



Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention

# International Plant Protection Convention

## Communications Strategy

**2023-2030**

DRAFT

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## Acronyms

CP	contracting party
CSO	civil society organization
COAG	Committee on Agriculture
COP	Conference of Parties
CPM	Commission on Phytosanitary Measures
DDG	Deputy Director-General
DG	Director-General
FAO	Food and Agriculture Organization of the United Nations
IC	Implementation and Capacity Development Committee
IDPH	International Day of Plant Health
IPP	International Phytosanitary Portal
IPPC	International Plant Protection Convention
ISO	International Standards Organization
ISPM	International Standards for Phytosanitary Measures
IYPH	International Year of Plant Health
NGO	non-governmental organization
NPPO	national plant protection organization
NSP	Plant Production and Protection Division of the FAO
OCC	Office of Corporate Communication
RPPO	regional plant protection organization
SC	Standards Committee
SDG	Sustainable Development Goal
SPG	Strategic Planning Group
SPS	Sanitary and Phytosanitary
TR4	Tropical Race 4
UNFCCC	United Nations Framework Convention on Climate Change
UNGA	United Nations General Assembly
WOAH	World Organization for Animal Health (formerly OIE)
WTO	World Trade Organization

## 1. Introduction

This document aims to guide communications of the Commission on Phytosanitary Measures (CPM) and the International Plant Protection Convention (IPPC) community. It supports the implementation of the IPPC Strategic Framework 2020-2030 while communicating the IPPC community's achievements towards the global protection of plants.

The IPPC Communications Strategy 2023-2030 serves as a roadmap for the IPPC Secretariat and its primary stakeholders, including contracting parties, national and regional plant protection organizations (NPPOs, RPPOs), donors and IPPC partners (industry, academe and international organizations).

It is designed for the strategic planning of communication approaches and activities to raise awareness on the impact of IPPC related work and the IPPC brand, increase engagement among its target audiences and stakeholders, and support advocacy for greater global plant protection.

Communications will be delivered through more detailed annual plans that are aligned with the implementation of the Development Agenda Items (DAIs) identified in the IPPC Strategic Framework.

Setting this strategy apart from previous ones is the approach to foster a two-way communications process by establishing a formal structure for coordination and collaboration among primary stakeholders. Proactively engaging communication professionals in a Community of Practice will be established and sustained over the years. Campaigns such as the International Day of Plant Health will be leveraged in national events and communication tools such as the IPPC Brand and Visibility Guidelines will be shared for use.

## 2. IPPC current environment and strategic insights

Communications is anchored on the IPPC Strategic Framework and supports the achievement of the intended outputs, outcomes and impact in the IPPC Theory of Change<sup>1</sup>. These feed into the wider FAO Strategic Framework and the achievement of common Sustainable Development Goals (SDGs).

### **IPPC strategic objectives:**

1. Enhance global food security and increase sustainable agricultural productivity;
2. Protect the environment from the impacts of plant pests; and
3. Facilitate safe trade, development and economic growth.

**IPPC vision:** The spread of plant pests is minimized and their impacts within countries are effectively managed.

**IPPC mission:** Protect global plant resources and facilitate safe trade.

### **Target outputs:**

1. IPPC, standards and CPM Recommendations are developed and implemented;

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<sup>1</sup> [Collaboration with CDI, Wageningen University: Theory of Change - International Plant Protection Convention \(ippc.int\)](https://www.ippc.int)

2. Capacity is developed to implement the IPPC, standards and CPM Recommendations; and
3. Communication and international cooperation are enhanced.

**Target outcomes:**

- Effective phytosanitary systems are in place and functioning; and
- IPPC, standards and CPM Recommendations are implemented.

**Target impact:**

The spread of plant pests is minimized and their impacts effectively managed.

**Raising global awareness on plant health**

In 2020, the IPPC marked the **International Year of Plant Health** (and was extended to July 2021 due to the COVID-19 pandemic). A global campaign helped raise awareness on plant health.

In March 2022, the United Nations General Assembly adopted the **International Day of Plant Health** (IDPH). The IDPH was designated on 12 May every year; the first IDPH was celebrated in 2022.

In September 2022, the first **International Plant Health Conference** was held in London, United Kingdom, bringing together more than 500 experts and advocates from 74 countries to discuss the scientific, technical and regulatory aspects of global plant protection.

### **3. Communication objectives**

The overall objective of the communications strategy is to get stakeholders to support the IPPC community in protecting global plant health and food security, environmental protection and in facilitating safe trade.

#### **3.1. Inform**

Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.

#### **3.2. Mobilize and engage**

Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as FAO regional communications and FAO Plant Production and Protection Division (NSP).

- Collaborate actively among NPPOs and RPPOs to support IPPC core activities in standard setting, implementation and capacity building, and communication and international cooperation.
- Enhance visibility of the core and unique work of the IPPC and build the IPPC brand.
- Mobilize support (technical, human and/or financial resources) towards the achievement of the IPPC Strategic Objectives

- Enhance IPPC engagement and support from external stakeholders, including industry, NGOs, civil society and academic groups.

### 3.3. Advocate

Create an enabling environment for contracting parties and stakeholders to support the achievement of the IPPC Strategic Objectives.

- Promote critical links to achieving the United Nations Sustainable Development Goals (1, 2, 8, 12, 13, 15, 17).

## 4. Audiences and stakeholders<sup>2</sup>

Stakeholder mapping was essential in identifying direct and indirect stakeholders and their areas of concern and common interest with IPPC. It also helped identify which stakeholders the IPPC should influence and engage the most, whose work has the most direct impact on the achievement of the IPPC Strategic Objectives. This way, the communication approaches and content can be tailored for specific audience needs.

**IPPC interests and ambitions:** To secure coordinated, effective action to prevent, detect and promote appropriate measures for the control the introduction and spread of pests in plants and plant products.

**Stakeholder concerns, interests and ambitions:** Stakeholders' main interests and concerns are connected to the availability of appropriate, effective and practical international plant health standards and measures and implementation of safe trade standards and guidelines. Their interest lies on how to ensure appropriate and safe trade of plants, plant products and regulated articles across borders by applying appropriate standards and phytosanitary measures. Their interests also rest on building the capacity of contracting parties' national plant protection organizations (NPPOs). Stakeholders are also benefitting from effectively implementing the Convention, ISPMs and CPM recommendations.

### Audience and stakeholder mapping

IPPC's key stakeholders who have the greatest and most direct impact on the success of the IPPC community are contracting parties, NPPOs, RPPOs, donors, and key external partners which are the priority groups that will be mobilized and engaged (see diagram/list below). Corresponding messages will be tailored for each target group (see Annex 2 Mapping audiences, messages, communication channels and desired actions).

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<sup>2</sup> Stakeholders are people, groups or organizations with an interest in or have a role to play in the IPPC community. They can influence or be influenced by IPPC's activities. Target audiences are receivers of messages that will be 'sold' IPPC's value proposition and may ultimately become advocates or partners of IPPC's work.

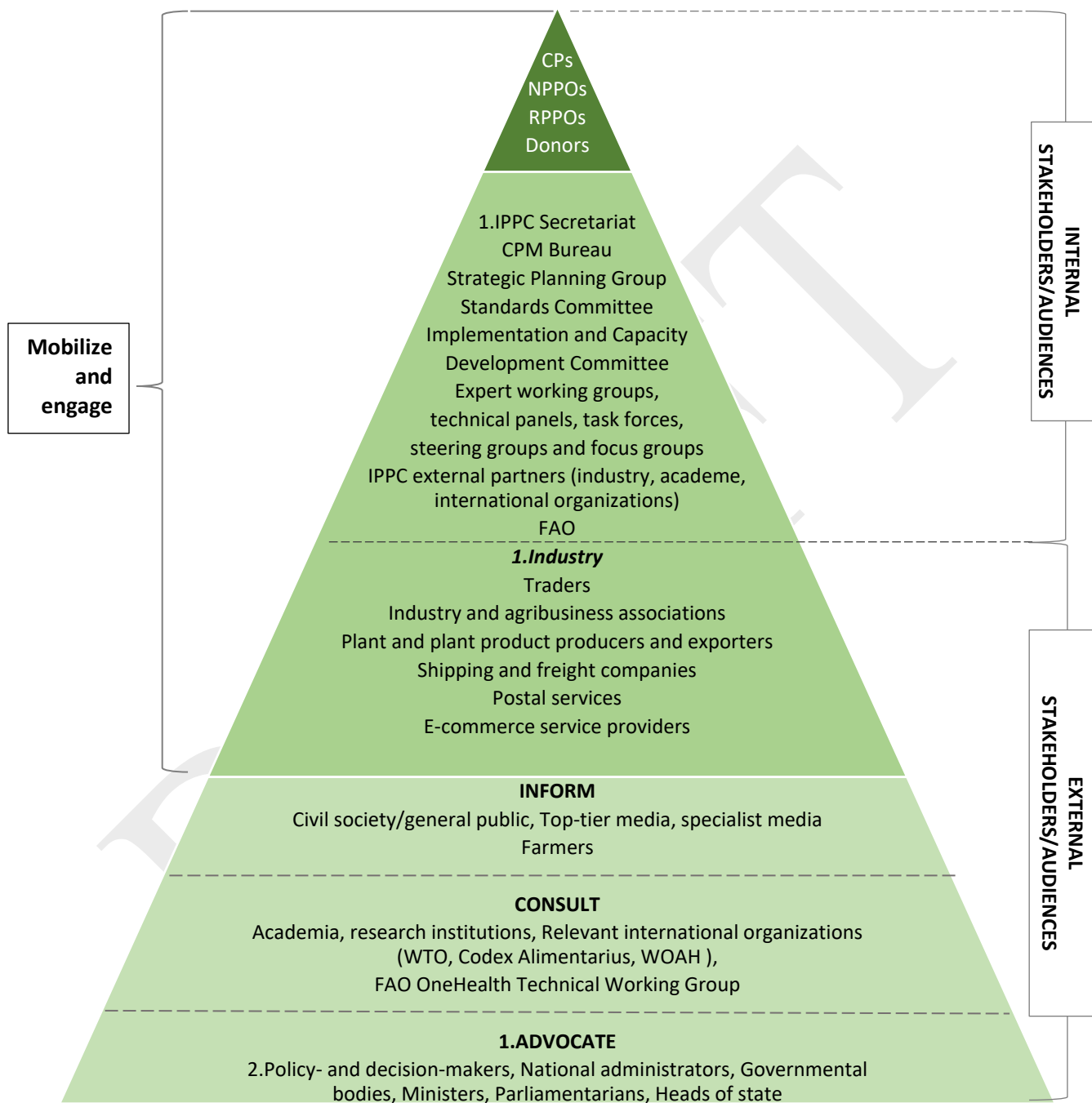


Figure 1. IPPC stakeholders and audiences

The following explains the broad categorizations of target groups which may change depending on factors such as regional location, level of knowledge, level of exposure to plant pest risks, adoption of information and communication technologies, e.g. social media and mobile apps, and others.

### Stakeholders to inform

**4.1. Civil society/general public** have low awareness and interest in plant health relative to other IPPC audiences and stakeholders and have no direct influence on IPPC activities. Designated days such as the International Day of Plant Health (IDPH) should be used to inform these audiences and raise their awareness on how plant health affects the issues they are concerned about, such as food security. Key digital assets with specific messaging should be communicated on the practical ways that individuals can do to protect plant health such as not bringing plants and seeds from overseas when traveling. *(For detailed messaging for each stakeholder group, see Annex 2. Mapping audiences, messages, communication channels and desired actions).*

**4.2. Top-tier media** has the capacity to influence governments and public opinion, but their interests lie in their audiences' content preference and in their editorial policy. Communications should be framed around key relevant issues being discussed in the media and are broad topics easily digestible by the general public such as food security, environmental protection and safe trade in the context of plant health (the three IPPC Strategic Objectives). Such broad topics can also be linked to FAO and NSP topics/themes. A communications and outreach plan should be developed for top-tier media to maximize publicity particularly during the IDPH.

**Specialist media** like scientific journals, magazines on plant health or trade, or websites on SDGs/sustainable development topics have more interest in IPPC than top-tier media and can be tapped for editorial pieces or special features. The IPPC activities may also link with industry associations' journals and magazines.

**4.3. Farmers** – smallholder farmers and farming corporations are not directly engaged in IPPC work but their adoption of sustainable agricultural practices and phytosanitary standards have long-lasting impact on plant health. Among all the IPPC's stakeholders, farmers are often those closest to plant pest risks and dealing with their impacts on global food security, therefore harboring a significant bank of knowledge worldwide. This said, farmers do differ in knowledge level and level of exposure to plant pest risks according to geography, scale and other factors. They are not uniform in their adoption of information and communication technologies such as social media or mobile apps. Messaging for this group should thus consider these factors. Key stakeholders with more direct contact with farmers, e.g. regional and country associations will be engaged and messaging and digital assets will be shared.

### Stakeholders to mobilize and engage

**4.4. Contracting parties, NPPOs and RPPOs** remain IPPC's key stakeholders and at the heart of IPPC communications as they directly invest and greatly influence IPPC's core activities. They are directly involved in successfully implementing the Convention, developing and implementing ISPMs and CPM recommendations, as well as IPPC guides and training materials. Their engagement impacts the achievement of the IPPC strategic objectives and Development Agenda Items.

**NPPOs** – proactively engaging NPPOs in IPPC communication activities requires more thoughtful planning, particularly in their use of the International Phytosanitary Portal (IPP). The IPP objective is to be the central hub and robust source of phytosanitary information and resources for NPPOs and RPPOs. It should follow that the IPP is designed such that primary resources are prominently displayed in the home page of the IPP, are easily accessible and kept up to date. A plan to regularly update target audiences on the latest resources available should be developed and implemented to increase their uptake, e.g. a new Toolkit of information and digital assets.

Additional engagement with NPPOs may include building awareness on IPPC in national campaigns e.g. the United Kingdom’s National Plant Health Week or campaigns encouraging participation in IPPC general surveys on the implementation of the Convention, ISPMs and CPM recommendations. The survey outcomes should be shared in a timely manner to inform, acknowledge efforts and encourage future participation.

**RPPOs – leveraging communications with RPPOs** requires establishing a structure for collaboration and engagement along with FAO regional offices, led by the IPPC Secretariat. A Community of Practice will be established to engage professionals in these target groups and would be guided by core activities:

- Quarterly or bi-annual meetings led by the IPPC Secretariat and the CPM Focus Group on Communications, in coordination with FAO Office of Communications, FAO regional communication officers, and FAO regional Plant Protection and Production Division officers.
- Using platforms for collaboration and raising awareness such as:
  - IPPC regional workshops
  - UN campaigns like the International Day of Plant Health, International Day of Awareness of Food Loss and Waste, and World Food Day wherein plant health can be framed as vital in addressing climate change impacts and food security.
  - Contributing content in the IPP
  - Media coverage of region-specific phytosanitary issues or topics.

**4.5. IPPC donors** are invested in the progress towards achieving the IPPC Strategic Objectives. Donors should be informed, acknowledged and engaged to encourage continued support (e.g. technical, human and/or financial). Communication approaches for both current and **potential donors**. Communication approaches for both current and potential donors should be aligned with the IPPC Resource Mobilization Strategy.

**4.6. The IPPC internal community** including the Secretariat, CPM Bureau, Strategic Planning Group and subsidiary bodies (Standards Committee, Implementation and Capacity Development Committee, expert working groups technical panels, task forces, steering groups and focus groups) all have a high interest and direct influence on IPPC core activities. Communications plans should explain how this group can be involved and how they can use communications in their work. More strategic, cohesive and timely communications, guided by an annual communications plan at the secretariat level will keep these stakeholders regularly informed and actively engaged in promoting one IPPC.

**4.7. FAO**, being the IPPC’s convenor, is highly invested and have a great influence on IPPC core activities. FAO carries a great amount of credibility, authority and technical know-how in

the agriculture sector in general, and in plant protection in particular. From the communications perspective, the IPPC Secretariat is well positioned to share FAO's expertise and networks, as shown in the success of the global campaign on the International Year of Plant Health in 2020 and the first International Day of Plant Health on 12 May 2022 which was adopted at the UN General Assembly.

Regular updates and engagement with the FAO Headquarters, FAO regional offices and FAO country offices, including FAO Permanent Representatives, will help increase visibility of IPPC activities. IPPC should look for opportunities to frame its work around important FAO global campaigns such the International Day of Awareness on Food Loss and Waste and the World Food Day, by incorporating key messages on plant health through promotional materials such as social media cards.

**4.8. Other industry actors** (apart from IPPC external partners) include traders, industry and agribusiness associations, plant and plant product producers and exporters, shipping and freight companies, postal services and e-commerce service providers. Although not all industry actors are directly involved in IPPC activities, they play a key role in leveraging complex national, regional and global networks to deliver IPPC's Strategic Objectives for example, enhancing global food security and increasing sustainable agricultural productivity. Industry actors therefore directly influence safe trade since their production and processes are affected by the application of ISPMs and relevant trade and phytosanitary regulations. Advocating to and engaging a diversity of industry actors can facilitate more effective implementation of the Convention, standards and CPM recommendations.

### Stakeholders to consult

**4.9. Academia, research institutions and relevant international organizations** (apart from IPPC external partners) have relatively low interest but their evidence-based research and recommendations on various topics on plant health can have long-term influence on policy. They can be enlisted to collaborate on specific projects such as IPPC surveys and in-depth studies, as resource speakers in workshops, conferences and webinars, and in the development of e-learning courses and training materials. Key publications can be distributed to these stakeholders such as IPPC studies and surveys. The IPPC community can collaborate with relevant international organizations on milestone events such as UNFCCC's Conference of Parties (COP) annual meetings or invited as observers in IPPC focus groups. The approach for this group will be aligned with FAO's Science and Innovation Strategy<sup>3</sup>.

### Stakeholders to advocate to

**4.10. Policy- and decision-makers, national administrators, governmental bodies, ministers, parliamentarians and heads of state** have a high influence on IPPC related core work but are indirectly involved in day-to-day IPPC activities. Communication and advocacy should gear towards leveraging their influence and authority to facilitate adoption of ISPMs and CPM recommendations in national policies and phytosanitary laws and regulations.

Research and policy studies developed by academia and international organizations, particularly

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<sup>3</sup> [FAO Science and Innovation Strategy](#)

the relevant FAO division, can be used to inform policy while enlisting experts from these groups can help inform policymakers. Advocacy approaches and materials that aim to keep these key stakeholders interested in the IPPC's work could include discussion papers on emerging phytosanitary issues; organizing high-level meetings, dialogues or roundtable discussions and meetings at key conferences, and invitations to ministerial CPM annual sessions. Well-planned media stories or feature articles can put a spotlight on pressing phytosanitary issues and help elevate such issues in their agenda.

## **5. Value proposition**

5.1. The IPPC is the sole Convention that promotes the protection of plants and plant resources from pests. The legally binding multilateral treaty has been in effect for 70 years (established in 1952) and has been ratified by 184 contracting parties.

5.2. The IPPC is the only Convention on plant health that convenes organizations around the world and is recognized by the World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement).

5.3. The IPPC community's work to develop and implement standards and programmes to reduce the introduction and spread of pests benefits all countries by minimising their impact on food security, trade, economic growth and the environment.

5.4. The IPPC work programme complements FAO's by aligning their respective strategic frameworks, giving the IPPC community the leverage to develop and implement innovative tools and approaches in plant protection. The IPPC strategic objectives are also aligned with FAO's strategy in achieving common SDGs, namely SDG 2 Zero Hunger, SDG 12 Responsible Consumption and Production, SDG 13 Climate Action and SDG 8 Decent Work and Economic Growth. This allows the IPPC community to leverage partnerships, networks and influence through FAO.

Details on the value proposition for each stakeholder can be found in Annex 1.

## 6. Key Messages

The key messages and supporting messages, targeted at different audience groups, are anchored on the IPPC Strategic Framework 2020-2030 and strategic objectives. The desired action from each audience/stakeholder group is detailed in Annex 2.

	Target audience/s
<p><b>1. Protecting plant health is fundamental to achieving the UN Sustainable Development Goals (SDGs).</b></p> <p><i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></p> <p>Some 80 percent of the world's food comes from plants but as much as 40 percent of food crops are lost annually due to pests. This leaves millions of people food insecure, poses a negative impact on rural poor communities' main source of income and results in both yield and trade losses.</p> <p>Plant health also contributes to the overall health of people, animals and the environment. Through the One Health approach, protecting plants is integrated in the efforts to protect the health of humans, domestic and wild animals and the wider environment which are closely linked and inter-dependent.</p>	All audiences
<p><b>2. Protecting plant health helps protect the environment.</b></p> <p><i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of environmentally friendly methods such as integrated pest management.</i></p> <p>Plant pests are one of the main drivers of biodiversity loss. Protecting biodiversity and the environment will protect important food sources, helping achieve SDG 13 Climate Action and SDG 15 Protect Ecosystems.</p>	All audiences
<p><b>3. Protecting plant health helps adapt to the devastating impacts of climate change.</b></p> <p>Global warming and extreme changes in the weather may likely increase the spread of plant pests. Increased pest risks can affect food security and livelihoods and contribute to economic crises, forced migration and conflicts. Implementing international plant health standards helps countries prevent the introduction and spread of harmful pests and to preserve biodiversity. Preserving biodiversity helps to improve plant resilience and adapt to the impact of climate change on plant health.</p>	All audiences
<p><b>4. The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.</b></p> <p><i>4.1. Complying with international plant health standards makes trade safe.</i></p> <p>Many countries depend on trading plants and plant products to sustain their economies. Yet trade can increase the risk of plant pests spreading, and seriously</p>	<ol style="list-style-type: none"> <li>1. Contracting parties</li> <li>2. NPPOs</li> <li>3. RPPOs</li> <li>4. Donors</li> <li>5. Industry</li> <li>6. Farmers (smallholder farmers and corporations)</li> </ol>

<p>damage plants and biodiversity. To make trade safe, it is important to implement international plant health standards and norms, such as those developed under the auspices of the IPPC Secretariat. This reduces the negative impact of pests and pesticides on human health, economies and the environment. It also makes it easier to prevent and control the spread of pests without setting up unnecessary barriers to trade. Complying with international plant health standards helps boost trade and achieve SDG 8 Decent Work and Economic Growth.</p> <p>Example: Bananas are the most exported fruit in the world, with 15 percent of global production being exported worth USD 7.5 billion in 2018. But more than 80 percent of global banana production is thought to be based on Tropical Race 4 (TR4) susceptible DNA, a fungi that attacks the roots causing Banana Fusarium Wilt disease<sup>4</sup>.</p>	
<p><b>4.2. Be cautious when bringing plants and plant products across borders.</b></p> <p>Be cautious when taking plants or plant products when travelling and always ensure that these products meet phytosanitary requirements. This helps reduce the spread of plant pests, which can seriously damage national food security, the environment and economies. Be careful when ordering plants and plant products online, or through postal services, since packages can more easily bypass regular phytosanitary controls.</p> <p>Example: The vector-borne pest <i>Xylella fastidiosa</i> is known to seriously infect economically important crops. The United States loses USD 104 million per year in grapevine production. Outbreaks have been reported in Southern Italy, Southern France and the Balearic Islands in Spain<sup>5</sup>.</p>	<p>All audiences</p>
<p><b>5. Invest in plant-health capacity development, research and outreach.</b></p> <p>Investing in the work of national plant protection organizations is a sound government investment as it not only benefits plant health, but it ultimately leads to healthy populations, environments and economies.</p> <p>Plant health related research and outreach are good investments because the innovative practices and technologies lead to better yields, reduced crop and trade losses and food waste, greater food security and a healthier environment.</p> <p>A well-resourced plant health skills pipeline requires the promotion of plant health as a diverse and rewarding career to young people and investment in early career plant health professionals.</p>	<ol style="list-style-type: none"> <li>1. Donors</li> <li>2. Policy- and decision-makers</li> <li>3. National administrators</li> <li>4. Governmental bodies</li> <li>5. Ministers</li> <li>6. Parliamentarians</li> <li>7. Heads of state</li> <li>8. Academia/research</li> </ol>
<p><b>6. Strengthen pest monitoring and early warning and response systems to protect plants and plant health.</b></p> <p>Regularly monitoring plants, and receiving early warning information about emerging threats helps governments, agricultural officers and farmers take critical preventive and adaptive measures to keep plants healthy.</p>	<ol style="list-style-type: none"> <li>1. Contracting parties</li> <li>2. NPPOs</li> <li>3. RPPOs</li> <li>4. Donors</li> <li>5. Policy- and decision-makers</li> <li>6. National administrators</li> <li>7. Governmental bodies</li> <li>8. Ministers</li> </ol>

<sup>4</sup> [Together, we can prevent the spread of Tropical Race 4 \(TR4\) \(fao.org\)](http://fao.org)

<sup>5</sup> [IPPC factsheet Xylella final.pdf](#)

<p>Policymakers and governments that utilize pest monitoring and early warning and response systems can make sound decisions when faced with new or emerging pests and minimize potentially costly or disruptive pest impacts.</p>	<p>9. Parliamentarians 10. Heads of state</p>
<p><b>7. Invest in plant health programmes and initiatives to protect lives, livelihoods, the environment and economies.</b></p> <p>Donor and private sector investments on initiatives at the global, national or regional levels help governments feed populations, secure livelihoods of the most vulnerable, protect the environment and biodiversity, and protect economies through safe trade of plants and plant products.</p>	<p>1. Donors 2. Policy- and decision-makers 3. National administrators 4. Governmental bodies 5. Ministers 6. Parliamentarians 7. Heads of state</p>

## 7. Channels

### 7.1. Digital opportunities

**7.1.1. International Phytosanitary Portal (IPP)** – or the IPPC website offers a wide range of phytosanitary resources that no other entity or online platform offers. It is the “go-to” online platform for NPPOs and RPPOs on the Convention, standards and phytosanitary information and resources. The IPP revamp should result in a platform responsive to its primary users and regularly populated and updated with new content. Resources must be easy to find, access and use.

Beyond the cosmetic changes in the IPP’s design and layout, **revamping the IPP should focus on the users’ global experience** (i.e. presenting the value proposition of the IPP and its main features) and prioritizing the reconstruction of its information architecture<sup>6</sup>. The IPP should also feature simplified and legible content, have an efficient search engine tool and deliver fast access to materials.

In addition, **information that are most accessed and used by NPPOs and RPPOs should be more prominent on the IPP**<sup>7</sup> including the IPPC monthly newsletter, news and announcements, upcoming webinars, phytosanitary system component pages and meeting reports. Key publications should be updated and easily accessible such as brochures, flyers, guides and training materials.

**Resources and materials should be promoted more thoughtfully on the IPP by developing an annual promotional plan**, not only of new publications, but also existing IPPC materials that are not time-bound like factsheets, brochures, videos, ISPMs, studies and surveys, thematic reports, IPPC guides, training materials and e-learning courses.

**A new IPP section on blogs can host think pieces** by the IPPC Secretary (or guest blogs from partners, NPPOs, RPPOs or donors) on key phytosanitary issues will boost the IPPC’s credibility as the thought leader in the plant health sector, and could attract attention and action from key stakeholders particularly decision-makers. This could also be a space for academics, think tanks and international organizations. Blogs could be cross-posted on IPPC social media accounts.

The IPP should also be populated with human interest/feature stories that help simplify and explain the importance of plant health to non-scientific communities. These stories should include a first-person account, for example, on the impact of pest infestation in a locale and on people’s livelihoods, citizen surveillance and reporting of potential pest threats, and the like. A call for case studies can be issued, which can become leads for these feature stories.

**7.1.2. IPPC monthly newsletter and other subscriptions** – the newsletter should feature more substantial contents apart from aggregating existing materials that are posted on the IPP. A more thoughtful editorial calendar should be planned quarterly/bi-annually to include not only news and announcements but also think pieces, new research or studies or new

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<sup>6</sup> Based on recommendations from the Design Thinking Study on IPP conducted by PriceWaterHouse Coopers in November 2020 for IPPC.

<sup>7</sup> Based on results from an IPPC survey conducted in February 2022 on the hierarchy of information needs of NPPOs and RPPOs.

materials/publications. An editorial board may also be formed to guide the development and selection of contents.

The IPPC offers a wide range of information and materials which could be categorized and wherein subscribers can choose which types of information they wish to subscribe to.

**7.1.3. IPPC social media** – the official Twitter and Facebook accounts should be more robustly used to communicate information and engage current and potential followers.

This entails timely posting of organic posts of IPPC news, announcements and other information, guided by a well-planned social media calendar.

Organizations to engage with should be carefully selected based on the relevance of their advocacies and work to IPPC core activities, and associated materials should focus on the desired action from these groups. The IPPC community should engage in conversations and debates by linking the importance of plant health to food security, environment and climate change, and safe trade, and broadly, to other relevant SDGs e.g. reducing poverty. The IPPC should also support the campaigns of NPPOs and RPPOs to increase awareness and engagement.

New technical content should be created that is appealing, easily understandable by the wider public and can be easily placed on Twitter and Facebook, e.g. short videos/reels. IPPC social media should be strategic by timing promotions during slow news days and look for opportunities to re-utilize existing content. Digital assets such as social media cards, photos and videos will make it easy for users to use content that are readily available and easily sharable.

**7.1.4. Direct (e-)mail** – strategic use of personalized emails should include targeted e-mails to individual stakeholders, e.g. donors and decision-makers, to highlight certain IPPC products, events or issues or to prompt action such as joining the conversation or global debate on an issue.

## **7.2. Events**

The IPPC community should leverage communications and advocacy through the following events:

- CPM annual sessions
- IPPC-RPPO annual regional workshops on ISPM
- International Day of Plant Health (12 May)
- International Plant Health Conference
- UNFCCC COP meetings
- UN Convention on Biological Diversity COP meetings
- World Food Day
- International Day of Awareness on Food Loss and Waste
- UN General Assembly sessions
- ISO meetings
- ISO Forum
- SPS Committee events
- WTO, WOH and Codex key events

### 7.3. Media

The media to be targeted include the following:

- International media: To cover key events and phytosanitary issues through press releases and opinion pieces in top tier media outlets or specialist media. The objectives of the outreach will guide the selection of media outlets. Additionally, high-level issues including food security, sustainable economic growth and the likes will be framed as part of global debates and will be disseminated in top-tier media outlets. Briefs should be prepared and shared with partners.
- Regional media: To support regional FAO offices and partners to engage in covering relevant topics, regional workshops and multi-country events within the region. The IPPC Secretariat can reach out to RPPOs for recommendations on regional or national media to tap, depending on the event (see section 3.1. Audiences and stakeholders – leveraging communications with RPPOs).
- National media: To support country FAO offices and partners to cover topics or events at the country level.

Another segmentation for media is related to the categorization of language and specification:

- FAO official languages media outlets
- Agricultural, trade, and development media outlets.

IPPC media relations needs to be developed, including identifying key publications and specialist media online where special features or opinion pieces can be placed. The IPPC Secretariat will coordinate with the FAO Office of Communications and with FAO regional communication officers in consulting the content or treatment of a potential story and to perform due diligence in vetting journalists or outlets. The IPPC Secretariat will also use the FAO media monitoring to identify the outlets which covered the issues.

Scientific journals should also be platforms to publish IPPC papers from conferences, workshops or webinars. General criteria for selection can be developed by the IPPC community, with inputs from the CPM Focus Group on Communications and other expert working groups through the Online Comment System. A plan needs to be developed on how best to respond to inquiries and collaborate with such publications.

A media crisis plan should be developed including media Q&As and standard holding statements for sensitive or potentially controversial phytosanitary topics or issues such as but not limited to GMO, biotechnology and pesticide use.

The IPPC Secretariat can request for media training from FAO OCC or from other IPPC partners.

## **8. Management of the strategy**

### **8.1. Implementation**

The communication strategy will be implemented, monitored and evaluated through an annual communication plan which will be developed. Communications will be led by the lead of the IPPC Secretariat Integration and Support Team (IST) whose role is to guide the delivery of the communications plan and lead liaison internally, and with regional partners. The IST Lead will convene engagement with FAO regional communications teams and key partners, i.e. RPPOs.

The IST Lead will be supported by communication specialists and consultant content producers/writers, whose role include writing and developing content for outreach and liaising with communication counterparts with the FAO OCC, FAO NSP Division, FAO regional offices, and relevant media outlets.

### **8.2. Resources**

Resources will be allocated from the overall budget of the IPPC Secretariat to include the communications team (three full-time communications specialists and short-term consultants to support key events such as the International Day of Plant Health). Further funding will be needed for human resources and operational expenses, depending on the planned activities for each year, e.g. production of communication and advocacy materials, organizing events and campaigns, etc. Resources will also be needed in getting support from an external agency to help in media outreach (apart from FAO OCC routine support to IPPC Secretariat).

### **8.3. Timeline**

The IPPC Communications Strategy will be implemented for eight years, in conjunction with the implementation of the IPPC Strategic Framework 2020-2030. An annual communications plan will be created in line with the FAO and IPPC Communications Strategy.

## **9. Impact**

The impact of the communications will be measured through periodic analysis, based on the logical framework matrix of the annual communication plan. Baseline indicators will be established after the first year of reporting and projections will be made on outcomes. The monitoring and evaluation framework will be developed with support from FAO OCC.

Qualitative evaluation of the impact of communications can also be done annually through a Focus Group Discussion (FGD) or interviews with select audiences (5-6 people) representing IPPC key audiences, e.g., NPPO, RPPO and donors. A short survey can also be administered to collect data over time.

Key result areas in communications, based on the IPPC Strategic Framework 2020-2030:

1. The IPPC community is effectively communicating phytosanitary issues and the importance of plant health.
2. The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.

3. The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.

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## Annex 1. Value proposition per stakeholder category

Stakeholder/audience	Value proposition
NPPOs	<ul style="list-style-type: none"> <li>Implementing the IPPC, ISPMs and CPM recommendations not only impacts plant health, but ultimately leads to healthy populations, environment and economies.</li> <li>Cooperate in the development of ISPMs and CPM recommendations</li> </ul>
RPPOs	<ul style="list-style-type: none"> <li>Regional cooperation helps address region-specific phytosanitary issues or potential disputes.</li> <li>Collaboration and cooperation among RPPOs and the IPPC Secretariat help facilitate a more efficient adoption of the Convention and implementation of ISPMs and CPM recommendations.</li> </ul>
Donors	<ul style="list-style-type: none"> <li>Adoption and implementation of the Convention, ISPMs and CPM recommendations contribute to global plant health in achieving relevant SDGs. IPPC programmes, projects and activities help achieve these.</li> <li>The IPPC practices good stewardship, management and delivery of outcomes and impact of the IPPC Strategic Framework 2020-2030.</li> </ul>
General public Media Farmers	<ul style="list-style-type: none"> <li>The IPPC is the sole convention that protects plant health. The IPPC can be equated with other multilateral treaties such as the Climate Change Convention or international treaties on trade.</li> <li>Protecting plants means protecting lives. Healthy plants mean healthy food, environment and economies.</li> <li>Protecting plants means being mindful that plants bought online or brought across international borders must be accompanied by phytosanitary certificates.</li> </ul>
Industry: Traders Industry and agribusiness associations Plant and plant product producers and exporters Shipping and freight companies Postal services E-commerce service providers	<ul style="list-style-type: none"> <li>Sustainable agriculture and production can be achieved when protecting plants and plant resources by adopting innovative tools in sustainable agriculture and integrated pest management.</li> <li>The IPPC, ISPMs and CPM recommendations help facilitate safe trade of plants and plant products.</li> <li>Adopting phytosanitary laws and regulations based on international phytosanitary standards and measures help boost economic growth.</li> </ul>
Policy- and decision-makers: ministers, parliamentarians, heads of state	<ul style="list-style-type: none"> <li>Governments have a critical part in ensuring ISPMs are adopted into national phytosanitary policies and regulations which could impact the achievement of the SDGs</li> <li>The IPPC plays a critical part in ensuring plant health, along with contracting parties and other stakeholders, i.e. donors, the private sector and civil society.</li> </ul>

<p>IPPC Secretariat, CPM Bureau, IPPC subsidiary bodies</p>	<ul style="list-style-type: none"> <li>• The collective work of the IPPC Secretariat, CPM Bureau and IPPC subsidiary bodies (Strategic Planning Group (SPG), Standards Committee, Implementation and Capacity Development Committee, focus groups, technical panels, task forces, steering groups and expert working groups) have a huge impact on the achievement of the IPPC Strategic Objectives and development agenda.</li> </ul>
<p>FAO</p>	<ul style="list-style-type: none"> <li>• FAO, as the convenor of the IPPC, complements IPPC's credibility and leadership in plant health. The IPPC workstream complements that of the FAO through harmonized action, e.g., One Health, Global Action on the Prevention of Fall Armyworm.</li> <li>• Achievement of the IPPC Strategic Objectives and development agenda contribute to FAO's 4 Betters framework: better production, better nutrition, better environment and better lives, in turn helping achieve relevant SDGs.</li> </ul>

## Annex 2. Mapping audiences, messages, communication channels and desired actions

Target audiences/ stakeholders	Key messages	Desired action
<b>Communication Objective 1: Inform</b> <i>Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.</i>		
Civil society/ general public  Mainstream and specialist media	<p>Keeping plants healthy is fundamental to achieving the UN Sustainable Development Goals (SDGs).</p> <p>Keeping plants healthy helps protect the environment.</p> <p>Be cautious when bringing plants and plant products across borders, including buying them online.</p>	<p><u>Civil society/general public</u>: Participate in the International Day of Plant Health campaign activities.</p> <p>Follow, engage and amplify IPPC and plant health on social media.</p> <p>Comply with phytosanitary laws through practical means at the individual level.</p> <p><u>Top-tier media</u>: Publish news articles and human interest stories on IPPC's work on the impacts of plant health to food security, environmental protection and safe trade, and broadly on other issues such as reducing poverty and promoting economic growth and decent work</p> <p><u>Specialist media</u>: Publish articles on the results from IPPC surveys and studies and other technical information; editorial pieces on IPPC's key advocacies</p>
	Channels: <ul style="list-style-type: none"> <li>• International Phytosanitary Portal (IPP)</li> <li>• IPPC, FAO social media</li> <li>• FAO media contacts, un.org news</li> <li>• International Day of Plant Health (IDPH) campaign</li> <li>• IPPC videos</li> </ul>	
Farmers	<p>The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.</p> <p>*Messaging for this target group may vary based on factors such as geography, levels of capacity and availability of resources including information technology</p>	<p>Be informed of the convention, ISPMs and other innovative approaches to sustainable farming and production, e.g., integrated pest management</p>
<b>Communication Objective 2: Mobilize and engage</b> <i>Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as FAO regional communications and FAO Plant Production and Protection Division (NSP).</i> <ul style="list-style-type: none"> <li>• Collaborate actively among NPPOs and RPPOs to support IPPC core activities in standard setting, implementation and capacity building, and communication and international cooperation.</li> <li>• Enhance visibility of the core and unique work of the IPPC and build the IPPC brand.</li> </ul>		

## IPPC COMMUNICATIONS STRATEGY 2023-2030

<ul style="list-style-type: none"> <li>• Mobilize support (technical, human and/or financial resources) towards the achievement of the IPPC Strategic Objectives</li> <li>• Enhance IPPC engagement and support from external stakeholders, including industry, NGOs, civil society and academic groups.</li> </ul>		
Contracting parties NPPOs RPPOs	<p>Protecting plant health is fundamental to achieving the UN Sustainable Development Goals (SDGs).</p> <ul style="list-style-type: none"> <li>• <i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></li> </ul> <p>Protecting plant health helps protect the environment.</p> <ul style="list-style-type: none"> <li>• <i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.</i></li> </ul> <p>The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.</p> <ul style="list-style-type: none"> <li>• <i>Complying with international plant health standards makes trade safe.</i></li> </ul> <p>Invest in plant-health capacity development, research and outreach.</p> <p>Strengthen pest monitoring and early warning and response systems to protect plants and plant health.</p>	<p><u>NPPOs:</u></p> <p>Actively support and collaborate with IPPC's core activities: standard setting, implementation and capacity development, and communications and international partnership.</p> <p>Adopt the IPPC, ISPMs and CPM recommendations in national phytosanitary activities.</p> <p>Support and collaborate with RPPOs, i.e. participate in IPPC regional workshops, information exchange and capacity building.</p> <p>Access and utilize IPPC resources on standard setting and implementation (e.g., ISPMs, IPPC Guides); capacity development (e.g., e-learning courses, training materials); and communication and advocacy materials.</p> <p>Participate in open calls and consultations through the OCS.</p> <p><u>RPPOs:</u></p> <p>Coordinate and collaborate with NPPOs in their region in IPPC activities, e.g. regional workshops.</p> <p>Foster information exchange among NPPOs in their region, with other RPPOs and with the IPPC Secretariat.</p> <p>Collaborate with the CPM and the IPPC Secretariat in developing and implementing international standards.</p> <p>Collaborate with the IPPC Secretariat on communication and advocacy activities e.g., global campaign on the IDPH, translation of promotional materials, etc.</p> <p>Access and utilize IPPC resources on standard setting and implementation (e.g., ISPMs, IPPC Guides); capacity development (e.g. e-learning courses, training materials); and communication and advocacy materials.</p>
	<p>Channels:</p> <ul style="list-style-type: none"> <li>• IC meetings and reports</li> <li>• IPP webpages</li> <li>• FAO e-Learning website</li> <li>• IPPC regional workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Other international workshops, conferences, webinars</li> <li>• IPPC factsheets, videos, PPT slides</li> <li>• IPPC Brochure, Annual Report</li> <li>• IPPC Newsletter</li> </ul>

## IPPC COMMUNICATIONS STRATEGY 2023-2030

	<ul style="list-style-type: none"> <li>Regional communication counterparts (FAO, RPPOs)</li> </ul>	<ul style="list-style-type: none"> <li>IPPC, FAO social media</li> </ul>
Donors	All key messages	Provide or increase funding in various IPPC programmes, projects and activities that support achievement of relevant SDGs
	Channels: <ul style="list-style-type: none"> <li>CPM annual sessions</li> <li>High-level meetings, roundtable</li> <li>International workshops, conferences, webinars</li> <li>IPPC Brochure, Annual Report</li> <li>IPPC Newsletter</li> <li>Select publications</li> </ul>	
IPPC Secretariat, CPM Bureau, subsidiary bodies	All key messages	Keep informed and engaged with IPPC's core activities Continue to promote plant health
FAO		Keep informed and engaged with IPPC's core activities Continue to promote plant health vis a vis FAO NSP's workstream, the FAO One Health initiative and through support by the Office of the DG and DDG Continue and explore new avenues for technical collaboration
	Channels: <u>IPPC Secretariat, CPM Bureau, subsidiary bodies:</u> <ul style="list-style-type: none"> <li>CPM annual sessions</li> <li>Meeting reports and papers</li> <li>IPPC regional workshops</li> <li>Relevant IPP webpages</li> </ul>	<u>FAO:</u> <ul style="list-style-type: none"> <li>IPPC Annual Report, newsletter, brochures, factsheets videos</li> <li>IDPH, IPHC</li> <li>One Health newsletter and webpage</li> <li>FAO Fall Armyworm webpage</li> <li>International days: Food Loss, etc.</li> <li>FAO Committee on Agriculture (COAG) annual meeting</li> </ul>
Industry - Traders Industry and agribusiness associations Plant and plant product producers and exporters Shipping and freight companies Postal services E-commerce service providers	The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.  Complying with international plant health standards makes trade safe and boosts trade and economic growth.	Gain more knowledge and be up to date about plant protection  Adopt phytosanitary standards and measures in their production and processes  Comply with ISPMs and national and international phytosanitary regulation  Help shape the implementation of associated policies and standards
	Channels: <ul style="list-style-type: none"> <li>IPPC Newsletter</li> <li>IPPC regional workshops</li> <li>CPM annual sessions</li> </ul>	

	<ul style="list-style-type: none"><li>• Advocacy materials (IPPC Brochure, Annual Report, IPPC factsheets, videos)</li><li>• International Phytosanitary Portal (IPP)</li></ul>	
<b>Communication Objective 3: Advocate</b> Create an enabling environment for stakeholders to support the achievement of the IPPC Strategic Objectives. Promote critical links to achieving the Sustainable Development Goals (1,2, 8,12, 13, 15, 17).		
Policy- and decision-makers: ministers, parliamentarians, heads of state	<p>Protecting plant health is fundamental to achieving the UN Sustainable Development Goals (SDGs).</p> <ul style="list-style-type: none"><li>• <i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></li></ul> <p>Protecting plant health helps protect the environment.</p> <ul style="list-style-type: none"><li>• <i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.</i></li></ul> <p>The introduction and spread of plant pests can be minimized through safe trade of plants, plant products and regulated articles.</p> <ul style="list-style-type: none"><li>• <i>Complying with international plant health standards makes trade safe.</i></li></ul> <p>Invest in plant-health capacity development, research and outreach.</p> <p>Strengthen monitoring and early warning and response systems to protect plants and plant health.</p>	<p>Use their position and authority to facilitate adoption of ISPMs and CPM recommendations in national policies and phytosanitary rules and regulations.</p> <p>Finance NPPO operations and activities in implementation (human and financial resources).</p> <p>Invest more in plant-health related research and outreach, as well as innovative practices and technologies.</p>
	<p>Channels:</p> <ul style="list-style-type: none"><li>• CPM annual sessions</li><li>• High-level meetings, roundtable</li><li>• International workshops, conferences, webinars</li><li>• IPPC Brochure, Annual Report</li><li>• IPPC Newsletter</li><li>• Select publications</li></ul>	

### Annex 3. Communications Workplan 2023-2030

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030
<b>Objective 1: Inform: Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.</b>											
<b>MILESTONE # 1. The International Phytosanitary Portal transforms and is maintained as a robust, user-centric platform on plant health information, resources and tools.</b>	1.1. Re-structure the website architecture and re-design the pages in phases/modules to make information easily accessible.	Revamped IPP with new features highlighting 'one-click' access to technical tools and resources, digital assets, new content, logical search results and regular analytics	KRA 1: The IPPC community is effectively communicating phytosanitary issues and the importance of plant health.								
	1.2. Implement a new and more efficient search function										
	1.3. Streamline placement and update key technical resources and tools specifically for NPPO and RPPO use (e.g., ePhyto, PCE, Phytosanitary System Components, etc.)										
	1.4. Add and maintain a section on digital assets (e.g. IPPC logo guide, videos, standard PowerPoint presentation about IPPC, key messages on plant health, etc.)										
	1.5. Develop new content e.g. blogs, quality news items, success stories										
<b>MILESTONE #2. Social media following and engagement increase annually</b>	2.1. Develop and implement an annual social media plan	Annual social media plan	KRA 1: The IPPC community is effectively communicating phytosanitary issues and the importance of plant health.								
	2.2. Identify metrics and measure engagement	Quarterly and annual reporting on analytics to Secretariat									
<b>MILESTONE # 3. Baseline indicators and monitoring and evaluation on</b>	3.1. Develop baseline and M&E indicators	Baseline and M&E indicators	KRA 1: The IPPC community is effectively communicating								

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030
communications indicators are identified and analysis on effectiveness of communications is done annually.	3.2. Conduct annual M&E of effectiveness of communication	Annual M&E analysis on IPPC communications that will feed into the revisions of the annual workplan	phytosanitary issues and the importance of plant health.								
<b>Objective 2: Mobilize and engage: Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academe and international organizations, as well as FAO regional communications and FAO NSP.</b>											
<b>MILESTONE #4: A two-way communication process within the IPPC community is established and sustained.</b>	4.1. Establish a Community of Practice (COP) among communication professionals of RPPOs, donors, IPPC external partners (industry, academia, international organizations) and FAO regional offices, led by the IPPC Secretariat Integration and Support Team (IST).	COP directory of members, core group and roles, Terms of Reference and rules of engagement, Platform for information exchange on the IPP	KRA 1: The IPPC community is effectively communicating phytosanitary issues and the importance of plant health. KRA 2: The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.								
	4.2. Organize bi-monthly or quarterly meetings to identify opportunities (e.g. joint campaigns), share best practices and discuss challenges in awareness-raising, advocacy and engagement	Meeting reports, Bi-/annual documentation/analysis of information exchange and process									
	4.3. Contribute content on the IPP and IPPC newsletter, identify opportunities for cross-posting of content and develop and implement an editorial calendar	News articles, blogs, announcements (organic and cross-posts), digital assets									

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030
<b>MILESTONE #5. Key international, regional and national events are used to leverage plant health in the context of food security, environmental protection and safe trade.</b>											
<b>Internal</b> <ul style="list-style-type: none"> <li>• IPPC-organized meetings (e.g. CPM annual sessions; meetings of CPM Bureau, SPG, SC, IC, TCs, EWGs, TPs, TFs, WGs, FGs); IPPC regional workshops</li> <li>• International Day of Plant Health (IDPH); International Plant Health Conference (IPHC); FAO NSP annual themes</li> <li>• Related UN international days e.g. International Day of Food Loss and Waste, World Food Safety Day</li> <li>• External / International Cooperation (UN General Assembly sessions, ISO meetings, ISO Forum, SPS Committee events, WTO, WOA and Codex key events, UNFCCC and CBD COPs)</li> </ul>	5.1. Provide communications support in promoting and documenting meetings and events	News articles, press releases, announcements, meeting reports	<b>KRA 1:</b> The IPPC community is effectively communicating phytosanitary issues and the importance of plant health. <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies. <b>KRA 3:</b> The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.								
	International Day of Plant Health (IDPH); International Plant Health	5.2. Develop and implement a communications plan; monitor reach through social media and traditional media	Comms plan (including media engagement), various campaign materials, media								

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030
Conference (IPHC); FAO NSP annual themes		monitoring (if applicable), final report (for IDPH and IPHC) or analysis on reach and engagement (for external events)									
Related UN international days e.g. International Day of Food Loss and Waste, World Food Safety Day	5.3. Develop and implement a complementary communications plan, including framing messages										
External / International Cooperation (UN General Assembly sessions, ISO meetings, ISO Forum, SPS Committee events, WTO, WOH and Codex key events, UNFCCC and CBD COPs)	5.4. Coordinate with organizers to maximize opportunities e.g. side session, side pavilion, etc.										
	5.5. Develop and implement a complementary communications plan										
<b>MILESTONE #6: Awareness and engagement on IPPC standards setting processes increase, i.e. participation in calls, regional workshop discussions on draft ISPMs, uptake of publications</b>	6.1. Integrate key activities in the Secretariat communications plan, e.g. promotion of publications, reports, news articles, etc.	News articles, published reports, calls, announcements, etc.	KRA 1: The IPPC community is effectively communicating phytosanitary issues and the importance of plant health.  KRA 2: The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of								
<b>MILESTONE #7: Uptake of capacity-building</b>	7.1. Develop and implement a Secretariat-wide promotion plan	Promotion plan, analytics, Altmetrics									

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030
publications and materials increase, i.e. ISPM guides, training materials, e-learning courses	7.2. Monitor uptake, adjust promotion plan accordingly and document best practices	data and analysis, documentation of best practices	the Convention and its objectives in international policies.								
<b>Objective 3: Advocate: Create an enabling environment for contracting parties and stakeholders to support the achievement of the IPPC Strategic Objectives.</b> <b>- Promote critical links to achieving the United Nations Sustainable Development Goals (1, 2, 8, 12, 13, 15, 17).</b>											
<b>MILESTONE #8: Communications has effectively supported achievement of the eight Development Agenda Items (DAIs):</b>											
1. Harmonization of electronic data exchange	8.1. Integrate communications in the frameworks, workplans and campaigns (if applicable) of each DAI, i.e. messaging and identifying channels; promotion of publications and advocacy materials	Various communication and advocacy materials including reports and publications; regular monitoring/analytics of uptake of materials and IPP page visits	KRAs 1, 2, 3								
2. Commodity-specific ISPMs											
3. Management of e-commerce and postal and courier pathways											
4. Developing guidance on the use of third-party entities											
5. Strengthening pest outbreak alert and response systems											
6. Assessment and management of climate change on plant health											
7. Global phytosanitary research coordination											
8. Diagnostic laboratory networking											

**Annex 4. Members, CPM Focus Group on Communications**

	<b>Name, role, organization</b>	<b>Representation</b>
1	<b>Ms Lihong ZHU</b> Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries <b>Chair</b> , CPM Focus Group on Communications	New Zealand
2	<b>Mr James STAPLETON</b> Head of Communications & Public Awareness, Consortium of International Agricultural Research Centers- (CGIAR) Lima, Peru <b>Vice-Chair</b> , CPM Focus Group on Communications	Consortium of International Agricultural Research (CGIAR)
3	<b>Ms Gabrielle VIVIAN-SMITH</b> Chief Plant Protection Officer, Department of Agriculture, Water and the Environment, Canberra, Australia	Australia
4	<b>Mr Islam Farahat ABOELELA</b> Supervisor of Pest Risk Analysis, FAO International Consultant Central Administration of Plant Quarantine, Ministry of Agriculture and Land Reclamation	Egypt
5	<b>Ms Denise MARTINEZ-BRETO</b> Information and Communication Officer, Office for Corporate Communications, Food and Agriculture Organization	FAO
6	<b>Ms Katy LEE</b> Director, Agricultural Dialogues International Limited Cheshire, United Kingdom, Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	International Grain Trade Coalition (IGTC)

7	<b>Mr Hector MALAIDZA</b> Communications Officer, Technology Dissemination- Agriculture Research Officer, Department of Agriculture Research Services	Malawi
8	<b>Ms Ifi CHAFY</b> Canadian Food Inspection Agency (CFIA)	North America
9	<b>Mr Mekki CHOUIBANI</b> Executive Director, Near East Plant Protection Organization (NEPPO)	Near East and North Africa
10	<b>Ms Lucy CARSON-TAYLOR</b> Plant Health Engagement Manager, UK APHA/ Defra	United Kingdom
11	<b>Mr Martin SIAZEMO</b> Senior Plant Health Inspector and Head of Communications, Ministry of Agriculture Plant Quarantine and Phytosanitary Service	Zambia
12	<b>Mr Fuxiang WANG</b> Deputy Director General, National Agriculture Technical Extension and Service centre (NATESC) Ministry of Agriculture Beijing, China	CPM Bureau Asia
	<b>IPPC Secretariat</b>	
	<b>Mr Arop Deng</b> Lead, Integration Support Team (IST)	
	<b>Ms Mutya Frio</b> Communications Specialist (IPPC Lead, FG-COM)	
	<b>Ms Maki Iizuka</b> FG-COM Support	
	<b>Ms Zdravka Dimitrova</b> Public Information Specialist	
	<b>Mr Riccardo Mazzuchelli</b> Public Information Specialist	
	<b>Ms Sara Giuliani</b> Public Information Specialist	
	<b>Mr Mouhab Alawar</b>	

	Public Information Specialist
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