

APPENDIX IV

Draft regional communications work plan 2020-2025

The table shows the proposed 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”.

Objective	Activities	Responsible party	Targets	Indicators
1. Establish clear, communication channels	1.1. Consolidate and improve information flow and exchange between countries and Codex Secretariat (CS) 1.2. Establish simple and rapid communications methods (e.g. WhatsApp communications group, or discussion group on Codex EWG forum)	1.1 Countries and CS 1.2 RC, Countries and CS	By CCASIA22 (2021) 75% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex regional communications “excellent” or “good”	<ul style="list-style-type: none"> Number of survey responses rating regional communications “excellent” or “good”
2. Communicate the value of Codex 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 Countries, RC 2.2 CS, RC, FAO/WHO 2.3 CTF Beneficiary Countries, FAO/WHO, CS	By CAC43 10 news items from countries in the region published By CCASIA22 30 news items from countries in the region By CCASIA22 50% of countries in the region have made a contribution to codex news on the regional webpage	<ul style="list-style-type: none"> Number of CCASIA news stories published Number of countries who have made a published contribution