

Appendix V

CCASIA REGIONAL COMMUNICATIONS WORK PLAN 2022-2024

The table shows the objectives, activities, targets and indicators for the CCASIA Regional Communications Work plan. These elements derive from Strategic Goal 3 in the Codex Strategic Plan 2020-2025 “Increase impact through the recognition and use of Codex standards”; in particular objective 3.1 “Raise the awareness of Codex standards”.

Objectives	Activities	Responsible party	Targets	Indicators
1. Establish clear, communication channels	1.1. Consolidate and improve information flow and exchange between countries and the Codex Secretariat (CS) 1.2. Establish simple and rapid communications methods (e.g. discussion group on Codex EWG forum)	1.1. Member Countries and CS 1.2. Regional Coordinator (RC), Member Countries and CS	<ul style="list-style-type: none"> By CCASIA23, 80% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex regional communications “excellent” or “good” 	Number of survey responses rating regional communications “excellent” or “good”
2. Communicate the value of Codex engagement and use of standards in the region	2.1. Provide CS with monthly drafts of web stories capturing food safety, standards work or capacity building initiatives in the region 2.2. Promote regional success stories and initiatives in conjunction with CS and FAO/WHO 2.3. Liaise with Codex Trust Fund beneficiary countries in the region to communicate on every phase of CTF projects	2.1. Member Countries, RC 2.2. CS, RC, FAO/WHO 2.3. CTF Beneficiary Countries, FAO/WHO, CS	<ul style="list-style-type: none"> By CAC46, 10 news items from countries in the region published By CCASIA23, 30 news items from countries in the region published By CCASIA23, 60% of countries in the region have continued to make a contribution to Codex news on the regional webpage 	Number of CCSIA news stories published Number of countries who have made a published contribution