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REPORT

Focus Group on Communication

Fifteenth Virtual Meeting
25 January 2023

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] Members of the Commission on Phytosanitary Measures (CPM) Focus Group on Communication (FG-COM) elected Katy LEE as rapporteur of the meeting.

2.2 Adoption of the agenda

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

3. Administrative matters

3.1 Document list

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

[5] The secretariat noted that there had been no updates to draft com strategy document

3.2 Participant list

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

4. Updates from the secretariat

[7] The secretariat said that the communication strategy had been posted for the CPM Bureau to review at its January 2023 meeting, and the CPM Bureau had made no further comment on the strategy. The strategy's executive summary and CPM paper had been sent for translation and distribution, and would be posted on the International Phytosanitary Portal (IPP) for contracting parties to review in advance of the Seventeenth Session of the CPM (CPM-17) in March 2023.

[8] The secretariat said that once the CPM had endorsed the communication strategy at CPM-17, any comments or feedback thereon would be incorporated into the document, which would then be published in its final version on the IPP. The executive summary would be laid out into a shareable document to better promote stakeholder engagement.

The secretariat reported that it had already begun to incorporate elements of the strategy into the 2023 secretariat communication plan. Once the strategy was endorsed by CPM, more robust implementation would follow. The strategy's messaging and tactics were also being used for communication on the International Day of Plant Health (IDPH) on 12 May. To begin the two-way communication process between the secretariat and stakeholders, new content was being developed for the IPP, including a new section on blogs where stakeholders would be able to provide their insights.

As the strategy had been presented to the Strategic Planning Group (SPG) and to the CPM Bureau a number of times, and had garnered generally positive feedback from contracting parties during the survey consultation process, the chairperson said that she was confident the document would be endorsed at CPM-17.

[9] The secretariat said that work to establish the community of practice would begin internally once the communication strategy had been endorsed by the CPM. A number of members asked about the proposed membership for the community of practice, as there was potential for the community to be quite large, which could make managing the community difficult. The secretariat said that initial membership would focus on contracting parties, along with members of FG-COM, as it was logical to draw on the expertise of people who were already familiar with the topic. With time, the community could be extended to external stakeholders, including donors and other interested parties. The secretariat

said that adoption at CPM-17 of the partnership framework would inform the way forward for engagement with external stakeholders. The secretariat noted that the terms of reference and terms of engagement for the community of practice would need to be developed before the community could grow.

[10] The chairperson thanked the secretariat for its work on the communication strategy and its efforts to support the strategy's endorsement. The chairperson was pleased to hear that the secretariat had already begun to incorporate the strategy into its work.

[11] The secretariat said that an article on the communication strategy would be published on the IPP once the strategy had been endorsed.

5. Presentation of paper at CPM-17

[12] As the chairperson would not attend CPM-17, members asked Gabrielle VIVIAN-SMITH to present the FG-COM paper at the meeting. Ms VIVIAN-SMITH noted that it might be most appropriate to present the paper together with a member of the secretariat communication team, as leadership on the strategy would henceforth be handed over to the secretariat; the secretariat agreed.

[13] As the communication strategy was not a controversial topic, the chairperson expected few interventions from the floor and a speedy endorsement.

[14] The chairperson recommended that the presentation touch on the IDPH to preclude questions from contracting parties thereon that may draw discussion away from the communication strategy. The chairperson also asked the secretariat to include a point in the presentation to call on contracting parties to consider planning communication activities for the IDPH 2023.

6. Any other business

6.1 International Day of Plant Health – 12 May

[15] The secretariat said that it was finalizing plans for the IDPH communication campaign, with many activities planned. The theme for 2023 was environmental protection and biodiversity, which would be the focus of messaging. A change to the visual identity of the IDPH was currently being considered; once that was decided, national plant protection agencies (NPPOs) and contracting parties could begin planning activities. The secretariat asked members to consider how the IDPH could be promoted and resources shared to build awareness of the event.

[16] To attract a younger audience, concerted efforts were being spent on social media engagement, which could include engagement with youth influencers. Regional ambassadors were also being considered to amplify messages at a regional level. The secretariat said it was also looking at reviving the International Year of Plant Health (IYPH) Youth Declaration on Plant Health¹ and making it more prominent.

[17] One member said that the United Kingdom of Great Britain and Northern Ireland was keen to support the IDPH, and had planned a week of activities that would follow on from the coronation ceremony of King Charles III, who was a keen supporter of environmental causes.

[18] One member said that Euphresco was planning an initiative for the IDPH to highlight the role of young people in plant health via a video competition. The secretariat said that Euphresco had already reached out to collaborate with the IPPC.

7. Close of the meeting

[19] The chairperson, noting that the present meeting was likely the final meeting of FG-COM, thanked members and the secretariat for their contributions and dedication to the work of the group. The group had delivered on what it had been tasked to do, and the feedback thereon had been positive. The

¹ Youth Declaration on Plant Health. Available at: <https://www.ippc.int/en/declaration/youth-declaration/>.

chairperson hoped to meet members in person in the future and looked forward to working together again.

[20] Members thanked the chairperson for her strong and diligent stewardship of the group.

[21] The secretariat thanked all members for their input into the communication strategy; their diverse points of view and expertise had made the strategy very robust and set the IPPC in good stead. The secretariat then closed the meeting.

Appendix 1: Agenda

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

25 January 2023

	Agenda Item	Document No.	Presenter
1.	Opening of the meeting		Lihong ZHU <i>Chairperson</i>
2.	Meeting arrangements		
2.1	Election of the rapporteur		Lihong ZHU
2.2	Adoption of the agenda	01_FGCOMM_Agenda_20232501	
3.	Administrative matters		
3.1	Document list	02_FGCOMM_Doclist_20222501	Mutya FRIO <i>IPPC Secretariat</i>
3.2	Participant list	03_FGCOMM_ParticipantsList_20232501	
4.	Updates from the secretariat		Mutya FRIO
5.	Presentation of paper at CPM-17		Lihong ZHU
6.	Any other business		
6.1	International Day of Plant Health – 12 May		Mutya FRIO
7.	Close of the meeting		Lihong ZHU

Appendix 2: Document list

DOCUMENT NO.	AGENDA ITEM	DOCUMENT TITLE
01_FGCOMM_Agenda_20232501	2.2	Agenda
02_FGCOMM_Doclist_20232501	3.1	Document List
03_FGCOMM_ParticipantsList_20232501	3.2	Participant list
04_FGCOMM_IPPC_Communications_Strategy_20232501	3.3	Draft IPPC Communications Strategy
CPM FG COMMUNICATIONS PAGE ON THE IPP		
Link to meeting documents: CPM Focus Group on Communications - International Plant Protection Convention (ippc.int)		

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
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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
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