



Food and Agriculture  
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International  
Plant Protection  
Convention

# **REPORT**

## **Focus Group on Communication**

**Fourteenth Virtual Meeting  
14 December 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] The secretariat introduced new secretariat members who would support the work of the Focus Group on Communication (FG-COM): Maki IIZUKA, Vladimir MIJATOVIC and Chiara PELLEGRINI.
- [3] The chairperson congratulated the secretariat for its excellent work intersessionally to prepare the survey consultation, executive summary and related video. The chairperson also thanked the secretariat for its work to update the strategy document and to develop the eight-year workplan. The chairperson also thanked Lucy CARSON-TAYLOR for her assistance in preparing the media report.

## 2. Meeting arrangements

### 2.1 Election of the rapporteur

- [4] Members of the FG-COM elected Katy LEE as rapporteur of the meeting.

### 2.2 Adoption of the agenda

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

## 3. Administrative matters

### 3.1 Document list

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

### 3.2 Participant list

- [7] The secretariat introduced the participant list (Appendix 3).

## 4. Key results from the survey consultation

- [8] The secretariat introduced the Summary of Survey Results document, and said that the survey had been open for three weeks from 18 November to 9 December 2022 and had received a total of 24 responses. Of the responses, 12 were from IPPC contracting parties including national and regional plant protection organizations (NPPO, RPPO), 10 were from government or public institutions and 2 were from international organizations. The secretariat noted that all questions received a number of substantive comments, indicating an eagerness on the part of survey participants to provide feedback.
- [9] Question No. 4: *The value proposition captures the value proposition for my organization.* All respondents responded positively; 15 strongly agreed, 9 agreed. A number of comments had been received for the question, mostly related to the wording of the value proposition.
- [10] Question No. 6: *The objectives of the IPPC Communication Strategy are clear and comprehensive. They capture the goals of informing stakeholders, engaging partners and advocating for the realization of the Convention.* Again, all respondents answered positively; 12 strongly agreed, 12 agreed. The question had received a number of comments as to the ranking of objectives, or recommending that other objectives be included in the list. A number of other comments showed agreement that the objectives were clear for both NPPOs and the general public.
- [11] Question No. 8: *The Strategy reaches out to the right stakeholders.* Here, 13 respondents strongly agreed, 9 respondents agreed and 2 respondents strongly disagreed. One respondent strongly disagreed because the stakeholders listed as “secondary” were the ones needing the most action to promote the IPPC. A number of other comments also discussed the categorization of the stakeholders in the “primary” and “secondary” groups; the secretariat noted that there was no consensus on the issue.

- [12] Question No. 10: *The Strategy conveys the appropriate overarching key messages.* Here, 14 respondents strongly agreed, 9 respondents agreed and 1 respondent disagreed. A number of comments related to the substance, wording and order of the messages. The one respondent disagreeing felt that messaging should be specific to different audiences.
- [13] Question No. 12: *The Strategy identifies channels and tactics which are coherent and realistic.* Here, 12 respondents strongly agreed and 12 respondents agreed. Comments for the question largely focused on additional channels or tactics that could be employed. Digital media and networks were frequently cited as important focuses in addition to the International Phytosanitary Portal (IPP).
- [14] Question No. 14: *I would be interested in more in-depth consultation on the finalization of the Strategy.* Of the respondents, 16 answered “yes” and 8 answered “no”.
- [15] In the interest of time, the chairperson said that further in-depth consultations should not be held, as opportunities to incorporate additional feedback were now very limited. A number of members agreed. One member suggested that the respondents expressing interest could form the base of the community of practice, thereby giving them the opportunity to contribute in a different, more appropriate way. A number of members supported the suggestion.
- [16] A recurrent comment across survey questions was that there was a discrepancy between the survey questions and the information presented in the executive summary. Additional comments recommended ensuring that the Strategy was gender-inclusive and easy to understand, called for greater collaboration with similar international instruments and asked how the strategy would be implemented within NPPOs and RPPOs.
- [17] The chairperson recommended that the survey findings be shared with survey respondents.
- [18] The CPM Focus Group on Communication:
- (1) *Asked* the secretariat to share the findings of the survey with the survey respondents.

## 5. Update on key revisions from the last meeting

- [19] The secretariat presented the intersessional updates to the communication strategy and presented the new eight-year workplan.

### *Communication strategy*

- [20] In the introduction, a paragraph was added on target users. The two-way communication process that had been proposed by Argentina during the Strategic Planning Group (SPG) was also incorporated. That would address some of the feedback received from the survey on how NPPOs and RPPOs would implement the communication strategy.
- [21] In the section on the IPPC environment and strategic insights, sub-items were added including target outputs, outcomes and impacts which are based on the IPPC Theory of Change.
- [22] In the section on communication objectives, engagement with external partners, including industry, academia and international organization, was added.
- [23] In the section on stakeholder mapping, the secretariat suggested replacing the table of communication objectives with a pyramid chart to better visualize the hierarchy of IPPC priority stakeholders and audiences. Members supported the change, as it conveyed the information in a digestible way. One member said that an introductory description to the pyramid may be beneficial to clarify the communication effort required to reach the various groups in the hierarchy. The secretariat noted that the hierarchy would need to be flexible to meet the needs of annual workplans.
- [24] A number of key messages were also added, including a key message on climate change, a sub-message on investing in young plant health professionals and a key message for donors and governments to invest in plant health to protect trade and economies. In response to a number of comments received from the

Commission on Phytosanitary Measures (CPM) Bureau, target audiences were highlighted for each key message.

- [25] On the question of classifying farmers as producers, one member said that “plant and plant product producers” would cover the whole range of producer groups and included forestry, although noted that forestry would perhaps merit its own mention, as it was a large component of plant and plant product production with its own specificities. A number of members noted that specific terminology on producers may vary among countries, and recommended adding a definition to clarify the groups covered by the term “producers”. The secretariat noted that the annex provided specific messaging for different producer groups.
- [26] Responding to the feedback received on the tone of some of the language used, the secretariat suggested using formal language in the communication strategy itself in line with IPPC terminology, and then using less technical language when developing public campaigns. A number of members agreed with the suggestion.
- [27] As regards external partners, the secretariat said that active external partners were those covered by memoranda of understanding, such as the World Trade Organization (WTO), and noted that a partnership framework would be presented to CPM-17 (2023) for endorsement.
- [28] One member recommended that the CPM Focus Group on Climate Change and Phytosanitary Issues (FG-CCPI) be contacted to provide input on the key messaging on climate change.

#### *Eight-year workplan*

- [29] In response to comments on how the communication strategy would be implemented over time, the secretariat prepared an eight-year workplan, which charted strategy milestones against a timeline to 2030 and highlighted the key results areas for each milestone.
- [30] FG-COM members thanked the secretariat for its work to prepare the eight-year workplan. The chairperson asked the secretariat to note for each milestone the strategic objective and core IPPC activity to which it responded. That would give a greater sense of purpose to the milestones.
- [31] The secretariat said that work had begun to develop the secretariat communication plan for 2023, which drew on the milestones and components of the eight-year workplan.
- [32] On the question of whether NPPOs, RPPOs and industry saw themselves reflected in the workplan, two NPPO representatives agreed that the workplan reflected their work on the ground, and an RPPO representative said that the European Plant Protection Organization was setting up an online platform to actively share information with its NPPOs, which could be leveraged as a useful conduit for information from the IPPC to stakeholders. One industry representative said that the workplan included industry, but did not directly leverage it. The chairperson suggested that industry-specific milestones could be added to the workplan.
- [33] The chairperson asked members to submit any further comments they may have on the strategy or workplan by 16 December 2022 so that the secretariat could incorporate them before submitting the revised documents to the CPM Bureau for consideration at its forthcoming meeting.
- [34] The CPM Focus Group on Communication:
  - (2) *Asked* the secretariat to note in the eight-year workplan the strategic objective and core IPPC activity for each milestone.

## **6. CPM-17 paper**

- [35] The secretariat presented the paper for submission to CPM-17 (2023), noting that the paper set out the work done by the FG-COM since it was established and its progress in developing the communication strategy.

- [36] The chairperson said that it would be important that the paper reflect that, while FG-COM responded to comments and feedback received from SPG and the CPM Bureau, the group managed its decision-making independently.
- [37] In the interest of continuous improvement, one member suggested adding lessons learned from the survey process. The secretariat noted that, although effort and expense went into the production, translation and distribution of the survey and video, the response rate was only around 10 percent. The Implementation and Facilitation Unit (IFU) of the secretariat was considering the issue of “survey fatigue” with a plan to conduct a study on improving survey response rates from NPPOs, RPPOs and other stakeholders. One member said that it would be important to state that the group had adopted innovative measures in an effort to elicit meaningful survey feedback. The chairperson suggested that the lessons learned could be fed back to the secretariat directly, rather than being included in the paper to the CPM. The issue of survey fatigue broadly affected the IPPC community; including it in the paper may draw focus away from the communication strategy itself. The paper should focus on the best efforts of FG-COM to seek feedback from a wide range of stakeholders. A number of members agreed with the chairperson’s suggestion.
- [38] A number of members said the report should state that feedback received from the consultation survey was incorporated into the communication strategy.
- [39] The CPM Focus Group on Communication:
- (3) *Asked* the secretariat to include in annex to the paper the FG-COM membership list.

## **7. Any other business**

- [40] The group discussed the role of FG-COM following the endorsement of the communication strategy at CPM-17. As per its terms of reference (TOR), the group’s mandate would end upon adoption of the communication strategy. However, the TOR also references implementation and monitoring of the strategy following its adoption.
- [41] The chairperson felt that, given the existing communication resources within the secretariat, there would not be any substantive role for the focus group in implementing or monitoring the strategy. If the secretariat felt that it needed guidance on implementation or monitoring, FG-COM could make a recommendation thereon. Whenever the FG-COM mandate should end, the chairperson hoped that the IPPC would continue to involve industry stakeholders in the implementation of the strategy, as they had been very valuable to the work of the group.
- [42] One member said that the TOR set out that the group’s mandate would end upon adoption of the communication strategy and that it was not appropriate for FG-COM to recommend that its mandate continue.
- [43] One member said that, should the secretariat require further support, FG-COM could be repurposed into an advisory panel to offer strategic advice and oversight. The member said that there may also be need for a layer between the IPPC and the community of practice, which the advisory panel could fill.
- [44] One member said that industry perspectives would be crucial to monitoring the outcomes of the communication strategy. The chairperson said that it would be important for the paper to specifically acknowledge the important role industry involvement had had in the success of the group.
- [45] A number of participants expressed their willingness to continue to contribute.
- [46] The secretariat appreciated the contributions of all members to the communication strategy, and said that it recognized that the group’s mandate should end as per the TOR set by the CPM. The secretariat now had a number of communication specialists as well as additional staff to support communication work, and would be able to carry the work forward. The secretariat felt there was value in the short term to an advisory group while the community of practice was being established.

- [47] The chairperson said that, if the secretariat felt there was merit in an advisory panel, it should decide on the matter internally. Any recommendation thereon should not come from FG-COM. A number of members supported that point of view, noting that any new group would need to be formed around a different set of terms of reference.

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

- [48] FG-COM members agreed to hold the forthcoming virtual meeting on 25 January 2023 at 10:00 to 13:00 CET.
- [49] The chairperson asked group members to send any feedback they may have for the group's consideration on the responses received from CPM by email in advance of the group's next meeting.

## **9. Close of the meeting**

- [50] 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**

**14 December 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>		
2.1	Election of the rapporteur	—	Lihong ZHU
2.2	Adoption of the agenda	01_FGCOMM_Agenda_20221412	
<b>3.</b>	<b>Administrative matters</b>		
3.1	Document list	02_FGCOMM_Doclist_20221412	Mutya FRIO <i>IPPC Secretariat</i>
3.2	Participant list	03_FGCOMM_ParticipantsList_20221412	
<b>4.</b>	<b>Key results from the survey consultation</b>	06_FGCOMM_Survey_Summary	Vladimir MIJATOVIC <i>IPPC Secretariat</i>
<b>5.</b>	<b>Update on key revisions from the last meeting</b>	04_FGCOMM_IPPC_Communications_Strategy_20221412 05_FGCOMM_8-yearWorkplan_20221412	Mutya FRIO
<b>6.</b>	<b>CPM-17 paper</b>	07_FGCOMM_CPM17_paper_20221412	Lihong ZHU
<b>7.</b>	<b>Any other business</b>		Lihong ZHU
<b>8.</b>	<b>Date and arrangement of the next meeting</b>		Mutya FRIO
<b>9.</b>	<b>Closing of the meeting</b>		Lihong ZHU

## Appendix 2: Document list

DOCUMENT NO.	AGENDA ITEM	DOCUMENT TITLE
01_FGCOMM_Agenda_20221412	2.2	Agenda
02_FGCOMM_Doclist_20221412	3.1	Document List
03_FGCOMM_ParticipantsList_20221412	3.2	Participant list
04_FGCOMM_IPPC_Communications_Strategy_20221412	5.	Draft IPPC Communications Strategy
05_FGCOMM_8-yearWorkplan_20221412	5.	Draft 8-year work plan
06_FGCOMM_Survey_Summary	4.	Summary of Survey Results
07_FGCOMM_CPM17_paper_20221412	6.	CPM-17 paper
CPM FG COMMUNICATIONS PAGE ON THE IPP		
Link to meeting documents: <a href="https://www.ippc.int/">CPM Focus Group on Communications - International Plant Protection Convention (ippc.int)</a>		

### Appendix 3: Participant list

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	N
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	Y
Malawi	Hector MALAIDZA Communications Officer, Technology Dissemination-Agriculture Research Officer, Department of Agriculture Research Services	hectormalaidza@yahoo.co.uk	N

North America	Ifi CHEFY Canadian Food Inspection Agency (CFIA)	Ifi.Chafy@inspection.gc.ca	Y
Near East and North Africa	Mekki CHOUIBANI Executive Director Near East Plant Protection Organization (NEPPO)	hq.neppo@gmail.com, m.chouibani@neppo.org	N
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IPPC Secretariat	Vladimir MIJATOVIC	Vladimir.Mijatovic@fao.org	Y
IPPC Secretariat	Chiara PELLEGRINI	Chiara.Pellegrini@fao.org	Y