



COMMISSION ON PHYTOSANITARY MEASURES

NINETEENTH SESSION

UPDATES ON THE IMPLEMENTATION OF THE IPPC COMMUNICATIONS STRATEGY

AGENDA ITEM 20

(Prepared by the IPPC Secretariat)

Introduction

- [1] The IPPC Communications Strategy 2023-2030 was adopted at the seventeenth session of the Commission on Phytosanitary Measures (CPM-17) in 2023. The strategy is aligned with the IPPC Strategic Framework 2020-2030 and serves as a communications roadmap for the IPPC community. The strategy was developed by the former CPM Focus Group on Communications and the IPPC Secretariat. The strategy's main objectives are to:
- i. **inform** the plant health community and wider public on the importance of plant health;
 - ii. **mobilize and engage** stakeholders and establish a collaborative structure; and
 - iii. **advocate** for support towards achievement of the IPPC Strategic Objectives.
- [2] To operationalize the strategy, the IPPC Secretariat develops and implements the annual secretariat Communications Plan which is created, reviewed and approved by secretariat management at the end of the preceding year.
- [3] In 2024, the IPPC Secretariat continued routine communication activities in 2024, with notable achievements in key communication areas, namely 1) the first exhibition on the International Day of Plant Health (IDPH)¹ and CPM-18 session held at the FAO headquarters; 2) marked increase in social media engagement, owing to the fact that a full-time communications specialist was hired in January 2024; 3) newsletter subscription more than doubled by year-end; and 4) a record number of publications was produced in the first half of the year. Key achievements in communications are highlighted below.

Social media reach

- [4] During the first half of the year, social media performance grew across all IPPC accounts (X/Twitter, Facebook and LinkedIn) indicating rising user interest and engagement with IPPC organic content particularly around April and May during CPM-18 and the IDPH campaign, respectively. However, a downward trend was observed on Facebook and LinkedIn during the latter half of the year.
- [5] More users were viewing and engaging on X/Twitter (167,835 impressions) than on Facebook (80,100 users reached) though this could be attributed to the temporary loss of access to the IPPC Facebook account from mid-July to mid-September (see graphs on the succeeding pages). Views on LinkedIn posts were much less (8,418) since the account is a closed group and not a public page.
- [6] Around 1,560 new followers were recorded on X and Facebook, with X followers reaching a peak from June-September while Facebook following peaked earlier in the year. On LinkedIn, active members

¹ For details, see CPM-19 paper on Updates on the International Day of Plant Health 2024

were about a hundred in January but grew to 1,000 by May, slightly dipping in the third quarter then rising consistently to almost 1,820 members by November.

- [7] Users were more engaged with IPPC content on X (14,662) than on Facebook (3,495 interactions); the strongest engagement on both platforms were around May during IDPH, indicating interest on more generalized messages on plant health. LinkedIn group members were engaged more in May (3,500 post views) and in September (4,000 post views) although users tend to comment less on posts.

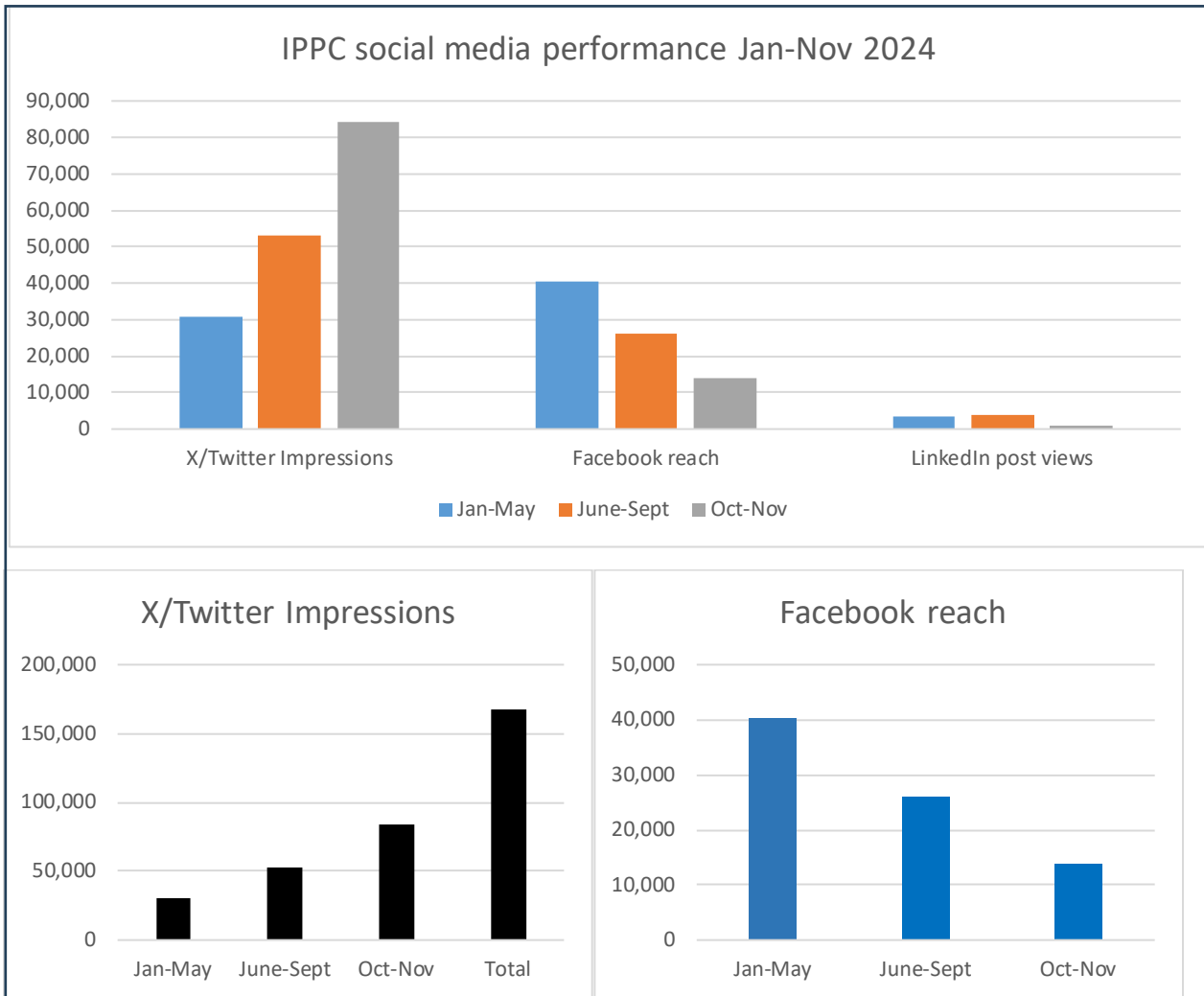


Figure 1. IPPC social media performance January – November 2024 (including X/Twitter impressions and Facebook reach)

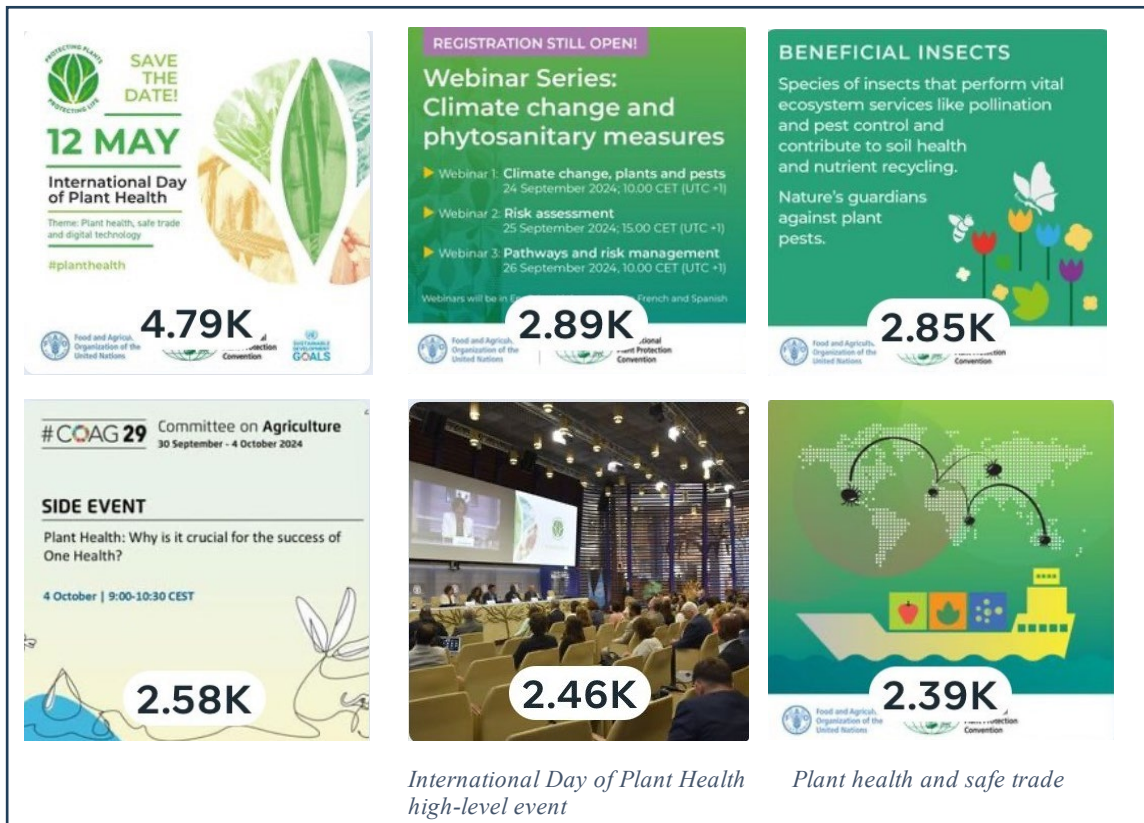


Figure 2. Most viewed posts on Facebook

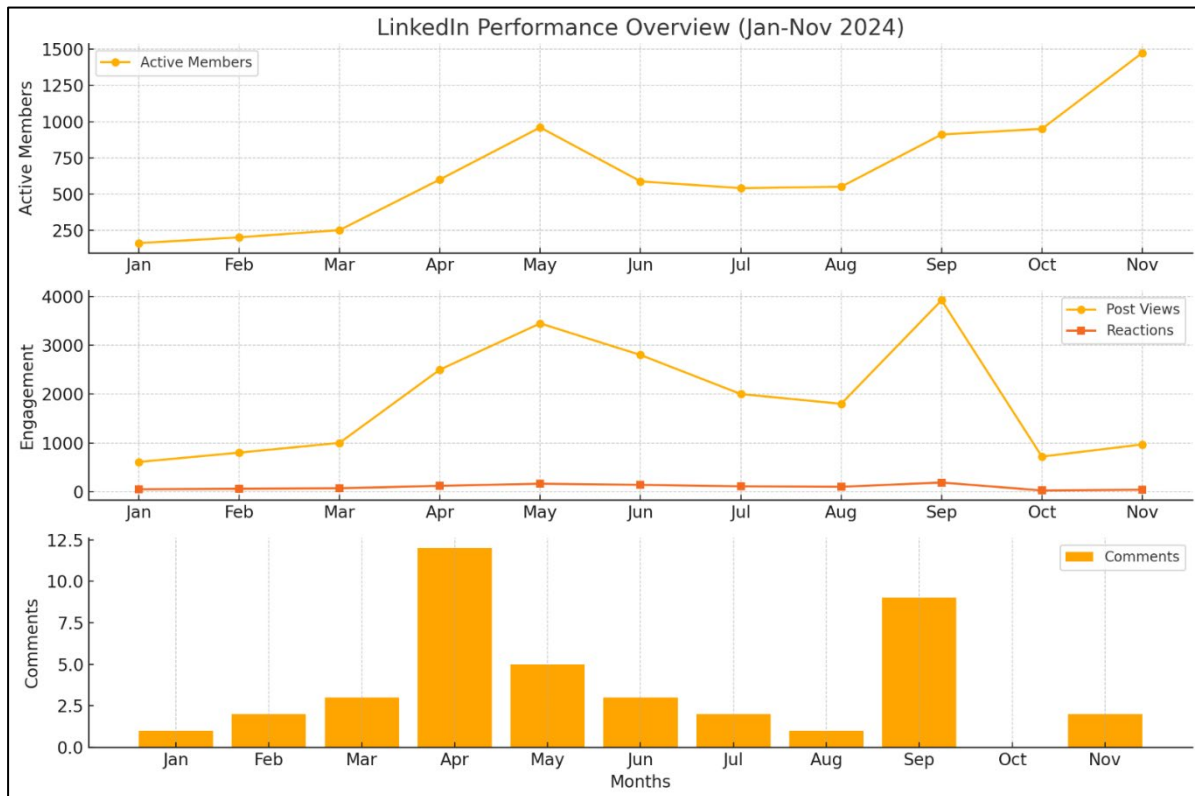


Figure 3. Overview of LinkedIn engagement (Jan-Nov 2024)

International Phytosanitary Portal (IPP)

[8] **New content** – following the IPP revamp in 2023 to improve user interface and accessibility of information and knowledge products, the secretariat continued to populate the IPP with new content as below (January-November 2024):

- 58 news articles
- 18 feature stories under the category ‘Spotlight
- 94 announcements
- 19 calls for experts, topics, discussion papers, etc.

[9] New webpages to promote events including:

- IPPC workshop on [“Boosting Agricultural Resilience: Novel plant pests diagnostic techniques”](#);
- webinar series on [“Climate change and phytosanitary measures”](#), and
- a page on [COAG 29 side event on One Health](#)
- A [new webpage](#) on plant health and climate change which includes a list of technical resources (external links)
- [Communications and partnership](#) webpage updated

[10] **Website traffic** (January-November 2024) – majority of users viewed the IPP homepage in English (126,546 views) and were looking more at institutional pages such as ISPMs, list of IPPC countries/contracting parties, reporting obligations, as well as resources such as the wood packaging guide and IPPC training materials (see Table 1 below).

[11] The most widely read news articles (in all languages) vary in topics: wood packaging guide, vacancy announcement, Zambia e-learning success story, APP training in Zambia and Uganda, CPM-18 news, One Health-related news, remote sensing in pest detection and surveillance, and phytosanitary capacity evaluation in Egypt (see Table 2 below).

Table 1. Top 25 most viewed IPP pages (all languages) (Jan-Nov 2024)

	IPP page	Number of views
1	Homepage (English)	126,546
2	Adopted Standards (ISPMs)	56,775
3	Homepage (Spanish)	20,545
4	List of countries	18,664
5	IPPC community	17,102
6	CPM-18 2024	15,574
7	Regulation of wood packaging material in international trade	12,902
8	Implementation of ISPM 15	12,799
9	Adopted Standards (ISPMs)(Spanish)	12,681
10	List of NPPOs of IPPC Contracting parties	9,882
11	Homepage (French)	9,313
12	Homepage (Chinese)	7,782
13	Homepage (Russian)	6,359
14	IPPC Contact points	6,008
15	IPPC Guides and Training Materials	5,675
16	IPPC community > countries > INSAI	5,164
17	IPPC news landing page	5,131
18	Overview of IPPC	5,018

19	Adopted Standards (ISPMs) (Russian)	4,609
20	IPPC ePhyto Solution	4,597
21	IPPC publishes new guide on wood packaging material	4,597
22	Adopted standards (Chinese)	4,596
23	The Commission on Phytosanitary Measures (CPM)	4,437
24	Phytosanitary certificates	4,381
25	IPPC community – regional plant protection organizations	4,227
	TOTAL	385,364

Table 2. Most read news articles on the IPP (all languages)

	News article	Number of views
1	IPPC publishes new guide on wood packaging material	14,597
2	Vacancy: Phytosanitary Technical Specialist	605
3	Zambia holds Africa Phytosanitary Programme training of phytosanitary technical staff and stakeholders	362
4	SPOTLIGHT: Leaving the old, embracing the new: Uganda’s success with ePhyto	316
5	Download the APP for CPM-18	313
6	Healthy plants, healthy planet: The key to One Health success	293
7	SPOTLIGHT: How IPPC e-Learning can help to enhance phytosanitary excellence: a personal account from the NPPO of Zambia	260
8	Plant health takes center stage as 18th session of the Commission on Phytosanitary Measures opens	252
9	The effective role of remote sensing in detecting pests and supporting plant health surveillance (Arabic)	232
10	Phytosanitary Capacity Evaluation to strengthen Egypt's food security and agricultural trade	232
11	IPPC Secretary Osama El-Lissy retires	230
12	Standards Committee and Standards Committee Working Group approve five standards for consultation	226
13	Simulation exercises: A crucial tool in combatting emerging pests	216
14	Vacancy: Phytosanitary Standard Setting Specialist	213
15	CPM Focus Group on Climate Change concludes its first face-to-face meeting in Brazil	209
16	Now available: Get Involved Guide for the International Day of Plant Health 2024	209
17	South-South Cooperation: End of project heralds positive changes for plant health in Cambodia and Sri Lanka	203
18	Vacancy announcement	203
19	IPPC Secretariat and EFSA Strengthen Collaboration on Global Plant Health	201
20	SPOTLIGHT: IPPC e-learning courses promote excellence in international phytosanitary work	198
21	How the IPPC’s Phytosanitary Capacity Evaluation exercises boosted plant health in 2023	191
22	SPOTLIGHT: IPPC promotes science and technology to save mango production and trade in Mali	190
23	Independent evaluation of IPPC ePhyto solution shows successful findings and key recommendations	186
24	SPOTLIGHT: Cultivating compliance and raising awareness on risk of plant pest spread through e-commerce	185

25	Second International Day of Plant Health celebrated: One Health, innovative approaches and partnerships essential for plant health	184
	TOTAL	20,506

Publications

[12] A record number of 27 publications were produced or re-published during the first half of the year and several more on standards and implementation during the latter half of the year which were published on the IPP:

- [IPPC Annual Report 2023](#)
- Seven (7) brochures on each of the development agenda items for resource mobilization
- [IPPC Convention](#) (1997 new revised text) – redesigned and republished in six languages
- [Get Involved Guide](#) for the International Day of Plant Health – updated the English, French and Spanish versions and produced the Arabic, Chinese and Russian versions
- [Impact Report](#) on the International Day of Plant Health 2024
- [IPPC procedure manual for governance](#)
- [IPPC Style guide \(revised April 2024\)](#)
- [IDPH Activity Book](#) (translated to Greek and Korean)

[13] **IPPC Newsletter** – 12 monthly newsletters were produced in 2024, with the number of subscribers more than doubling from 1,168 in December 2023 to 2,844 in December 2024. More robust content were developed and the newsletter was actively promoted via IPPC social media platforms and various IPPC events, i.e. CPM-18, IPPC regional workshops and webinars, as well as in external conferences participated in by secretariat staff or members of subsidiary bodies and focus groups.

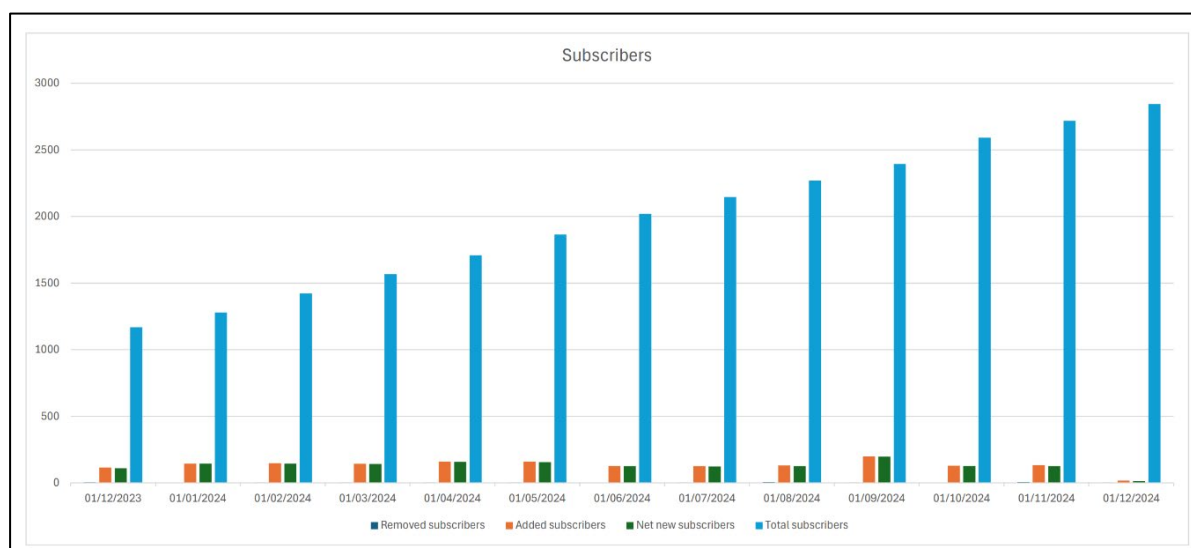


Figure 4. Growth of IPPC Newsletter subscription Dec 2023-Dec 2024

Month beginning	Removed subscribers	Added subscribers	Net new subscribers	Total subscribers
01/12/2023	4	114	110	1168
01/01/2024	1	145	144	1278
01/02/2024	2	147	145	1422
01/03/2024	2	143	141	1567
01/04/2024	2	159	157	1708
01/05/2024	3	158	155	1865
01/06/2024	1	127	126	2020
01/07/2024	3	126	123	2146
01/08/2024	5	130	125	2269
01/09/2024	3	200	197	2394
01/10/2024	1	128	127	2591
01/11/2024	6	132	126	2718
01/12/2024	2	16	14	2844

Figure 5. Number of IPPC Newsletter subscribers Dec 2023-Dec 2024

CPM-18 branding

[14] To raise the visibility of CPM-18 session among FAO staff and guests, the IPPC Secretariat produced and held an exhibit at the FAO Atrium, as well as branding materials in the plenary room. A news article was published on the FAO internal newsletter as well as on the IPPC website. The IPPC convention text (1997) were also re-designed in six languages, printed and distributed to CPM-18 delegates.



Left: CPM-18 in session at the FAO Plenary; exhibits at the FAO Atrium

Recommendations

[15] The CPM is invited to:

- (1) note the updates on the implementation of the IPPC Communications Strategy.