to SPG for its consideration was two weeks in advance of the meeting, but the draft communication strategy should be submitted for consideration as early as possible to provide sufficient time for SPG participants to consider the document and collect feedback from their stakeholders. That would also allow time for feedback to be incorporated into the draft document.
- [35] Another significant event to consider was the International Plant Health Conference (IPHC), to be held 21 to 23 September 2022. One member said that the draft communication strategy had been shared with the communication group for the Conference to ensure coherence of messages.
- [36] FG-COM planned to deliver the communication strategy to the Seventeenth Session of the Commission on Phytosanitary Measures (CPM-17), to be held in early 2023.
- [37] The co-chairperson said that objective No. 4 Advocate – engaging with NPPOs and RPPOs in a framework to develop action plans and ensure quality content – represented a significant departure from current practices at the IPPC. It would be important to further develop the objective and to have it validated by relevant stakeholders in advance of submission of the strategy to SPG or CPM. One member said that the European Plant Protection Organization (EPPO) was open to providing feedback on the draft communication strategy.
- [38] The co-chairperson also noted that secretariat resources may be required to deliver objective No. 4 Advocate. Consequently, it would be important to seek feedback from the secretariat on the possible implications of the objective.
- [39] One participant said it may be beneficial to submit the draft communication strategy to a CPM Bureau meeting and get the Bureau's advice on how best to present the strategy to SPG to ensure that feedback was meaningful and effective.
- [40] One member said that it would be important to understand how widely FG-COM should look for feedback on the draft communication strategy. If gathering feedback from NPPOs and RPPOs was important, FG-COM should investigate the use of the Online Comment System (OCS) platform to do so. A strategy would also be needed to collect feedback from international organizations.
- [41] The CPM Focus Group on Communication:
- (4) *Asked* the secretariat to identify in the forthcoming CPM Bureau meetings when an item on the draft communication strategy could be added to the agenda;
  - (5) *Asked* the secretariat to confirm the deadline for submission of papers to the SPG;
  - (6) *Asked* the secretariat to prepare an FG-COM roadmap to the forthcoming CPM Bureau meeting;
  - (7) *Asked* the secretariat to follow up on the establishment of an FG-COM webpage on the International Phytosanitary Portal;
  - (8) *Agreed* that members would review the updated draft communication strategy intersessionally and provide their feedback thereon;
  - (9) *Agreed* to decide intersessionally who would present the draft communication strategy to the SPG meeting in October 2022.

## 6. Date and arrangement of the next meeting

- [42] FG-COM members agreed to hold the forthcoming virtual meeting on 25 August 2022 at 09:00 to 12:00 CET.

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

[\[43\]](#) The Chairperson thanked the participants for their contributions and the Secretariat closed the meeting.



**Appendix 1: Agenda**

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

**1 August 2022**

<b>Agenda Item</b>		<b>Document No.</b>	<b>Presenter</b>
<b>1.</b>	<b>Opening of the meeting</b>	–	Lihong ZHU <i>Chairperson</i>
<b>2.</b>	<b>Meeting arrangements</b>		Lihong ZHU
2.1	Election of the rapporteur	–	
2.2	Adoption of the agenda	01_FGCOMM_Agenda 20220108	
<b>3.</b>	<b>Administrative matters</b>		Mutya FRIO <i>IPPC Secretariat</i>
3.1	Document list	02_FGCOMM_Doclist 20220108	
3.2	Participant list	03_FGCOMM_Particip antsList 2022018	
3.3	Action list from previous meeting	04_FGCOMM_Actionl List 20220108	
<b>4.</b>	<b>IPPC Communications Strategy: Medium, Channels and Message Mapping</b>		
4.1	Messages and message mapping	05_FGCOMM_2022_2 0220108	James STAPLETON Mutya FRIO
4.2	Medium/Channels, Tactics	05_FGCOMM_2022_2 0220108	James STAPLETON Mutya FRIO
4.3	Milestones	05_FGCOMM_2022_2 0220108	James STAPLETON Mutya FRIO
<b>5.</b>	<b>Any other business</b>	–	Mutya FRIO
<b>6.</b>	<b>Date and arrangement of the next meeting</b>		Mutya FRIO
<b>7.</b>	<b>Closing of the meeting</b>		Lihong ZHU

## Appendix 2: Document list

DOCUMENT NO.	AGENDA ITEM	DOCUMENT TITLE
01_FGCOMM_2022_	2.2	Agenda
02_FGCOMM_Doclist_20220108	3.1	Document List
03_FGCOMM_2022_20220108	3.2	Participant list
04_FGCOMM_2022_20220108	3.3	Action list from previous meeting
05_FGCOMM_2022_20220108	4.1, 4.2, 4.3	Draft IPPC Communications Strategy
CPM FOCUS GROUP ON COMMUNICATIONS WEBPAGE		
<a href="#">Background documents</a>		

### Appendix 3: Participant list

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

Representation	Name, role, organization	Email address	Presence (Yes/No)
Australia	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)	James STAPLETON Head of Communications & Public Awareness, Consortium of International Agricultural Research Centers- (CGIAR) Lima, Peru	J.Stapleton@cgiar.org	Y
Egypt	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	Denise Martinez-Breto Information and Communication Officer, Office for Corporate Communications, Food and Agriculture Organization	Denise.Martinez@fao.org	N
International Grain Trade Coalition (IGTC)	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	N
Malawi	Hector MALAIDZA Communications Officer, Technology Dissemination- Agriculture Research Officer, Department of Agriculture Research Services	hectormalaidza@yahoo.co.uk	N

North America	Lisa Fontaine Senior Communications Advisor Canadian Food Inspection Agency (CFIA)		N
Near East and North Africa	Mekki CHOUIBANI Executive Director Near East Plant Protection Organization (NEPPO)	hq.neppo@gmail.com, m.chouibani@neppo.org	N
New Zealand	Lihong ZHU Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries	Lihong.Zhu@mpi.govt.nz	Y
United Kingdom of Great Britain and Northern Ireland	Lucy CARSON-TAYLOR Plant Health Engagement Manager, UK APHA/ Defra	Lucy.Carson-Taylor@apha.gov.uk	Y
Zambia	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	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	Y

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IPPC Secretariat	Mutya FRIO	Mutya.Frio@fao.org	Y
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IPPC Secretariat	John GILMORE	John.Gilmore@fao.org	N
IPPC Secretariat	Daniel McKINNON	danielnmckinnon@yahoo.com	Y
IPPC Secretariat	Natsumi YAMADA	Natsumi.Yamada@fao.org	Y

## Appendix 4: Action list

### 9<sup>th</sup> Virtual Meeting – 20 January 2022

No.	Action	Lead	Lead within Secretariat/CPM Bureau/ Persons involved	Deadline
1	Revise the term “market” in the strategy	IPPC Secretariat	Mouhab ALAWAR	17/02/2022
2	Draw 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 FG-COM participants for their review and comment	IPPC Secretariat	Riccardo MAZZUCHELLI	10/02/2022

### 10<sup>th</sup> Virtual Meeting – 01 August 2022

No.	Action	Lead	Lead within Secretariat/CPM Bureau/ Persons involved	Deadline
1	Remove social media statistics table	IPPC Secretariat	Mutya FRIO	12/08/2022
2	Revise the message map to include evidence and annexed	IPPC Secretariat	Mutya FRIO	12/08/2022
3	Delete message table on SDGs and instead, incorporate relevant SDGs in the key messages	IPPC Secretariat	Mutya FRIO	12/08/2022
4	Remove stakeholder diagram, add explanatory text on stakeholder mapping and annex the stakeholder matrix	IPPC Secretariat	Mutya FRIO	12/08/2022
5	Create or modify a table of objectives, audiences for each objective, and the key messages for each audience per objective and list the expected action for each audience.	IPPC Secretariat	Mutya FRIO	12/08/2022
6	Subject-matter specialists to provide inputs on opportunities to engage with interested parties	CPM FG	All members Lihong ZHU	01/09/2022

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7	Ask the new focus group participant from OCC for input on item 6. Media	IPPC Secretariat	Mutya FRIO	12/08/2022
8	Distribute the CPM update paper to FG-COM participants for their review and comment	IPPC Secretariat	Mutya FRIO	17/08/2022