



Food and Agriculture
Organization of the
United Nations



World Health
Organization

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Agenda item 4

CX/EXEC 17/74/4
August 2017

JOINT FAO/WHO FOOD STANDARDS PROGRAMME
EXECUTIVE COMMITTEE OF THE CODEX ALIMENTARIUS COMMISSION
Seventy-fourth Session

UPDATE ON THE CODEX COMMUNICATIONS STRATEGY 2017–2019

Background

1. CCEXEC73 (July 2017):
 - i. confirmed the mission and objectives of the Codex Communications Strategy 2017–19 (hereinafter “the Strategy”);
 - ii. requested the Secretariat to present the completed strategy to CCEXEC74 (September 2017) for examination and approval; and
 - iii. suggested CCEXEC74 consider how CCEXEC could contribute to the future development of the Strategy.
2. The Strategy is presented in Appendix I.

Strategic Guidance from CCEXEC

3. CCEXEC members are invited to contribute to the development and implementation of the Strategy by providing strategic guidance and insight into how to best reach its primary target groups, namely **governmental policy- and decision-makers** who hold the key to investment and influence regarding engagement and participation in Codex at the national level.

Recommendation

4. CCEXEC is invited to approve the Codex Communications Strategy 2017–2019 and encourage all parties concerned to work to ensure its successful implementation.

Codex Communication Strategy 2017–2019

This Strategy indicates the mission and objectives Codex Secretariat communications. It contains a table outlining activities, targets and indicators for the objectives, together with budget and monitoring information.

Mission Statement

To provide all stakeholders with the tools and means to participate effectively in, and assist them in fostering understanding at the national level regarding, the work of Codex.

Objectives

The objectives will focus communications work in the Codex Secretariat. The addition of objective six will link the Strategy more closely to the six FAO/WHO Regional Coordinating Committees. Over the two-year period of the Strategy, each Region will take the lead for four months, during which the Secretariat will channel communications, activities, publications and news to that Region, in conjunction with FAO/WHO and the regional coordinator, on topics of mutual value and interest.

Objective 1

Establish clear and transparent communication channels (internal and external) for the Codex Secretariat.

Objective 2

Ensure that Codex Members receive regular, consistent, reliable, relevant and useful communications to strengthen their knowledge, build their capacity and promote their active participation in the work of setting international standards.

Objective 3

Enable Codex Committee Chairpersons and Codex host Governments to receive relevant and useful guidance to strengthen their knowledge, to streamline and harmonize the way committees function and to support their effective role in the work of setting international standards.

Objective 4

Assist the parent Organizations, FAO and WHO, in advocacy and effective communication with Member States on matters pertaining to Codex and related activities.

Objective 5

Engage Observers to support collaboration and cooperation in the development of Codex standards.

Objective 6

Work with FAO/WHO Regional Coordinating Committees to identify, develop and implement effective communications initiatives.

Target Groups

The primary target group of Codex comprises policy- and decision-makers at the governmental level, who are key to investment and influence regarding engagement and participation in Codex at the national level.

Other audiences are both internal – within the parent Organizations and the Codex community (Members and Observers) – and external. External audiences include a range of stakeholders throughout the farm-to-fork continuum.

Table 1 below shows activities with targets and indicators linked to the six Objectives.

Objective	Activities	Targets	Indicators
1. Establish clear and transparent communication channels (internal and external) for the Codex Secretariat.	1.1. Consolidate and improve document management, workflow and distribution policies and systems 1.2. Maintain an active and updated website 1.3. Maintain social media output	By CAC42 (July 2019), 80% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex communications “excellent” or “good”	<ul style="list-style-type: none"> • Publication of working documents and committee reports • Website traffic • Social media statistics
2. Ensure that Codex Members receive regular, consistent, reliable, relevant and useful communications to strengthen their knowledge, build their capacity and promote their active participation in the work of setting international standards.	2.1. Provide Codex Contact Points (CCPs) with effective and timely communications tools and support for reaching national stakeholders 2.2. Work with CCPs on all communications initiatives 2.3. Engage with FAO/WHO on their communications initiatives for members (including e-learning and Codex Trust Fund)	By CAC42 (July 2019), 50% of stakeholders surveyed indicate “most people in your community know of Codex if not well” By CAC42, over 50% of CCPs have engaged with the Secretariat to develop and adopt communication tools	<ul style="list-style-type: none"> • Percentage of electronic working groups (EWGs) online • Percentage of Codex texts requesting comments using online tool • Number of publications • Searchable version of Procedural Manual online
3. Enable Codex Committee Chairpersons and Codex host Governments to receive relevant and useful guidance to strengthen their knowledge, to streamline and harmonize the way committees function and to support their effective role in the work of setting international standards.	3.1 Hold workshops for Chairpersons and Host Secretariats 3.2 Regular communication with Host Secretariats to discuss common issues and identify best practices 3.3 Develop a mini-communications workplan for each Codex meeting 3.4 Pilot online webinar technology 3.5 Publish guidelines for use of FAO/WHO logos and Codex visual identity 3.6 Adopt a visual identity for each Codex meeting/event cycle	By CAC42, planning and delivery of training workshops for target groups By CAC42, to have held pilot webinar sessions for EWGs or other groups/meetings By December 2017, to have published guidelines on use of FAO/WHO logos and Codex visual identity To raise the profile of each Codex meeting through the Codex website and local collaboration	<ul style="list-style-type: none"> • Number of workshops held • Number of pilot webinars held and degree of satisfaction expressed by users • Number of meetings held in accordance with guidelines on use of logos and visual identity • Number of news items linked to Codex meetings published, volume of social media output, etc.
4. Assist the parent Organizations, FAO and WHO, in advocacy and effective communication with Member States on matters pertaining to Codex and related activities.	4.1 Liaise with FAO/WHO officers and communications departments to best promote Codex work at the national level; 4.2 Ensure Codex communications promote alignment with key objectives of parent Organizations (Sustainable Development Goals, antimicrobial resistance, international commemorative days, etc.), the Codex mandate and the Codex Strategic Plan.	By CAC42, to have held a side event or similar at a FAO/WHO official meeting	<ul style="list-style-type: none"> • Number of joint communications initiatives • Event held at high-level meeting

<p>5. Engage Observers to support collaboration and cooperation in the development of Codex standards.</p>	<p>5.1 Contact all Observers to assess opportunities for collaboration on communications</p> <p>5.2 Develop meeting, workshop and panel discussion projects with Observers at Codex and third-party events</p>	<p>By CAC41 (July 2018), to have collaborated with Codex Observers on joint initiatives</p> <p>To hold events with Observers at Codex meetings</p>	<ul style="list-style-type: none"> • Number (and surveyed usefulness) of joint communications initiatives with Observers
<p>6. Work with FAO/WHO Regional Coordinating Committees to identify, develop and implement effective communications initiatives.</p>	<p>6.1 Develop a specific communications workplan with each RCC for each four-month regional focus</p> <p>6.2 In conjunction with FAO/WHO regions, highlight regional Codex work</p> <p>6.3 Promote regional success stories and initiatives through all Codex communications channels in conjunction with FAO/WHO</p>	<p>By CAC42 to have realized regional communications projects and published them on the Codex website</p>	<ul style="list-style-type: none"> • Number (and surveyed usefulness) of regional communications initiatives

Table 1

Budget and Resources

The 2015-17 Strategy identified the resources required to launch and implement a communications strategy. Support from FAO/WHO Communications Departments and access to their channels of communication is also required. A senior officer within the Codex Secretariat should lead and prioritize communications work in the Secretariat. They will also require sufficient human resources and collaboration within the Secretariat to run the activities and reach the objectives identified in the Strategy.

It is assumed that funding available for communications will remain at current levels for the period 2017–2019.

Monitoring and evaluation

The monitoring of the Strategy will remain linked to the annual reporting on the general implementation status of the Codex Strategic Plan.

Conclusion

The Codex Communications Strategy 2017–2019 will continue to aim to deliver access to information on Codex that is understandable, compelling and actionable. The Strategy and corresponding workplan will share and promote Codex core values to provide Members, Observers and all other stakeholders with enhanced access to information on Codex in a timely manner, thereby contributing to the achievement of Codex goals and fulfilment of its mandate.