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Management of E-commerce and postal and courier pathways

Agenda 7.4



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Outline

- **Overview of DAI implementation**
- **IPPC Observatory Study on E-commerce**
 - **Overview**
 - **Methodology**
 - **Response rate**
 - **Data insights**
 - **Recommendations**
 - **Next steps**

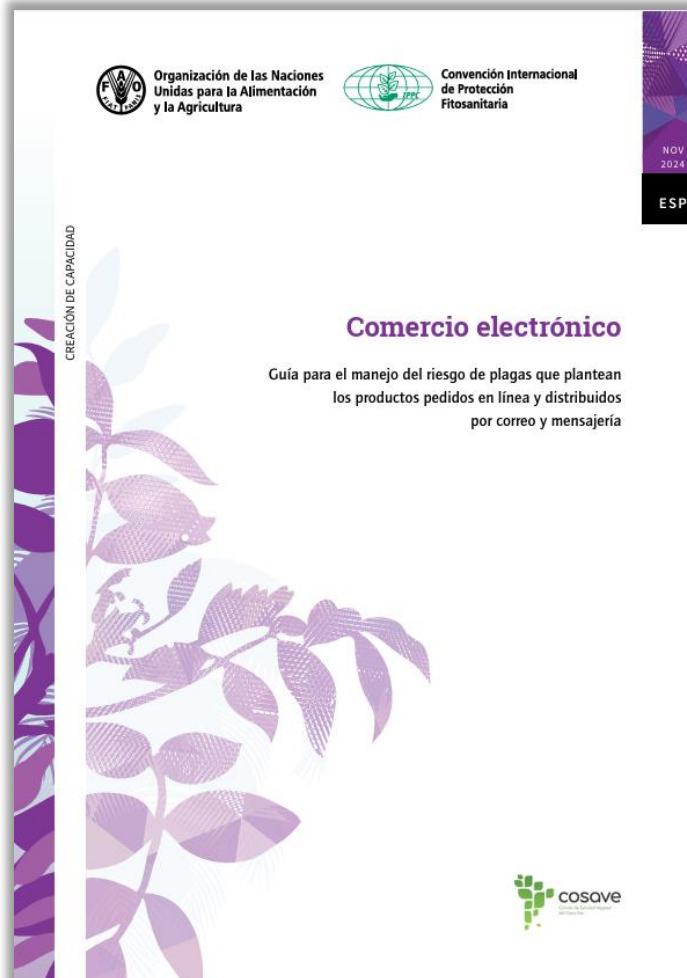
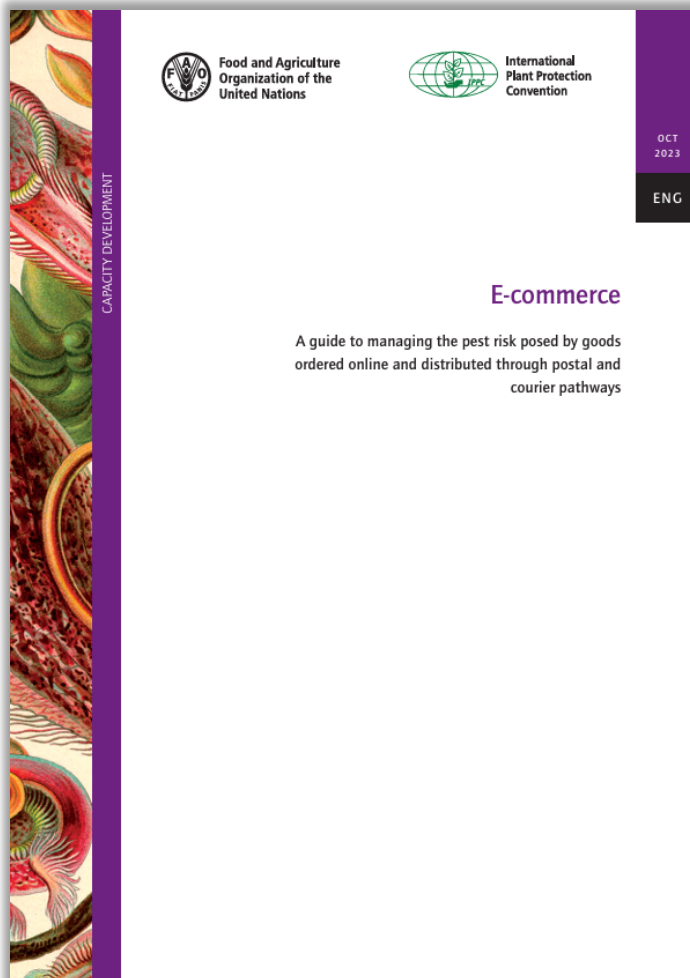


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IPPC E-commerce video

En Ar Es Fr Ru Zh

*Contact the IPPC to learn about
translating to local languages*



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IPPC Events in 2024



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**CPM
18**

**18TH SESSION OF
THE COMMISSION ON
PHYTOSANITARY MEASURES**
15-19 APRIL 2024

E-commerce side session



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**SAVE
THE
DATE**

**12 May
International Day
of Plant Health**

#PlantHealthDay



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External E-commerce Events in 2024



World Customs Organization (WCO)



**UNIVERSAL
POSTAL
UNION**

Universal Postal Union (UPU)



International Seed Federation
Seed is Life



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IPPC Observatory Study on E-commerce - Overview



Canada



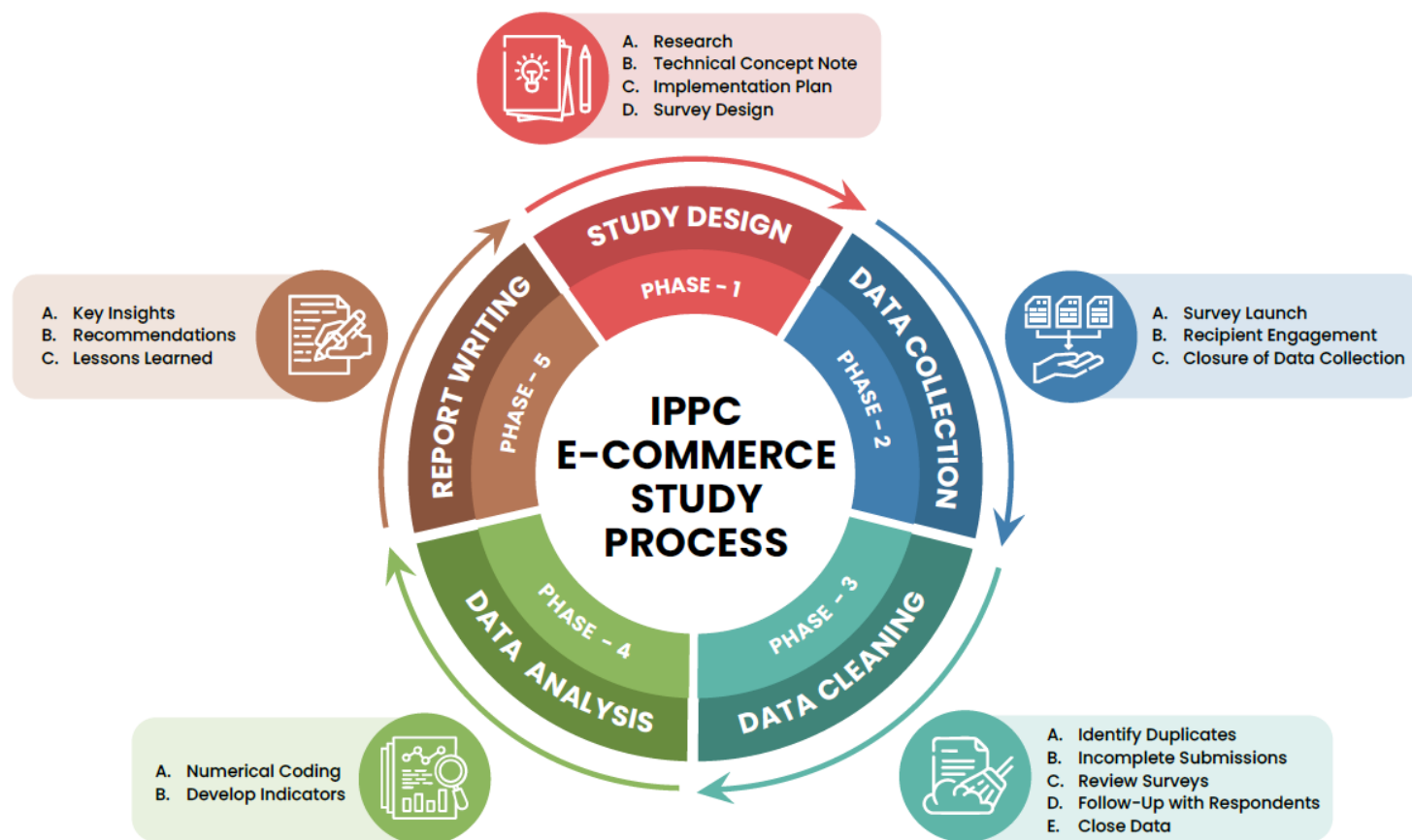
Animal and Plant
Quarantine Agency
Republic of Korea

Objectives:

- **establish a baseline** for measuring key e-commerce indicators
- **evaluate** the extent to which the CPM's recommendations on *Internet trade in plants and other regulated articles have been implemented*;
- **characterize** the challenges and gaps in managing the phytosanitary risks associated with e-commerce trade; and
- **guide** further work on e-commerce and plant protection.



Methodology



Five phase methodology was used for a thorough and assessment and analysis.

Currently, the study is at *phase 5 – report writing.*

The IPPC Observatory Study on E-commerce report to be published and presented at CPM-20 (2026).



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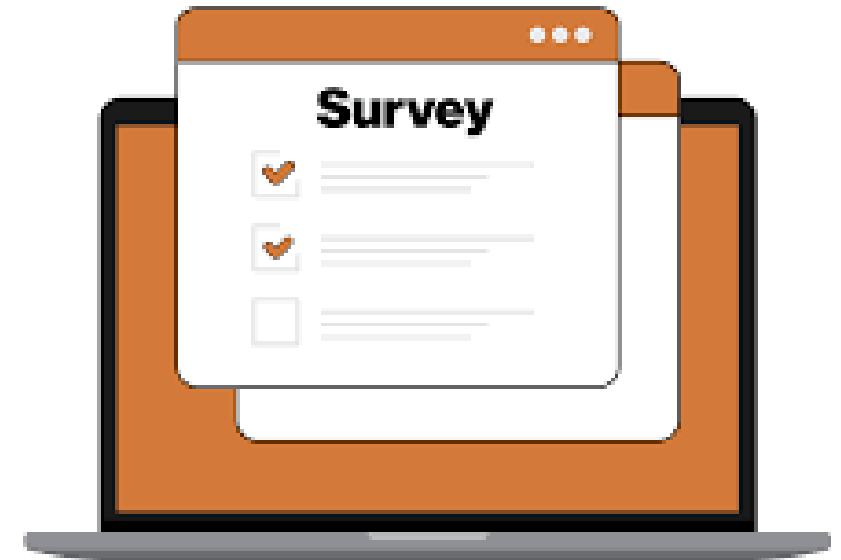
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Overview: primary indicator areas

The survey was structured to collect information on three primary areas:

- I. National legislative and non-legislative frameworks relevant to e-commerce and plant health
- II. Implementation of phytosanitary measures on e-commerce supply chain
- III. Monitoring e-commerce pathways



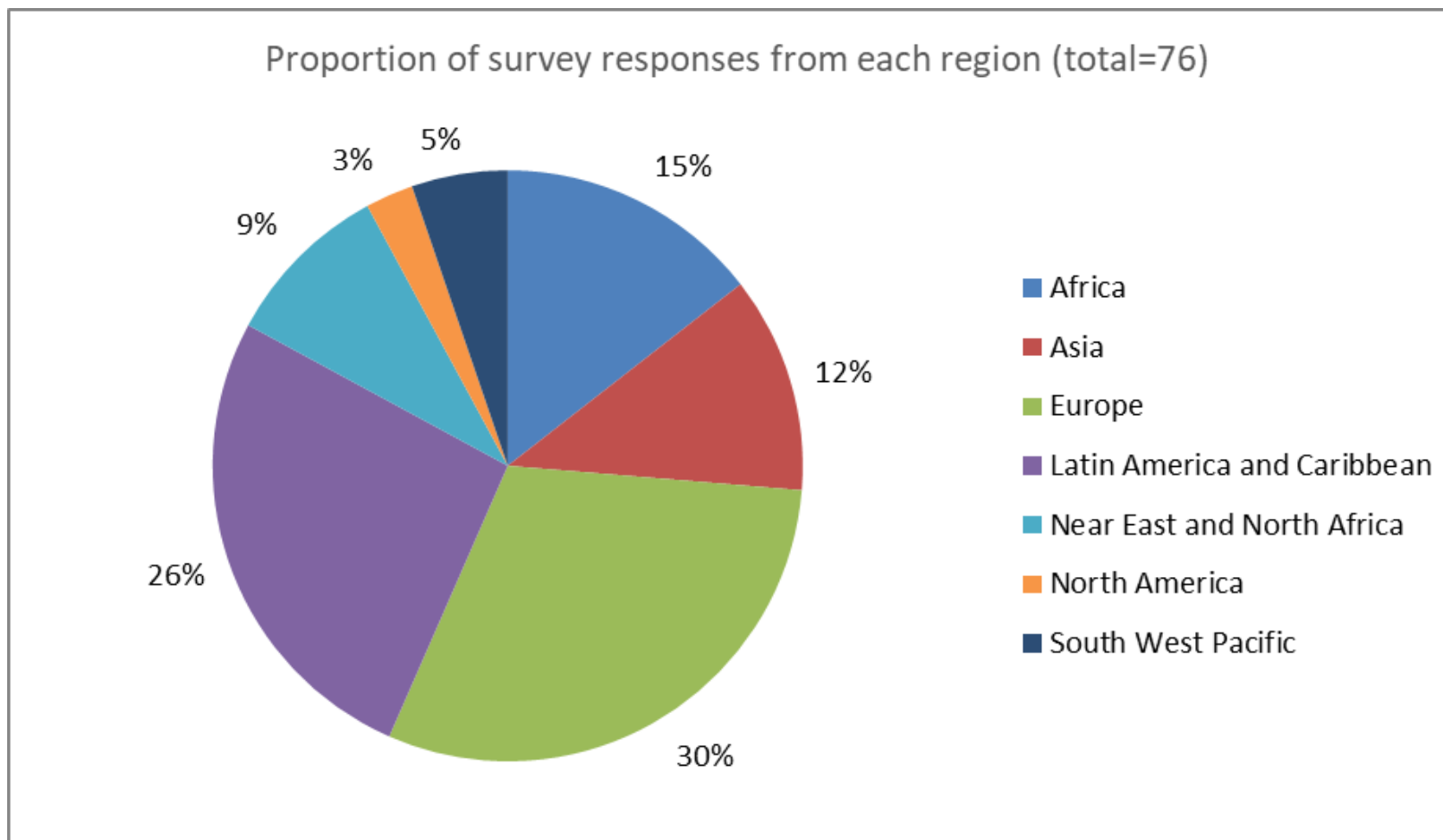


Three variable area and associated variables

	No.	Indicator name	Variables
Governance frameworks	1	Existence of regulatory and non-regulatory frameworks applicable to e-commerce (2 pts maximum)	<ul style="list-style-type: none"> •Existence of regulatory frameworks •Existence of non-regulatory frameworks
	2	Coverage of phytosanitary frameworks applicable to e-commerce (7 points maximum)	<ul style="list-style-type: none"> •Coverage of imports and exports •NPPO empowered to inspect parcels •NPPOs given authority to implement phytosanitary measures •Specification of repercussions for non-compliance •Declaration requirements for importers •Requirement of customs, postal services and other couriers to inform NPPO of parcels identified for inspection •Storage of identified parcels until inspection
Implementation of phytosanitary systems	3	Accessibility of information on prohibited and regulated articles (3 points maximum)	<ul style="list-style-type: none"> •Existence of list or database on prohibited and regulated articles •Inclusion of information on phytosanitary measures for regulated articles in list or database •Online accessibility of list or database
	4	Pre-border arrival risk management (2 points maximum)	<ul style="list-style-type: none"> •Existence of advance information-sharing mechanisms •Effectiveness of advance information-sharing mechanisms
	5	Strength of at-border risk management (3 points maximum)	<ul style="list-style-type: none"> •Existence of screening mechanisms at entry points such as airports and postal sorting facilities •Implementation of inspection procedures (including notification of NPPOs and proper storage of flagged parcels) •Prioritization of risk profiles to focus on high-risk entries
	6	Development and dissemination of capacity-building resources (2 points maximum)	<ul style="list-style-type: none"> •Development and distribution of education materials •Implementation of training workshops or sessions
	7	Implementation of public awareness campaign within the last five years (1 point maximum)	<ul style="list-style-type: none"> •Whether at least one awareness campaign happened
Monitoring of e-commerce	8	Existence of NPPO-managed online reporting platforms (2 points maximum)	<ul style="list-style-type: none"> •Existence of platform •Management of the site by NPPO
	9	Utilisation of data analysis for compliance monitoring (1 point maximum)	<ul style="list-style-type: none"> •Performance of analysis using data from inspection, non-compliance notices or automated or manual internet searches



Response rate – overall response rate of 41.1%





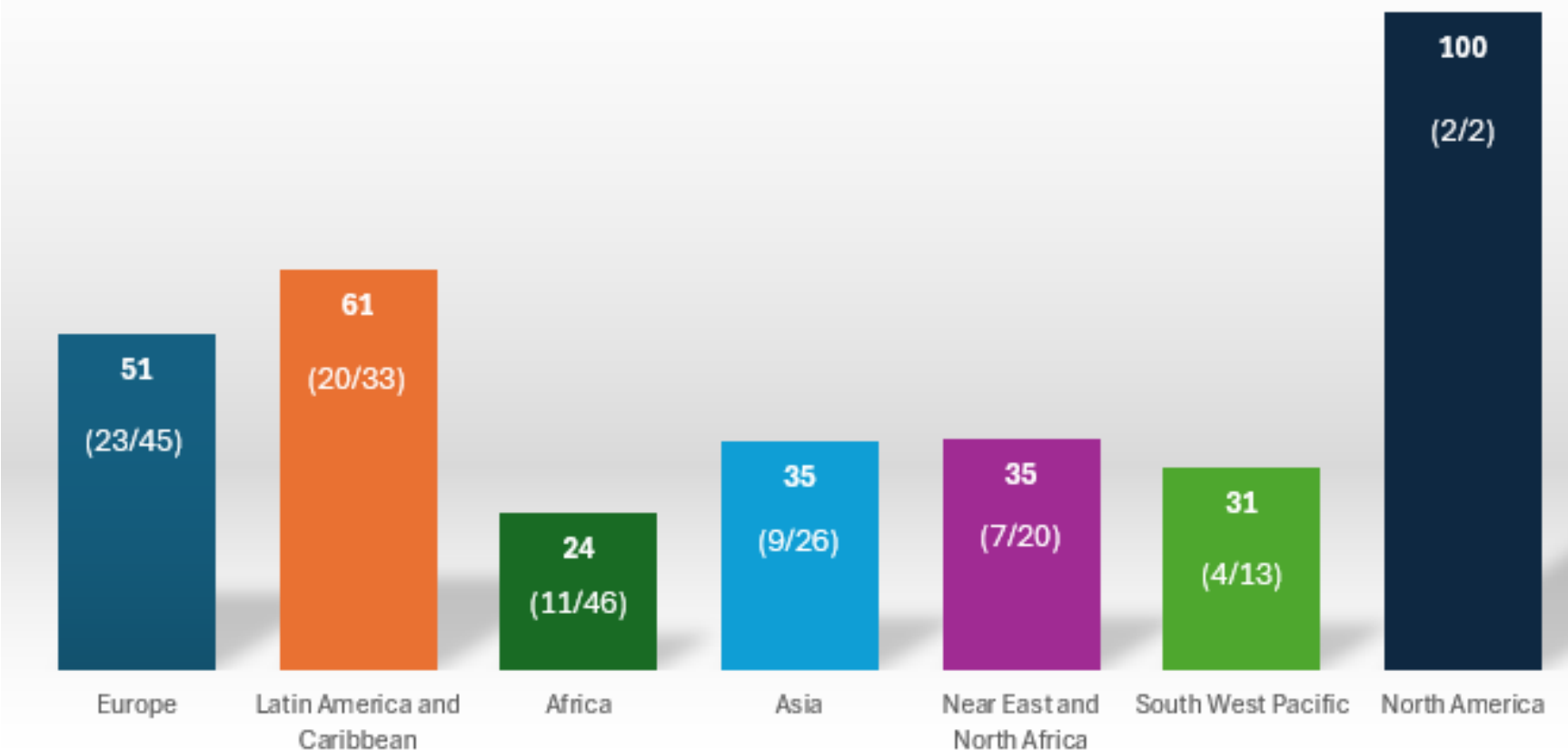
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Proportion of countries in each region that responded to survey (%)





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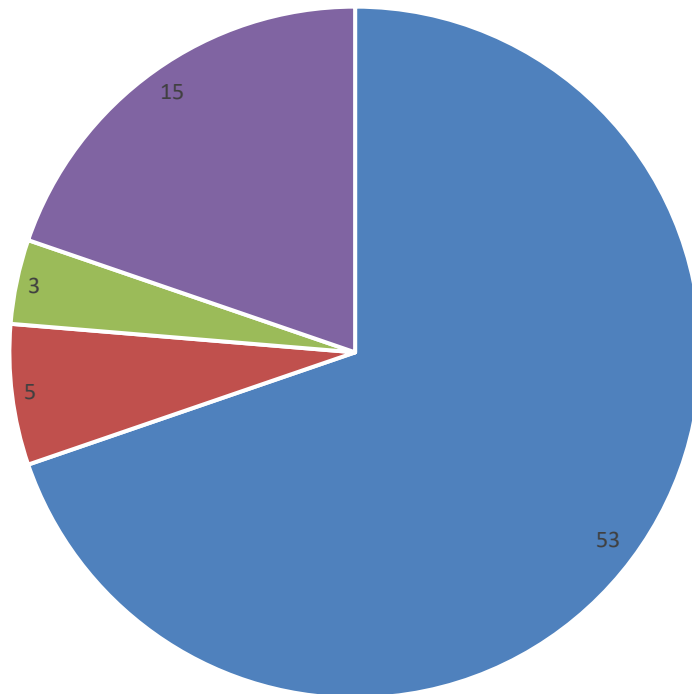
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Data collection, cleaning, verification, and analysis

- **Data collection:** survey was opened from August 2024 – January 2025.
- **Data cleaning and verification:**
 - the responses were checked for duplicates and missing data. IPPC secretariat sent several follow up emails to survey respondents asking to complete/ verify missing data.
 - survey responses with more than 70% data gap with too many were dropped from analysis.
- **Data analysis:** responses were turned into numbers using a clear scoring system (e.g. yes = 1, no = 0), then combined into indicators grouped by key areas. These indicators helped measure progress and identify needs across regions.



Global awareness of key IPPC e-commerce resources



■ Both CPM R-05 & E-commerce Guide ■ Only CPM R-05 ■ Only E-commerce Guide ■ Neither CPM R-05 nor E-commerce Guide

Key insight 1:
Need for increased awareness of
IPPC resources on e-commerce
trade

Key insight 2:
Awareness increase initiatives of
key IPPC e-commerce trade
resources should be broad and
inclusive

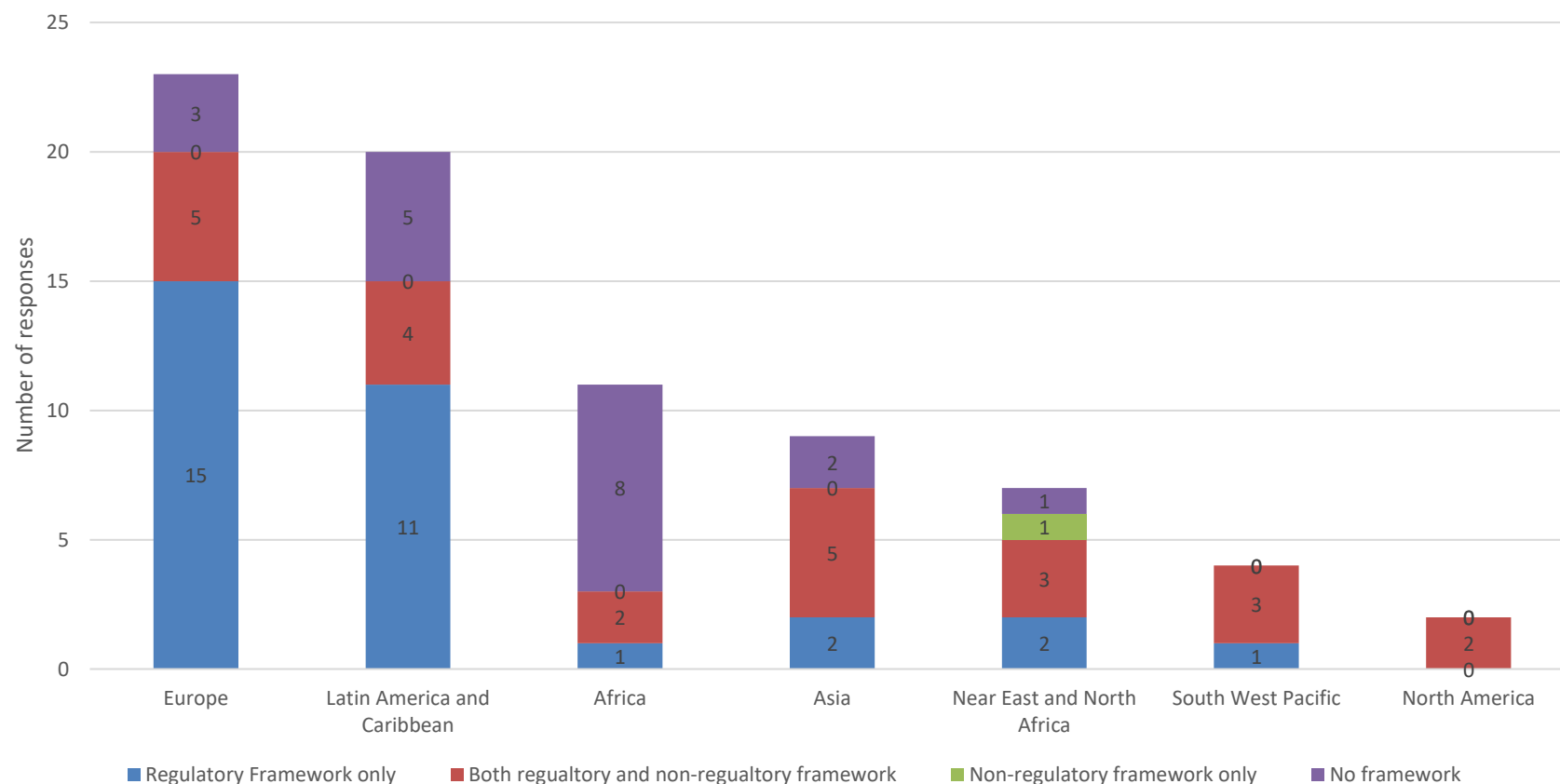


Governance – indicator 1: existence of regulatory and non-regulatory frameworks

Key data insight:

Regional disparities in the existence of regulatory and non-regulatory frameworks for e-commerce trade highlight the need for targeted investments and capacity-building support

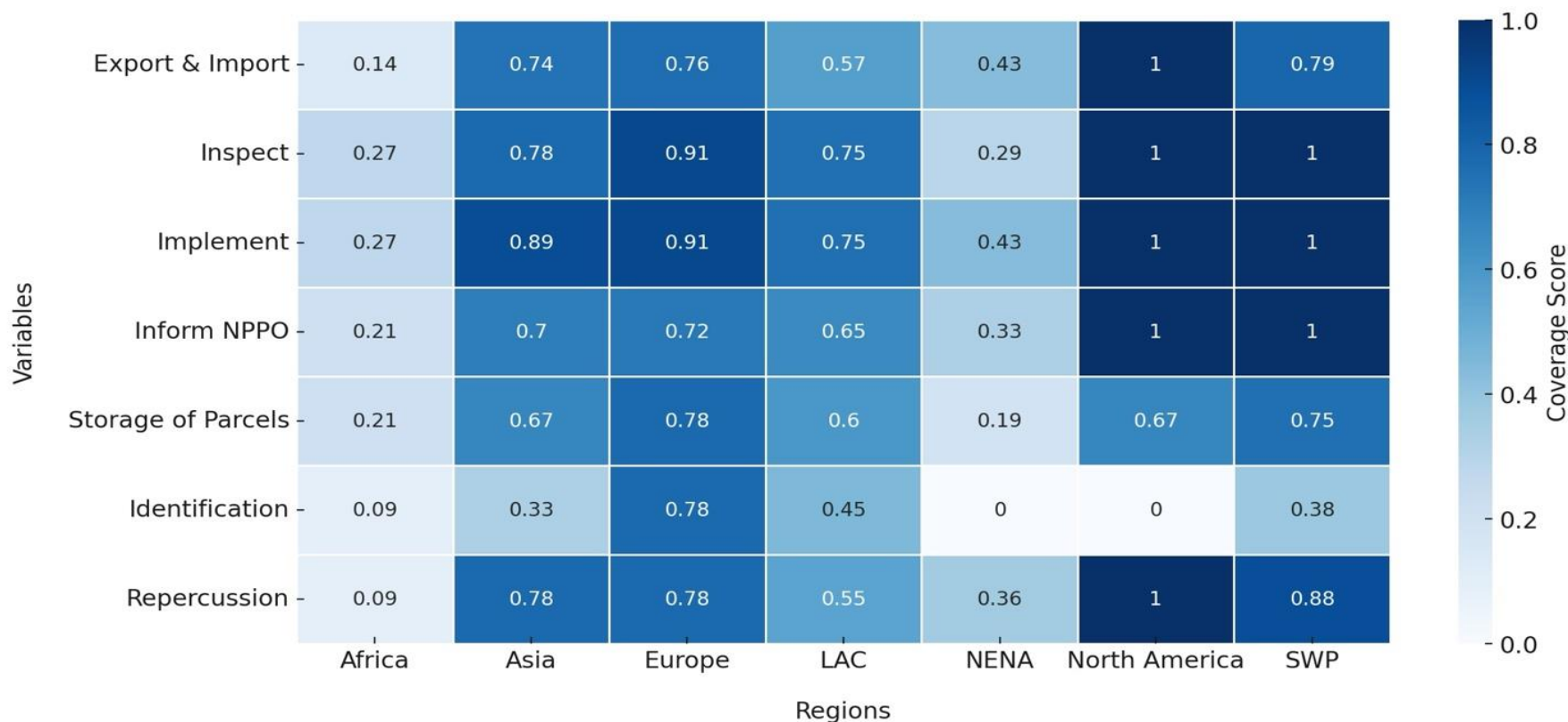
Existence of governance frameworks





Governance – indicator 2: Legal frameworks alignment with CPM R-05 and the IPPC E-commerce guide

Phytosanitary Framework Coverage Applicable to E-commerce Trade



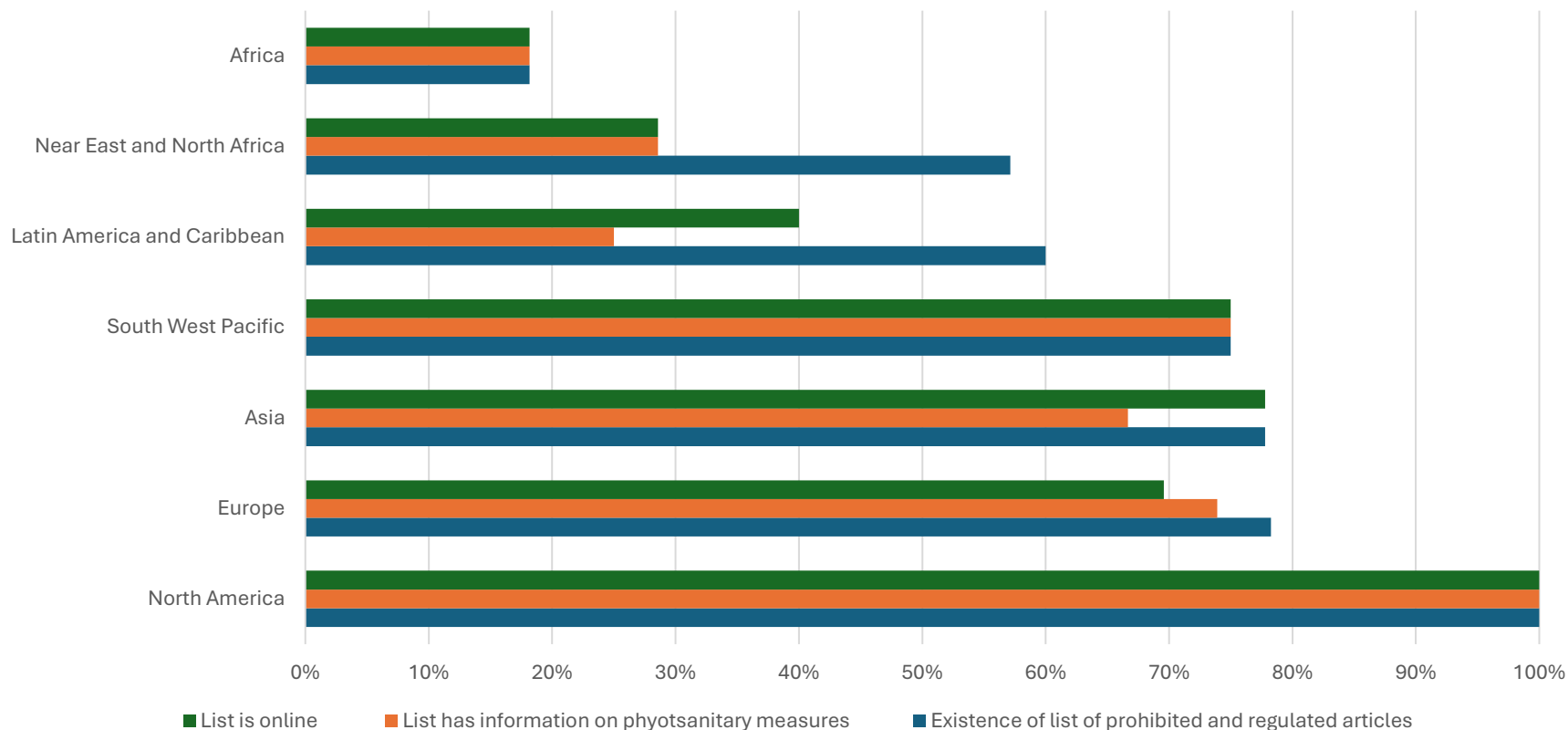
Data insight:

Regional variabilities in the scope of governance frameworks highlight the need for global and regionally targeted support to NPPOs



Implementation – Indicator 3: Accessible online lists/ databases of prohibited or regulated articles

Accessibility of lists or databaes of prohibited and regulated articles within each region



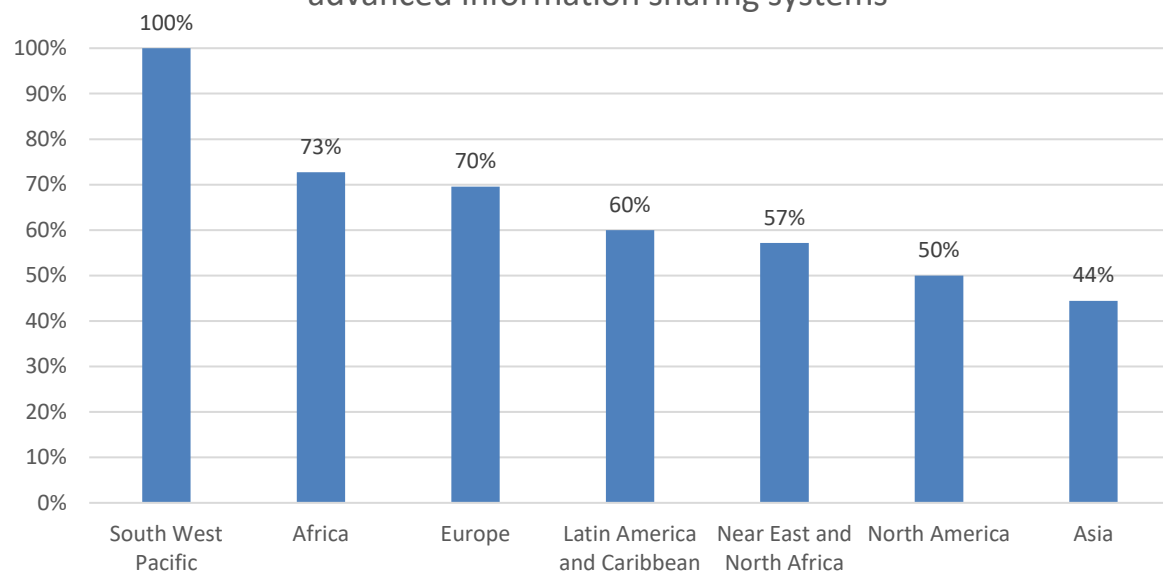
Data Insight:

Limited access to lists or databases on prohibited and regulated articles in some regions leaves some e-commerce traders without essential compliance information



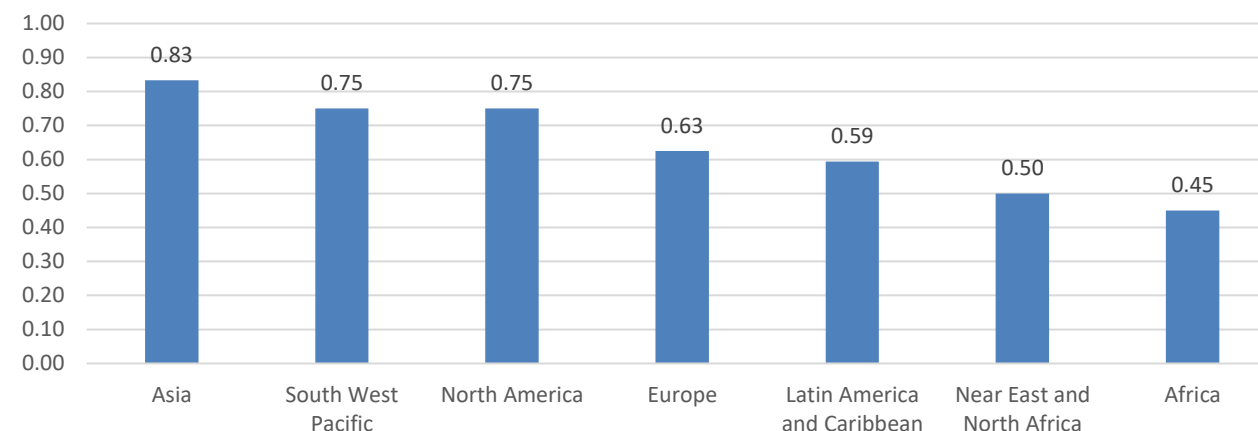
Implementation – indicator 4: pre-border arrival risk management

Percentage of survey respondents in each region with advanced information sharing systems



Data insight: Need to strengthen collaboration and information-sharing systems

Average effectiveness advance information sharing systems for regions with them (maximum is 1)

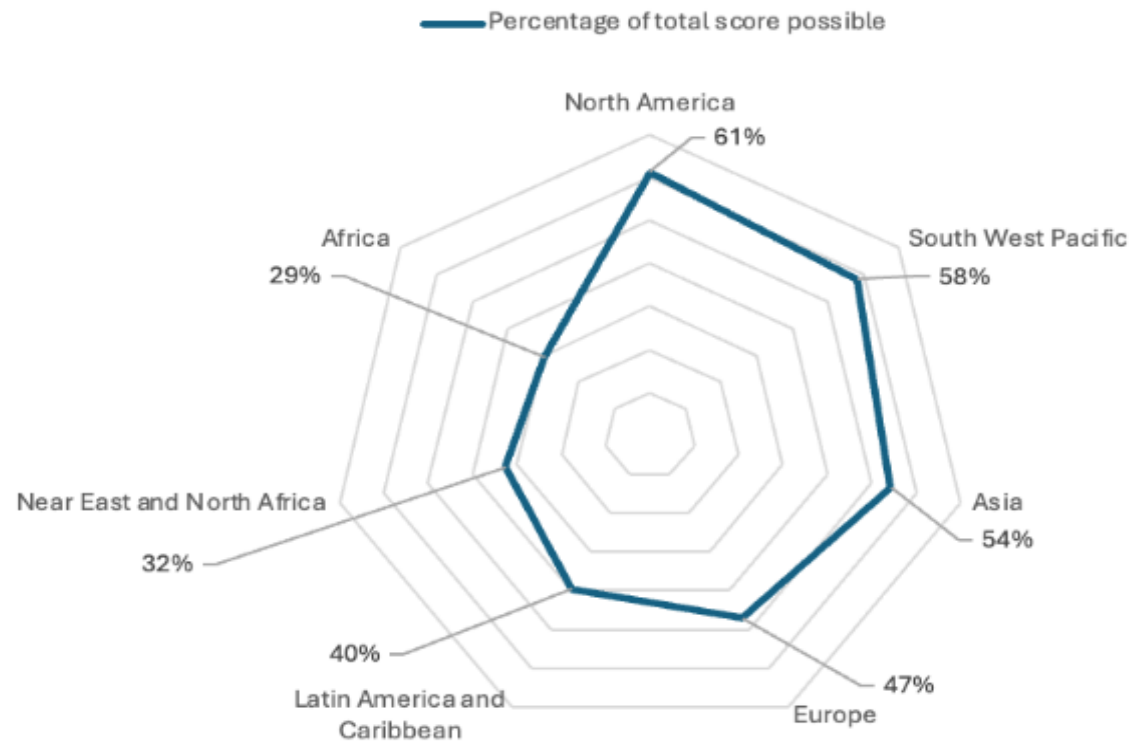


Data insight: Advance information systems are mostly perceived as effective in six of the seven regions, indicating a region-specific targeted area for improvement



Implementation – Indicator 5: at border risk management

At-border risk management performance



■ Variables:

- screening mechanisms
- inspection procedures
- Risk profiling prioritization

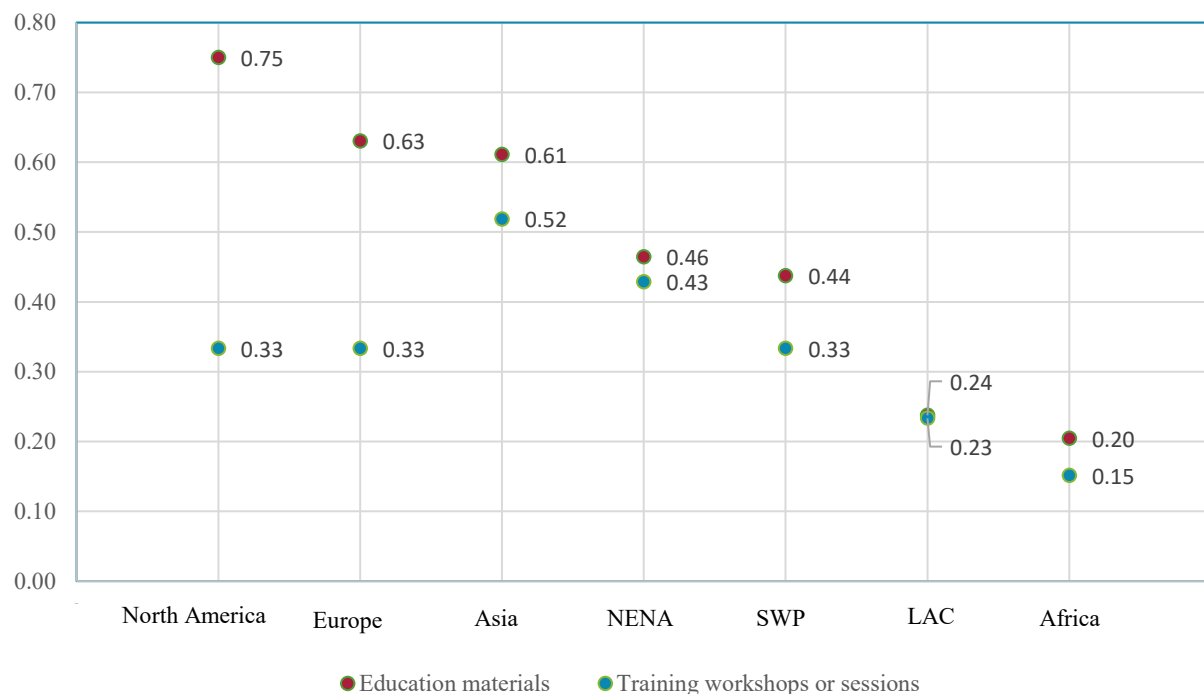
Data insights

Strengthening border risk management is concern across all regions



Implementation – Indicator 6: capacity building and Indicator 7: public awareness

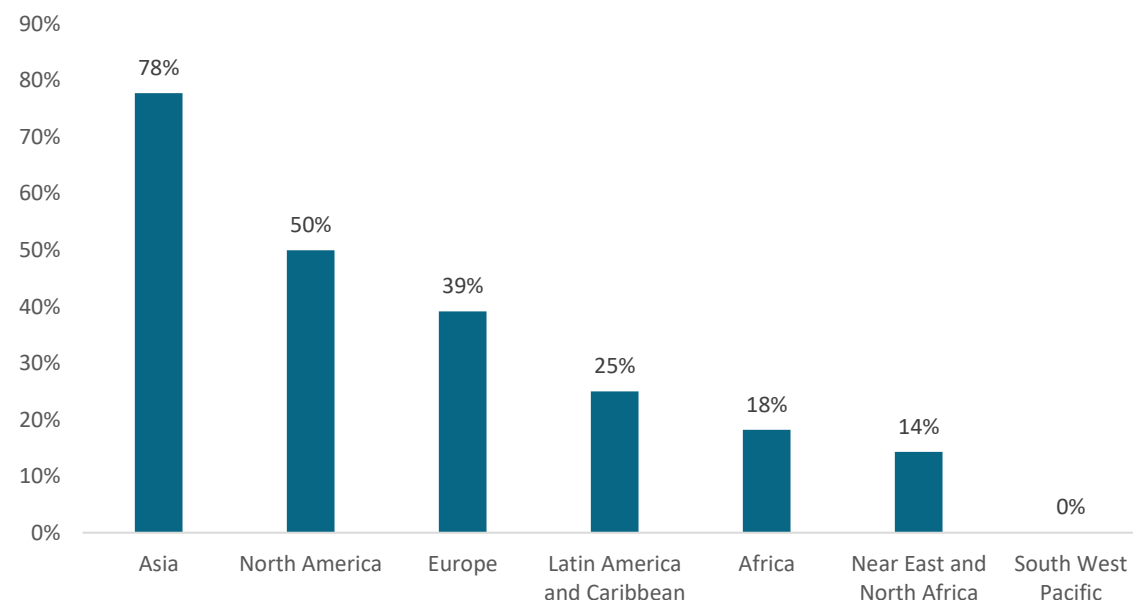
Existence of capacity building resources (maximum score =1)



Key insights

- Gaps in capacity building and education persist across all regions

Prevalance of public awareness campaign within the last five years



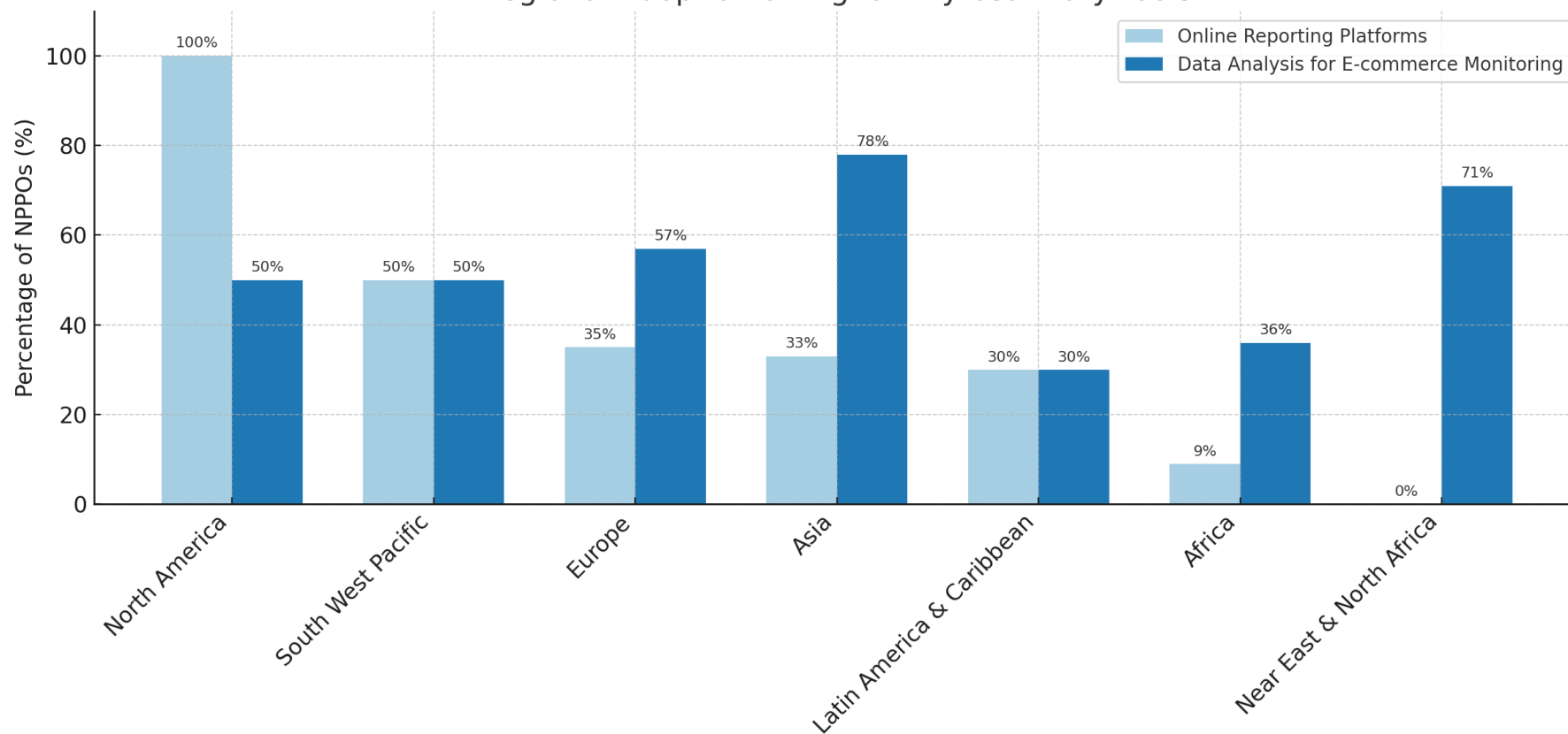
Key insights

- Gaps in capacity building and education persist across all regions



Monitoring – Indicator 8: online reporting platforms, and Indicator 9: data analysis

Regional Adoption of Digital Phytosanitary Tools



Data insights:

The majority of survey respondent countries do not have publicly available online reporting platforms

Limited use of data analysis to monitor e-commerce trade of plants, plant products, and regulated articles



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RECOMMENDATIONS FROM THE DRAFT STUDY (preliminary)



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- **Increase awareness of key IPPC e-commerce resources:**
 - promote at key-IPPC/ plant health events
 - provide more translations

- **Address Gaps in Regulatory and Non-Regulatory Frameworks:**
 - provide targeted investment and capacity-building to help countries to develop or update their legal and procedural frameworks
 - encourage countries to align their frameworks with CPM R-5 and the IPPC guide on E-commerce

- **Strengthen border risk management:**
 - enhance risk-profiling, non-intrusive scanning technologies, inspection of high-risk small parcels
 - provide of additional guidance/ capacity development to help countries develop effective border risk management systems
 - enhance collaboration with customs, United Postal Union, and other agencies



Recommendations - continue

➤ **Strengthen monitoring of E-commerce:**

- Encourage NPPOs to establish and maintain IT-supported systems such as national single window (NSW), platforms (or ASYCUDA) and electronic advance data (EAD) mechanisms for better information sharing, enhance risk assessment, and improve regulatory oversight
- Encourage countries to develop mechanisms to register or track online sellers of regulated plant products.

➤ **Strengthen future IPPC Observatory studies on E-commerce:**

- enhance data collection – further refine survey questions (clarity, accuracy, efficiency), concise and effective survey
- data collection and data validation – periodic review and refinement of received responses, allocation of more time for data validation



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Potential regional areas to strengthen

Region	Potential area of focus
Africa	<ul style="list-style-type: none">•Regulatory and non-regulatory frameworks•Capacity-building•At border risk management•Public awareness campaigns•Capacity building for key e-commerce stakeholders•Accessibility of lists or lists or databases of prohibited and regulated articles
Asia	<ul style="list-style-type: none">•Design and implementation of advance information sharing systems
Europe	<ul style="list-style-type: none">•At border risk management•Public awareness campaigns•Training workshops or sessions for individuals directly involved in operational enforcement•Accessibility of lists or lists or databases of prohibited and regulated articles
Latin America and Caribbean	<ul style="list-style-type: none">•At border risk management•Public awareness campaigns•Capacity building for key e-commerce stakeholders
Near East and North Africa	<ul style="list-style-type: none">•At border risk management•Public awareness campaigns•Capacity building for key e-commerce stakeholders•Comprehensiveness of e-commerce governance frameworks
North America	<ul style="list-style-type: none">•Training workshops or sessions for individuals directly involved in operational enforcement
South West Pacific	<ul style="list-style-type: none">•Capacity building for key e-commerce stakeholders•Accessibility of lists or lists or databases of prohibited and regulated articles



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Next steps

- Finalize the IPPC Observatory E-commerce study report
- Distribute the published report
- Develop an e-commerce flyer
- Present the recommendations arising from the e-commerce study to CPM-20 (2026)





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Thank you

IPPC Secretariat

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