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COMMISSION ON PHYTOSANITARY MEASURES

Eighth Session
Rome, 8 - 12 April 2013
The IPPC Communication Strategy
Agenda item 11.1
Prepared by the IPPC Secretariat

1. The IPPC Communication Strategy was presented to the 7th Session of the CPM for general comments.
2. The IPPC Communication Strategy was revised after substantial comments provided by the CPM Bureau, Australia, the European Union (EU), and European and Mediterranean Plant Protection Organization (EPPO).
3. Key modifications include the removal of the IPPC Information Exchange programme from the IPPC Communication Strategy as it needs special emphasis because it includes obligations for contracting parties under the IPPC.
4. The text is intentionally brief to ensure the components are clear.
5. Details are contained in the IPPC Communications Work Plan CPM 2013/14.
6. The IPPC Strategic Planning Group (SPG) reviewed the document in October 2012 and provided comments. Based on SPG feedback the introduction to the document has been substantially revised.
7. The CPM is requested to:
 - 1) *consider* and, if agreed, *adopt* the IPPC Communications Strategy as presented in Attachment 1.

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Attachment 1**I. Objectives**

The four objectives of the IPPC Communications Strategy are:

- 1) to support the objectives of the new IPPC Strategic Framework by increasing global awareness of the importance of the International Plant Protection Convention (IPPC) and of the vital importance to the world of protecting plants from pests;
- 2) to highlight the IPPC's role as the sole international plant health standard setting organization with the objective of helping to ensure the safe trade of plants and plant products, which in turn will improve market access from a plant health perspective;
- 3) to help improve the implementation of the International Standards for Phytosanitary Measures (ISPMs); and
- 4) to support the activities of the IPPC Resource Mobilization programme.

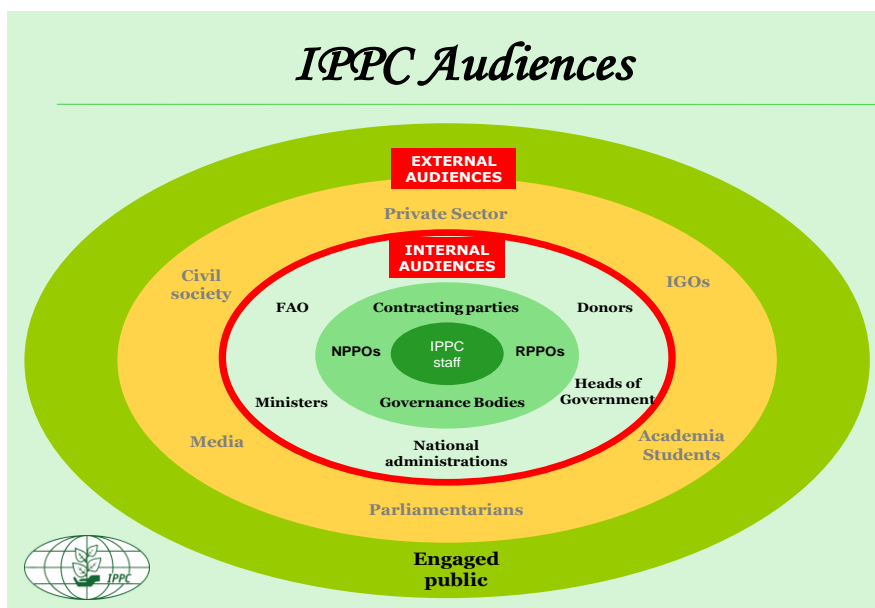
II. Why develop a communication strategy?

The objectives and successes of the IPPC can be promoted more effectively by the phytosanitary community as a whole, by providing scientific and logical explanations of the potential serious negative impact of introduced pests worldwide. Practitioners working in this field see these substantial negative impacts every day, but this message needs to be communicated effectively to key audiences such as national governments and decision makers (policy and financial) to demonstrate the pest threat to agriculture and biodiversity, and the importance of this being a national and global priority that justifies and receives appropriate and sustainable support.

Implementation of the communication strategy will:

- a) increase the effectiveness of, and participation in, IPPC activities by securing cooperation among nations in protecting global plant resources from the spread and introduction of pests of plants in order to preserve food security, biodiversity, and facilitate trade.
- b) engage with various stakeholders (as per Figure 1) and create phytosanitary awareness in the medium and long-term.

Figure 1: Schematic representation of IPPC Communication audiences.



III. Goals

A) Ensure that increased awareness of phytosanitary risks, their identification and management, under the IPPC is understood by IPPC audiences for the purpose of reaching IPPC's 2012–2019 strategic objectives (see [https://www.ippc.int/index.php?id=1110798&tx_publication_pi1\[showUid\]=202496&frompage=13330&type=publication&L=0#item](https://www.ippc.int/index.php?id=1110798&tx_publication_pi1[showUid]=202496&frompage=13330&type=publication&L=0#item) for details).

Recommendations

A1) Develop **global recognition** of the importance of plant health and the IPPC's role and impact. Communicate clearly and consistently to all IPPC audiences in a way that establishes this plant pest threat to agriculture and biodiversity as a national, regional and global priority that justifies and receives appropriate and sustainable support.

A2) Improve efficiencies by reducing duplication of effort and costs, develop links between national and regional communication activities, sharing communication and advocacy materials, increasing integration between national, regional and international IPPC communications campaigns and advancing the implementation of the Convention itself.

A3) Develop an **IPPC communication action plan**, with sufficient resources, so that NPPOs of contracting parties, RPPOs, the CPM and the Secretariat give a common message.

B) Create an appropriate, clear, simple and instantly recognizable brand, both within FAO and internationally, to ensure easy recognition, facilitating awareness of the importance of the work of the IPPC, and improve the consistency and quality of messages to a wide variety of IPPC stakeholders.

Recommendations

B1) Undertake activities to protect the IPPC image/brand and intellectual property;

B2) Develop a new and more recognizable logo and layout for all IPPC documentation (paper and electronic);

B3) Develop IPPC advocacy materials and improve the consistency and quality of all communications.

C) Improve the **staffing and expertise** within the Secretariat to adequately address the communications strategy.

Recommendations

C1) Recruit appropriate staff with specific communications expertise and experience in advocacy and donor outreach.

C2) Mobilize resources to ensure such expertise within the Secretariat is sustainable.

IV. Structure of the IPPC Communication Strategy

To be effective, the IPPC Communication Strategy will contain two different elements:

- i) **Awareness raising:** general communication with all stakeholders e.g. news, case studies, publications, a standardised dedicated course for academia and schools, NPPOs and RPPOs;
- ii) **Advocacy:** promotional materials e.g., brochures, flyers, videos, posters and flagship publications.

V. Implementing the IPPC Communication Strategy

To deliver the specific objectives and to achieve the expected outputs, outcomes and impact the Action Plan (these will be detailed in the IPPC Communications Work Plan after adoption of the strategy) of the Communication Strategy must:

- i) make maximum use of an appropriate and instantly recognizable brand, both within FAO and internationally (**awareness and advocacy**);
- ii) establish an IPPC Communications Crisis policy and procedures within the Secretariat (**awareness and advocacy**);
- iii) enhance the IPPC's profile so that it is the "first thing that comes to mind" or point of reference for all issues of plant health when they arise (**awareness and advocacy**);
- iv) ensure that the IPPC community speaks with one voice when appropriate, anticipates crises, celebrate victories, and can deal with negative publicity in the media or other sources (**advocacy and phytosanitary resources**);
- v) establish a mechanism within the Secretariat to ensure the quality of all IPPC communication materials and a process for their release and distribution (**awareness and advocacy**);
- vi) communicate in simple, clear language, and provide more consistency of message, that key audiences understand (**awareness and advocacy**);
- vii) communicate through the dominant channels for reaching specific audiences: primarily through publications and Internet tools (especially the IPPC website, YouTube, etc.), television, oral communications, social networking (e.g. Facebook, Twitter, Linked-In), scientific publications, etc. when appropriate (**awareness and advocacy**);
- viii) place information within reach of stakeholders by sharing phytosanitary experiences (successes and challenges) and providing a meeting place / forum for nations and stakeholders (**phytosanitary resources**);
- ix) emphasize the human impact stories that show the successes (and selected failures) of the IPPC work programme and strengthen the IPPC brand promise of improving food security and market access (**awareness and advocacy**); and
- x) establish an effective media campaign: consistent coverage of activities, events and campaigns (**awareness and advocacy**).

In addition, this communication strategy needs transparency, oversight and sustainability. The following may help reach the objectives (see section I above) of this communications strategy:

- i) *Focal point*. A single person within the Secretariat needs to be assigned to the information exchange team with primary responsibility for the implementation of the communication strategy (although many tasks will be undertaken by all Secretariat members).
- ii) *Oversight*. Minimal oversight of the implementation of the communications plan and strategy may be useful, however, the oversight should be limited in order to provide maximum flexibility.