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United Nations



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# IPPC communications strategy 2023–2030





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Food and Agriculture Organization of the United Nations  
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## Foreword

Communication is integral to achieving the IPPC's mission and strategic objectives. Raising public awareness on how vital plant health is to global food security, the environment and international trade requires a cohesive global road map that communicates more thoughtfully and proactively the need to support our cause. Communication needs to be impactful to generate greater and sustainable investments while creating ripples of positive behaviour change towards protecting global plant health.

The **IPPC communications strategy 2023–2030** is a road map for effectively communicating plant health with the aim of informing, advocating and engaging audiences. It identifies the IPPC's communication objectives, value proposition, audiences and stakeholders, key messages, channels and methods for monitoring and evaluating impact. With eight milestones identified in the strategy, we are moving towards more innovative ways of communicating by enhancing digital platforms such as the International Phytosanitary Portal and facilitating greater engagement through social media. We are moving from the traditional one-way, top-down process of communicating by establishing a Community of Practice in communication to allow a more robust and timely knowledge exchange, information sharing and collaboration.

Aligned with the IPPC Strategic Framework 2020–2030, the strategy informs and guides the IPPC community's communications work and those of other organizations who have made it a mission to protect the world's plants and plant resources. While the strategy is designed for global communication, it also serves as a guide for national and regional plant protection organizations as they tailor their communication and advocacy plans to their specific needs, audiences and stakeholders.

The IPPC communications strategy 2023–2030 would not have come to fruition without the unwavering commitment and outstanding contribution of the Commission on Phytosanitary Measures (CPM) Focus Group on Communication, a team of international communication and technical experts who developed the strategy led by the group Chairperson **Lihong Zhu** (New Zealand), Vice-chairperson **James Stapleton** (United States of America) and members including **Islam Farahat Aboelela** (Egypt), **Lucy Carson-Taylor** (United Kingdom of Great Britain and Northern Ireland), **Ifi Chafy** (Canada), **Mekki Chouibani** (Morocco), **Katy Lee** (United Kingdom), **Hector Malaidza** (Malawi), **Martin Siazemo** (Zambia), **Gabrielle Vivian-Smith** (Australia) and **Fuxiang Wang** (China), in coordination with the IPPC Secretariat including **Arop Deng** (South Sudan), **Mutya Frio** (Philippines) and **Maki Iizuka** (Japan). My sincerest gratitude to all of you and congratulations for producing an excellent piece of work that was adopted at the CPM-17 annual session in March 2023.

The IPPC community is optimistic that we can change how the world sees and acts on protecting plant health by changing the way we communicate, and this roadmap serves to communicate for impact and change.

Yours sincerely,



©IPPC Secretariat

**Osama El-Lissy**  
Secretary  
International Plant Protection Convention (IPPC)

## Abbreviations and acronyms

CBD	Convention on Biological Diversity
CP	contracting party
COAG	Committee on Agriculture
COP	Conference of Parties
COVID-19	Coronavirus disease 2019
CPM	Commission on Phytosanitary Measures
DAI	IPPC Strategic Framework 2020–2030 development agenda item
DNA	deoxyribonucleic acid
FAO	Food and Agriculture Organization of the United Nations
IDPH	International Day of Plant Health
IPP	International Phytosanitary Portal
IPPC	International Plant Protection Convention
ISO	International Organization for Standardization
IST	IPPC Integration and Support Team
ISPM	International Standard for Phytosanitary Measures
IYPH	International Year of Plant Health
KRA	key result area
NGO	non-governmental organization
NPPO	national plant protection organization
NSP	Plant Production and Protection Division of FAO
RPPO	regional plant protection organization
SDG	Sustainable Development Goal
SPG	Strategic Planning Group
SPS	Sanitary and Phytosanitary
<b>SPS Agreement</b>	World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures
TR4	Tropical Race 4
UNFCCC	United Nations Framework Convention on Climate Change
WOAH	World Organization for Animal Health
WTO	World Trade Organization





# 1. Introduction

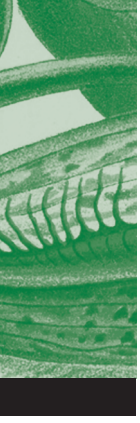
The aim of this document is to guide communication for the Commission on Phytosanitary Measures (CPM) and the International Plant Protection Convention (IPPC) community. It supports the implementation of the IPPC Strategic Framework 2020–2030 while communicating the IPPC community's achievements towards the global protection of plants.

The IPPC communications strategy 2023–2030 serves as a road map for the IPPC Secretariat and its primary stakeholders, including contracting parties, national and regional plant protection organizations (NPPOs, RPPOs), donors and IPPC partners (industry, academia and international organizations).

It is designed for the strategic planning of communication approaches and activities to raise awareness of the impact of IPPC work and of the IPPC brand, to increase engagement among its target audiences and stakeholders, and to support advocacy for greater global plant protection.

Communication will be delivered through more detailed annual plans that are aligned with the implementation of the development agenda items (DAIs) identified in the IPPC Strategic Framework 2020–2030.

Setting this strategy apart from previous communications strategies is the approach to foster a two-way communication process by establishing a formal structure for coordination and collaboration among primary stakeholders. Communication professionals will be proactively engaged in a Community of Practice that will be established and sustained over the years. Campaigns such as the International Day of Plant Health (IDPH) will be leveraged in national events, and communication tools such as the IPPC Brand and Visibility Guidelines will be shared for use.



## 2. IPPC current environment and strategic insights

Communication is anchored on the IPPC Strategic Framework 2020–2030 and supports the achievement of intended outputs, outcomes and impact in the IPPC Theory of Change (IPPC and CDI, 2019). These feed into the wider FAO Strategic Framework 2022–2031 and the achievement of common Sustainable Development Goals (SDGs).

### IPPC strategic objectives:

1. Enhance global food security and increase sustainable agricultural productivity.
2. Protect the environment from the impacts of plant pests.
3. Facilitate safe trade, development and economic growth.

### IPPC vision:

The spread of plant pests is minimized and their impacts within countries are effectively managed.

### IPPC mission:

Protect global plant resources and facilitate safe trade.

### Target outputs:

1. The IPPC, the International Standards for Phytosanitary Measures (ISPMs) and CPM recommendations are developed and implemented.
2. Capacity is developed to implement the IPPC, ISPMs and CPM recommendations.
3. Communication and international cooperation are enhanced.

### Target outcomes:

- ◆ Effective phytosanitary systems are in place and functioning.
- ◆ The IPPC, ISPMs and CPM recommendations are implemented.

### Target impact:

The spread of plant pests is minimized and their impacts are effectively managed.

### Raising global awareness of plant health

In 2020, the IPPC marked the **International Year of Plant Health** (which was extended to July 2021 due to the COVID-19 pandemic). A global campaign helped raise awareness on plant health.

In March 2022, the United Nations General Assembly designated 12 May as the **International Day of Plant Health** (IDPH). The first IDPH was celebrated on 12 May 2022.

In September 2022, the first **International Plant Health Conference** was held in London, United Kingdom of Great Britain and Northern Ireland, bringing together more than 500 experts and advocates from 74 countries to discuss the scientific, technical and regulatory aspects of global plant protection.

## 3. Communication objectives

The overall objective of the communications strategy is to get stakeholders to support the IPPC community in protecting global plant health and food security, in protecting the environment and in facilitating safe trade.

### 3.1 INFORM

Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.

### 3.2 MOBILIZE AND ENGAGE

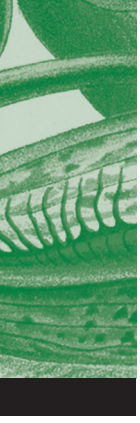
Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as internally with FAO regional communication and FAO Plant Production and Protection Division (NSP).

- ◆ Collaborate actively among NPPOs and RPPOs to support IPPC core activities in standard setting, implementation and capacity building, and communication and international cooperation.
- ◆ Enhance visibility of the core and unique work of the IPPC and build the IPPC brand.
- ◆ Mobilize support (technical, human and financial resources) to achieve the IPPC strategic objectives.
- ◆ Enhance IPPC engagement and support from external stakeholders, including industry, non-governmental organizations (NGOs), civil society and academic groups.

### 3.3 ADVOCATE

Create an enabling environment for contracting parties and stakeholders to support the achievement of the IPPC strategic objectives.

- ◆ Promote critical links to achieving the United Nations Sustainable Development Goals (SDG 1, SDG 2, SDG 8, SDG 12, SDG 13, SDG 15 and SDG 17).



## 4. Audiences and stakeholders

Stakeholder mapping was essential in identifying direct and indirect stakeholders, and their areas of concern and common interest with IPPC.<sup>1</sup> It also helped identify which stakeholders the IPPC should influence and engage with the most, and whose work has the most direct impact on the achievement of the IPPC strategic objectives. This way, the communication approaches and content can be tailored for specific audience needs.

**IPPC interests and ambitions:** To secure coordinated, effective action to prevent, detect and promote appropriate measures to control the introduction and spread of pests in plants and plant products.

**Stakeholder concerns, interests and ambitions:** The main interests and concerns of stakeholders are connected to the availability of appropriate, effective and practical international plant health standards and measures, and to the implementation of safe trade standards and guidelines. Their interest lies in ensuring the appropriate and safe trade of plants, plant products and regulated articles across borders by applying appropriate standards and phytosanitary measures. Their interests also include building capacity in the NPPOs of contracting parties. Stakeholders also benefit from the effective implementation of the IPPC, the ISPMs and the CPM recommendations.

### 4.1 AUDIENCE AND STAKEHOLDER MAPPING

For the IPPC, the key stakeholders with the greatest and most direct impact on the success of the IPPC community are its contracting parties, NPPOs, RPPOs, donors and key external partners. These are the priority groups that will be mobilized and engaged (see Figure 1). Corresponding messages will be tailored for each target group (see Annex 2. Mapping audiences, messages, communication channels and desired actions).

The following explains the broad categorizations of target groups, which may change depending on factors such as regional location, level of knowledge, level of exposure to plant pest risks, adoption of information and communication technologies, e.g. social media and mobile apps, and others.

### 4.2 STAKEHOLDERS TO INFORM

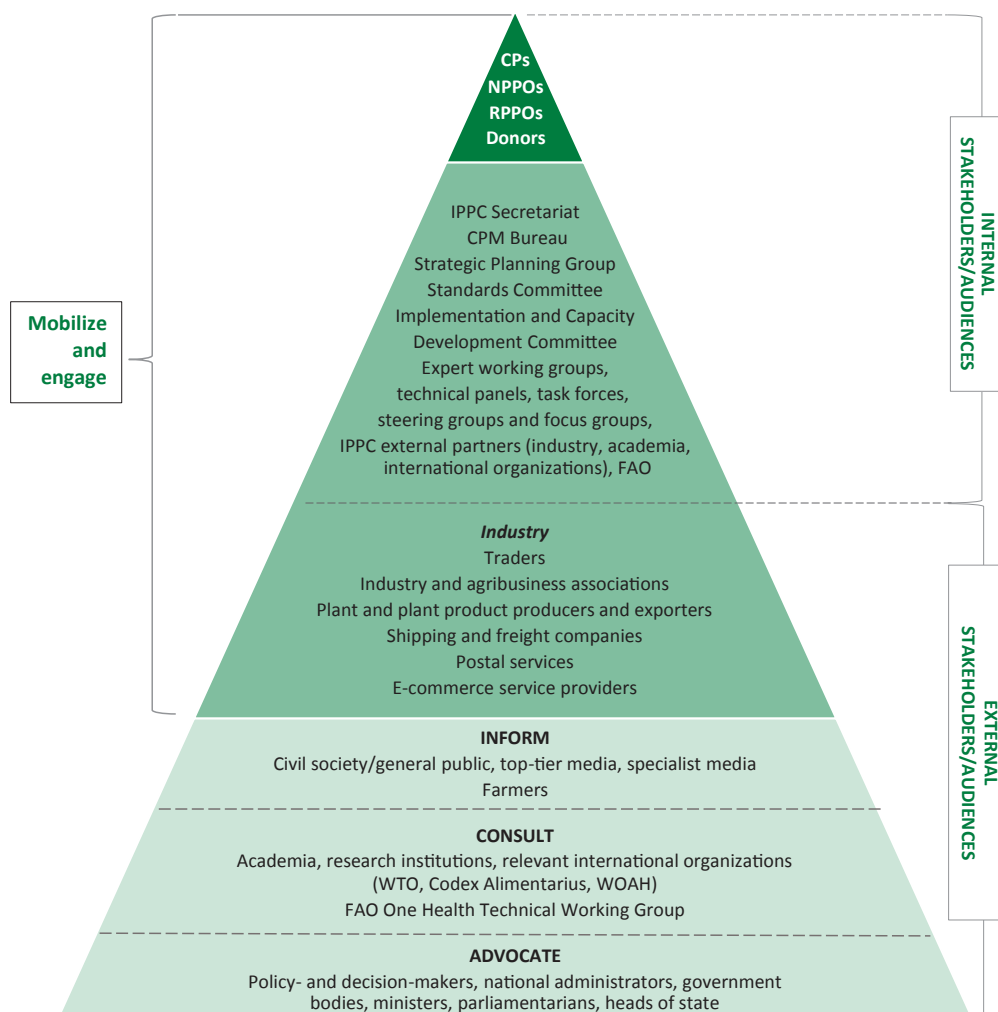
**Civil society** and the **general public** have low awareness and interest in plant health relative to other IPPC audiences and stakeholders, and have no direct influence on IPPC activities. Designated days such as the International Day of Plant Health (IDPH) should be used to inform these audiences and raise their awareness on how plant health affects the issues they are concerned about, such as food security. Key digital assets with specific messaging should be communicated on practical measures individuals can take to protect plant health, such as not bringing plants and seeds from overseas when travelling. (*For detailed messaging for each stakeholder group, see Annex 2. Mapping audiences, messages, communication channels and desired actions*).

**Top-tier media** have the capacity to influence governments and public opinion, but their interests lie in the content preferences of their audience and in their editorial policy. Communication should be framed around relevant key issues being discussed in the media; issues should be broad and easily digested by the general public, such as food security, environmental protection and safe trade in the context of plant health (the three IPPC strategic objectives). Such broad topics can also be linked to FAO and NSP topics and themes. A communication and outreach plan should be developed for top-tier media to maximize publicity, particularly during the IDPH.

**Specialist media** such as scientific journals, magazines on plant health or trade, or websites on SDGs/sustainable development topics have more

<sup>1</sup> Stakeholders are people, groups or organizations with an interest in or have a role to play in the IPPC community. They can influence or be influenced by IPPC activities. Target audiences are receivers of messages that will be "sold" the IPPC value proposition, and may ultimately become advocates or partners of the IPPC's work.

Figure 1. IPPC stakeholders and audiences



Source: Authors' own elaboration

interest in the IPPC than top-tier media, and can be tapped for editorial pieces or special features. IPPC activities may also link with industry-association journals and magazines.

**Farmers.** Smallholder farmers and farming corporations are not directly engaged in IPPC work, but their adoption of sustainable agricultural practices and phytosanitary standards has long-lasting impacts on plant health. Among all IPPC stakeholders, farmers are often those closest to plant pest risks and deal with the impact of plant pest risks on global food security. They therefore harbour a significant bank of knowledge worldwide. That said, farmers differ in knowledge level and level of exposure to plant pest risks according to geography, scale and other factors. They are not uniform in their adoption of information

and communication technologies such as social media or mobile apps. Messaging for this group should thus consider these factors. Key stakeholders with more direct contact with farmers, e.g. regional and country associations, will be engaged and messaging and digital assets will be shared.

### 4.3 STAKEHOLDERS TO MOBILIZE AND ENGAGE

**Contracting parties, NPPOs and RPPOs** are the IPPC's key stakeholders and remain at the heart of IPPC communication, as they directly invest and greatly influence the IPPC's core activities. They are directly involved in successfully implementing the Convention, developing and implementing ISPMs and CPM recommendations, IPPC guides and training materials.

Their engagement influences the achievement of the IPPC strategic objectives and the development agenda items.

**NPPOs** – proactively engaging NPPOs in IPPC communication activities requires more thoughtful planning, particularly in their use of the International Phytosanitary Portal (IPP). The objective of the IPP is to be a central hub and a robust source of phytosanitary information and resources for NPPOs and RPPOs. It should follow that the IPP is designed such that primary resources are prominently displayed on the home page of the IPP, are easily accessible and are kept up to date. To increase uptake of newly developed resources, plans should be developed and implemented to regularly update target audiences on the latest resources available, e.g. a new toolkit of information and digital assets.

Additional engagement with NPPOs may include building awareness of the IPPC in national campaigns, e.g. the United Kingdom's National Plant Health Week or campaigns encouraging participation in IPPC general surveys on implementation of the Convention, ISPMs and CPM recommendations. Survey outcomes should be shared in a timely manner to inform, acknowledge efforts and encourage future participation.

**RPPOs** – leveraging communication with RPPOs requires establishing a structure for collaboration and engagement along with FAO regional offices, led by the IPPC Secretariat. A Community of Practice will be established to engage professionals in these target groups and would be guided by core activities:

- ◆ Quarterly or biannual meetings led by the IPPC Secretariat and the CPM Focus Group on Communication, in coordination with the FAO Office of Communications, FAO regional communication officers, and FAO regional NSP officers.
- ◆ Using platforms for collaboration and raising awareness such as:
  - IPPC Regional Workshops;
  - United Nations campaigns such as the International Day of Plant Health, International Day of Awareness of Food Loss and Waste and World Food Day, where plant health can be framed as vital in addressing climate change impacts and food security;
  - Contributing content to the IPP; and
  - Media coverage of region-specific phytosanitary issues or topics.

**IPPC donors** are invested in progress towards achieving the IPPC strategic objectives. Donors should be informed, acknowledged and engaged to encourage continued support (e.g. technical, human or financial). Communication approaches for both current and potential donors should be aligned with the IPPC Resource Mobilization Strategy.

The **IPPC internal community** including the Secretariat, CPM Bureau, Strategic Planning Group (SPG) and subsidiary bodies (Standards Committee, Implementation and Capacity Development Committee, expert working groups, technical panels, task forces, steering groups and focus groups) all have a high interest and direct influence on the IPPC's core activities. Communication plans should explain how this group can be involved and how they can use communication in their work. More strategic, cohesive and timely communication, guided by an annual communication plan at the secretariat level, will keep these stakeholders regularly informed and actively engaged in promoting One IPPC.

**FAO**, being the IPPC's convener, is highly invested and has a great influence on IPPC core activities. FAO carries a great amount of credibility, authority and technical know-how in the agriculture sector in general, and in plant protection in particular. From a communication perspective, the IPPC Secretariat is well positioned to share FAO's expertise and networks, as shown in the success of the global campaign for the International Year of Plant Health in 2020 and the first International Day of Plant Health on 12 May 2022, which was adopted by the United Nations General Assembly.

Regular updates and engagement with FAO headquarters, FAO regional offices and FAO country offices, including FAO Permanent Representatives, will help increase visibility of IPPC activities. The IPPC should look for opportunities to frame its work around important FAO global campaigns, such as the International Day of Awareness on Food Loss and Waste and World Food Day, by incorporating key messages on plant health in promotional materials such as social media cards.

**Other industry actors** (apart from IPPC external partners) include traders, industry and agribusiness associations, plant and plant product producers and exporters, shipping and freight companies, postal services and e-commerce service providers. Although not all industry actors are directly involved in IPPC

activities, they play a key role in leveraging complex national, regional and global networks to deliver the IPPC's strategic objectives, for example, enhancing global food security and increasing sustainable agricultural productivity. Industry actors therefore directly influence safe trade since their production and processes are affected by the application of ISPMs and relevant trade and phytosanitary regulations. Advocating to and engaging with a diversity of industry actors can facilitate more effective implementation of the Convention, ISPMs and CPM recommendations.

#### 4.4 STAKEHOLDERS TO CONSULT

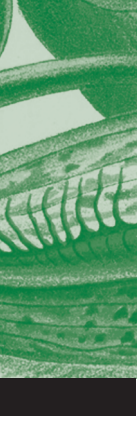
**Academia, research institutions and relevant international organizations** (apart from IPPC external partners) have relatively low interest but their evidence-based research and recommendations on various plant health topics can have a long-term influence on policy. They can be enlisted to collaborate on specific projects, such as IPPC surveys and in-depth studies, as resource speakers in workshops, conferences and webinars, and in the development of e-learning courses and training materials. Key publications, such as IPPC studies and surveys, can be distributed to these stakeholders. The IPPC community can collaborate with relevant international organizations on milestone events such as the annual United Nations Framework Convention on Climate Change (UNFCCC)

Conference of Parties (COP) or invited as observers in IPPC focus groups. The approach for this group will be aligned with the FAO Science and Innovation Strategy (FAO, 2022).

#### 4.5 STAKEHOLDERS TO ADVOCATE TO

**Policy- and decision-makers, national administrators, government bodies, ministers, parliamentarians and heads of state** have a high influence on core IPPC work, but are not directly involved in day-to-day IPPC activities. Communication and advocacy should be geared towards leveraging their influence and authority to facilitate adoption of ISPMs and CPM recommendations into national policies and phytosanitary laws and regulations.

Research and policy studies developed by academia and international organizations, particularly by relevant FAO divisions, can be used to inform policy; enlisting experts from these groups can help inform policymakers. Advocacy approaches and materials that aim to keep these key stakeholders interested in the IPPC's work could include: discussion papers on emerging phytosanitary issues; high-level meetings, dialogues or round table discussions and meetings at key conferences; and invitations to ministerial CPM sessions. Well-planned media stories or feature articles can put a spotlight on pressing phytosanitary issues and help raise the profile of such issues with members of this group.



## 5. Value proposition

**5.1** The IPPC is the sole Convention that promotes the protection of plants and plant resources from pests. Established in 1952, the legally binding multi-lateral treaty has been in effect for 70 years, and has been ratified by 184 contracting parties.

**5.2** The IPPC is the only Convention on plant health that convenes organizations around the world and is recognized by the World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement).

**5.3** The IPPC community's work to develop and implement standards and programmes to reduce the introduction and spread of pests benefits all countries by minimizing their impact on food security, trade, economic growth and the environment.

**5.4** The IPPC work programme complements that of FAO by aligning their respective strategic frameworks, giving the IPPC community the leverage to develop and implement innovative tools and approaches in plant protection. The IPPC strategic objectives are also aligned with the FAO strategy for achieving common SDGs, namely SDG 2 – Zero Hunger, SDG 8 – Decent Work and Economic Growth, SDG 12 – Responsible Consumption and Production and SDG 13 – Climate Action. This allows the IPPC community to leverage partnerships, networks and influence through FAO.

Details on the value proposition for each stakeholder can be found in Annex 1.



## 6. Key messages

The key messages and supporting messages, targeted at different audience groups, are anchored in the IPPC Strategic Framework 2020–2030 and

the IPPC strategic objectives. The desired action from each audience/stakeholder group is detailed in Annex 2.

	Target audience(s)
<p><b>1. Protecting plant health is fundamental to achieving the United Nations Sustainable Development Goals (SDGs).</b></p> <p><i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></p> <p>Some 80 percent of the world's food comes from plants, but as much as 40 percent of food crops are lost due to pests each year. This leaves millions of people food insecure, has a negative impact on the main source of income for poor rural communities and results in both yield and trade losses.</p> <p>Plant health also contributes to the overall health of people, animals and the environment. Through the One Health approach, protecting plants is integrated in the efforts to protect the health of humans, domestic and wild animals and the wider environment, which are closely linked and interdependent.</p>	All audiences
<p><b>2. Protecting plant health helps protect the environment.</b></p> <p><i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.</i></p> <p>Plant pests are one of the main drivers of biodiversity loss. Protecting biodiversity and the environment will protect important food sources, helping achieve SDG 13 – Climate Action and SDG 15 – Life on Land.</p>	All audiences
<p><b>3. Protecting plant health helps adapt to the devastating impacts of climate change.</b></p> <p>Global warming and extreme changes in the weather may likely increase the spread of plant pests. Increased pest risks can affect food security and livelihoods and contribute to economic crises, forced migration and conflicts. Implementing international plant health standards helps countries prevent the introduction and spread of pests and to preserve biodiversity. Preserving biodiversity helps to improve plant resilience and adapt to the impact of climate change on plant health.</p>	All audiences
<p><b>4. The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.</b></p> <p><i>4.1 Complying with international plant health standards makes trade safe.</i></p> <p>Many countries depend on trading plants and plant products to sustain their economies. Yet trade can increase the risk of plant pests spreading, and seriously damage plants and biodiversity. To make trade safe, it is important to implement international standards for phytosanitary measures, such as those developed under the auspices of the IPPC Secretariat. This reduces the negative impact of pests and pesticides on human health, economies and the environment. It also makes it easier to prevent and control the spread of pests without setting up unnecessary barriers to trade. Complying with international plant health standards helps boost trade and achieve SDG 8 – Decent Work and Economic Growth.</p> <p>Example: Bananas are the most exported fruit in the world, with 15 percent of global production being exported worth USD 7.5 billion in 2018. But more than 80 percent of global banana production is thought to be based on DNA that is susceptible to Tropical Race 4 (TR4), a fungus that attacks banana plant roots causing banana Fusarium wilt disease (FAO, 2020). IPPC contracting parties can help prevent its entry and spread when they apply international plant health standards. For instance, ISPM 6 (Surveillance) provides guidance and standards on phytosanitary import requirements as well as procedures and requirements in pest reporting, eradication and pest status in an area.</p>	<ol style="list-style-type: none"> <li>1. Contracting parties</li> <li>2. NPPOs</li> <li>3. RPPOs</li> <li>4. Donors</li> <li>5. Industry</li> <li>6. Farmers (smallholder farmers and corporations)</li> </ol>

	Target audience(s)
<p><b>4.2 Be cautious when bringing plants and plant products across borders.</b></p> <p>Be cautious when taking plants or plant products when travelling, and always ensure that these products meet phytosanitary requirements. This helps reduce the spread of plant pests, which can seriously damage national food security, the environment and economies. Be careful when ordering plants and plant products online, or through postal services since packages can more easily bypass regular phytosanitary controls.</p> <p>Example: The vector-borne pest <i>Xylella fastidiosa</i> is known to seriously infect economically important crops. The United States of America loses USD 104 million per year in grapevine production. Outbreaks have been reported in southern Italy, southern France and the Balearic Islands in Spain. Its movement across international borders may have most likely been through importation of infected plants and seeds (FAO, 2017).</p>	<p>All audiences</p>
<p><b>5. Invest in plant-health capacity development, research and outreach.</b></p> <p>Investing in the work of national plant protection organizations is a sound government investment, as it not only benefits plant health, but it ultimately leads to healthy populations, environments and economies.</p> <p>Plant-health-related research and outreach are good investments because innovative practices and technologies lead to better yields, reduced crop and trade losses and food waste, greater food security and a healthier environment.</p> <p>A well-resourced plant-health skills pipeline requires the promotion of plant health as a diverse and rewarding career to young people and investment in the early careers of plant health professionals.</p>	<ol style="list-style-type: none"> <li>1. Donors</li> <li>2. Policy- and decision makers</li> <li>3. National administrators</li> <li>4. Government bodies</li> <li>5. Ministers</li> <li>6. Parliamentarians</li> <li>7. Heads of state</li> <li>8. Academia/research</li> </ol>
<p><b>6. Strengthen surveillance and early warning and response systems to protect plants and plant health.</b></p> <p>Carrying out surveys and receiving early warning information about emerging threats helps governments, agricultural officers and farmers take critical preventive and adaptive measures to keep plants healthy. Policymakers and governments that utilize surveillance and early warning and response systems can make sound decisions when faced with new or emerging pests and minimize potentially costly or disruptive pest impacts.</p>	<ol style="list-style-type: none"> <li>1. Contracting parties</li> <li>2. NPPOs</li> <li>3. RPPOs</li> <li>4. Donors</li> <li>5. Policy- and decision makers</li> <li>6. National administrators</li> <li>7. Government bodies</li> <li>8. Ministers</li> <li>9. Parliamentarians</li> <li>10. Heads of state</li> </ol>
<p><b>7. Invest in plant health programmes and initiatives to protect lives, livelihoods, the environment and economies.</b></p> <p>Donor and private sector investments on initiatives at global, national or regional levels help governments feed populations, secure livelihoods of the most vulnerable, protect the environment and biodiversity, and protect economies through the safe trade of plants and plant products.</p>	<ol style="list-style-type: none"> <li>1. Donors</li> <li>2. Policy- and decision makers</li> <li>3. National administrators</li> <li>4. Government bodies</li> <li>5. Ministers</li> <li>6. Parliamentarians</li> <li>7. Heads of state</li> </ol>

## 7. Channels

### 7.1 DIGITAL OPPORTUNITIES

#### 7.1.1 The International Phytosanitary Portal (IPP)

– or the IPPC website – offers a wide range of phytosanitary resources that no other entity or online platform offers. It is the “go to” online platform for NPPOs and RPPOs on the Convention, standards and phytosanitary information and resources. The redesign of the IPP should result in a platform responsive to its primary users and regularly populated and updated with new content. Resources must be easy to find, access and use.

Beyond cosmetic changes in the IPP’s design and layout, **redesign of the IPP should focus on the user’s global experience** (i.e. presenting the value proposition of the IPP and its main features) and prioritizing the reconstruction of its information architecture. The IPP should also feature simplified and legible content, have an efficient search engine tool and deliver fast access to materials.

In addition, **information that is most accessed and used by NPPOs and RPPOs should be more prominent on the IPP**, including the IPPC monthly newsletter, news and announcements, upcoming webinars, phytosanitary system component pages and meeting reports. Key publications, such as brochures, flyers, guides and training materials, should be updated and easily accessible.

**Resources and materials should be promoted more thoughtfully on the IPP by developing an annual promotional plan**, not only of new publications, but also of existing IPPC materials that are not time-bound, such as fact sheets, brochures, videos, ISPMs, studies and surveys, thematic reports, IPPC guides, training materials and e-learning courses.

**A new IPP section for blogs can host think pieces** by the IPPC Secretary (or guest posts from partners, NPPOs, RPPOs or donors) on key phytosanitary issues will boost the IPPC’s credibility as the thought leader in the plant health sector, and could attract attention and action from key stakeholders, particularly decision-makers. This could also be a space for academics, think tanks and international organizations. Blogs could be cross-posted on IPPC social media accounts.

The IPP should also be populated with human-interest and feature stories that help simplify and explain the importance of plant health to non-scientific communities. These stories should include a first-person account, for example, on the impact of pest infestation in a locale and on people’s livelihoods, citizen surveillance and reporting of potential pest threats and others. A call for case studies can be issued, which can become leads for these feature stories.

#### 7.1.2 IPPC monthly newsletter and other subscriptions.

The newsletter should feature more substantial content and not just aggregate existing materials that are posted on the IPP. A more thoughtful editorial calendar should be planned quarterly/biannually to include not only news and announcements but also think pieces, new research and studies, or new materials and publications. An editorial board may also be formed to guide the development and selection of content.

The IPP offers a wide range of information and materials that could be categorized and where subscribers can choose the types of information to which they wish to subscribe.

#### 7.1.3 IPPC social media. The official Twitter and Facebook accounts should be more robustly used to communicate information and engage current and potential followers.

This entails timely posting of organic posts of IPPC news, announcements and other information, guided by a well-planned social media calendar.

Organizations for engagement on social media should be carefully selected based on the relevance of their work to the IPPC’s core activities, and associated materials should focus on the desired action from these groups. The IPPC community should engage in conversations and debates by linking the importance of plant health to food security, the environment and climate change, safe trade and, broadly, to other relevant SDGs, e.g. reducing poverty. The IPPC should also support campaigns by NPPOs and RPPOs to increase awareness and engagement.

New technical content should be created that is appealing, easily understandable by the wider public and can be easily used on Twitter and Facebook, e.g. short videos. IPPC social media should be strategic by timing promotions during slow news days and look for opportunities to reuse existing content. Digital assets, such as social media cards, photos and videos, will make it easy for users to engage with content that is readily available and easily sharable.

**7.1.4 Direct (e)mail** – strategic use of personalized emails should include targeted emails to individual stakeholders, e.g. donors and decision-makers, to highlight certain IPPC products, events or issues, or to prompt action such as joining the conversation or global debate on an issue.

## 7.2 EVENTS

The IPPC community should leverage communication and advocacy through the following events:

- ◆ CPM annual sessions
- ◆ IPPC-RPPO annual regional workshops on ISPMs
- ◆ International Day of Plant Health (12 May)
- ◆ International Plant Health Conference
- ◆ UNFCCC COP meetings
- ◆ United Nation Convention on Biological Diversity COP meetings
- ◆ World Food Day
- ◆ International Day of Awareness on Food Loss and Waste
- ◆ United Nations General Assembly sessions
- ◆ ISO meetings
- ◆ ISO Forum
- ◆ SPS Committee events
- ◆ WTO, WOHAI and Codex key events

## 7.3 MEDIA

The media to be targeted include the following:

- ◆ **International media:** To cover key events and phytosanitary issues through press releases and opinion pieces in top-tier media outlets or specialist media. The objectives of the outreach will guide the selection of media outlets. Additionally, high-level issues including food security, sustainable economic growth, etc., will be framed as part of global debates and will be disseminated in top-tier media outlets. Briefs should be prepared and shared with partners.

- ◆ **Regional media:** To support regional FAO offices and partners to engage in covering relevant topics, regional workshops and multicountry events within regions. The IPPC Secretariat can reach out to RPPOs for recommendations on regional or national media with which to engage, depending on the event (see section 3.1. Audiences and stakeholders – leveraging communication with RPPOs).
- ◆ **National media:** To support country FAO offices and partners to cover topics or events at the country level.

Media can also be segmented by language and focus area:

- ◆ media outlets in FAO official languages;
- ◆ agricultural, trade and development media outlets.

IPPC media relations need to be developed, including identifying key publications and specialist media online where special features or opinion pieces can be placed. The IPPC Secretariat will coordinate with the FAO Office of Communications and with FAO regional communication officers to consult on the content or treatment of a potential story and to perform due diligence in vetting journalists or outlets. The IPPC Secretariat will also use FAO media monitoring to identify outlets that have covered IPPC-related issues.

Scientific journals should also be platforms to publish IPPC papers from conferences, workshops or webinars. General criteria for selection can be developed by the IPPC community, with inputs from the CPM Focus Group on Communication and other expert working groups through the Online Comment System. A plan needs to be developed on how best to respond to inquiries and collaborate with such publications.

A media crisis plan should be developed including media questions and answers, and standard holding statements for sensitive or potentially controversial phytosanitary topics or issues such as, but not limited to, genetically modified organisms, biotechnology and pesticide use.

The IPPC Secretariat can request for media training from the FAO Office of Communications or from other IPPC partners.

## 8. Management of the strategy

### 8.1 IMPLEMENTATION

An annual communication plan will be developed to implement, monitor and evaluate the communications strategy. Communication will be overseen by the lead of the IPPC Secretariat Integration and Support Team (IST) whose role will be to guide delivery of the communication plan and to liaise internally and with regional partners. The IST Lead will spearhead engagement with FAO regional communication teams and key partners, i.e. RPPOs.

The IST Lead will be supported by communications specialists and consultant content producers and writers, whose role will include writing and developing content for outreach and liaising with communication counterparts in the FAO Office of Communications, the FAO NSP Division, FAO regional offices and relevant media outlets.

### 8.2 RESOURCES

Resources will be allocated from the overall budget of the IPPC Secretariat to include the communication team (three full-time communications specialists and short-term consultants to support key events such as the International Day of Plant Health). Further funding will be needed for human resources and operational expenses, depending on the planned activities for each year, e.g. production of communication and advocacy materials, organizing events and campaigns, etc. Resources will also be needed in getting support from an external agency to help in media outreach (apart from routine support by the FAO Office of Communications to the IPPC Secretariat).

### 8.3 TIMELINE

The IPPC communications strategy will be implemented for eight years, in conjunction with implementation of the IPPC Strategic Framework 2020–2030. An annual communication plan will be created in line with the FAO and IPPC communications strategy.



## 9. Impact

The impact of communication will be measured through periodic analysis, based on the logical framework matrix of the annual communication plan. Baseline indicators will be established after the first year of reporting, and projections will be made on outcomes. The monitoring and evaluation framework will be developed with support from the FAO Office of Communications.

Qualitative evaluation of the impact of communication can also be done annually through a focus group discussion or interviews with selected audiences (5–6 people) representing key IPPC audiences, e.g., NPPO, RPPO and donors. A short survey can also be administered to collect data over time.

Key result areas in communication, based on the IPPC Strategic Framework 2020–2030:

1. The IPPC community is effectively communicating phytosanitary issues and the importance of plant health.
2. The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.
3. The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.

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# Annexes

**Annex 1. Value proposition per stakeholder category**

**Annex 2. Mapping audiences, messages, communication channels and desired actions**

**Annex 3. Communication Workplan 2023–2030**

**Annex 4. Members, CPM Focus Group on Communication**



# Annex 1. Value proposition per stakeholder category

Stakeholder/audience	Value proposition
<b>NPPOs</b>	<ul style="list-style-type: none"> <li>Implementing the IPPC, ISPMs and CPM recommendations not only impacts plant health, but ultimately leads to a healthy population, environment and economy.</li> <li>Cooperate in the development of ISPMs and CPM recommendations.</li> </ul>
<b>RPPOs</b>	<ul style="list-style-type: none"> <li>Regional cooperation helps address region-specific phytosanitary issues or potential disputes.</li> <li>Collaboration and cooperation among RPPOs and the IPPC Secretariat help facilitate a more efficient adoption of the Convention and implementation of ISPMs and CPM recommendations.</li> </ul>
<b>Donors</b>	<ul style="list-style-type: none"> <li>Adoption and implementation of the Convention, ISPMs and CPM recommendations contribute to global plant health in achieving relevant SDGs. IPPC programmes, projects and activities help achieve these.</li> <li>The IPPC practices good stewardship, management and delivery of outcomes and impact of the IPPC Strategic Framework 2020–2030.</li> </ul>
<b>General public Media Farmers</b>	<ul style="list-style-type: none"> <li>The IPPC is the sole convention that protects plant health. The IPPC can be equated with other multilateral treaties such as the UNFCCC or international treaties on trade.</li> <li>Protecting plants means protecting lives. Healthy plants mean healthy food, environment and economies.</li> <li>Protecting plants means being mindful that plants bought online or brought across international borders must be accompanied by phytosanitary certificates.</li> </ul>
<b>Industry: Traders Industry and agribusiness associations Plant and plant product producers and exporters Shipping and freight companies Postal services e-Commerce service providers</b>	<ul style="list-style-type: none"> <li>Sustainable agriculture and production can be achieved when protecting plants and plant resources by adopting innovative tools in sustainable agriculture and integrated pest management.</li> <li>The IPPC, ISPMs and CPM recommendations help facilitate the safe trade of plants and plant products.</li> <li>Adopting phytosanitary laws and regulations based on international phytosanitary standards and measures helps boost economic growth.</li> </ul>
<b>Policy- and decision-makers: ministers, parliamentarians, heads of state</b>	<ul style="list-style-type: none"> <li>Governments have a critical part in ensuring ISPMs are adopted into national phytosanitary policies and regulations, which could impact the achievement of the SDGs</li> <li>The IPPC plays a critical role in ensuring plant health, along with contracting parties and other stakeholders, i.e. donors, the private sector and civil society.</li> </ul>
<b>IPPC Secretariat, CPM Bureau, IPPC subsidiary bodies</b>	<ul style="list-style-type: none"> <li>The collective work of the IPPC Secretariat, CPM Bureau and IPPC subsidiary bodies (Strategic Planning Group (SPG), Standards Committee, Implementation and Capacity Development Committee, focus groups, technical panels, task forces, steering groups and expert working groups) have a huge impact on the achievement of the IPPC strategic objectives and the Strategic Framework 2020–2030 development agenda items.</li> </ul>
<b>FAO</b>	<ul style="list-style-type: none"> <li>FAO, as the convener of the IPPC, complements the IPPC's credibility and leadership in plant health. The IPPC workstream complements that of the FAO through harmonized action, e.g. One Health, Global Action for Fall Armyworm Control.</li> <li>Achievement of the IPPC strategic objectives and development agenda items contributes to the FAO Four Betters framework: better production, better nutrition, better environment and better lives – in turn helping achieve relevant SDGs.</li> </ul>

## Annex 2. Mapping audiences, messages, communication channels and desired actions

Target audiences/ stakeholders	Key messages	Desired action
<p><b>Communication Objective 1: Inform</b></p> <p><i>Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.</i></p>		
<p><b>Civil society / general public</b> <b>Mainstream and specialist media</b></p>	<p>Keeping plants healthy is fundamental to achieving the United Nations Sustainable Development Goals (SDGs).</p> <p>Keeping plants healthy helps protect the environment.</p> <p>Be cautious when bringing plants and plant products across borders, including buying them online.</p>	<p><b>Civil society / general public</b></p> <p>Participate in campaign activities for the International Day of Plant Health.</p> <p>Follow, engage and amplify the IPPC and plant health issues on social media.</p> <p>Comply with phytosanitary laws through practical means at the individual level.</p> <p><b>Top-tier media</b></p> <p>Publish news articles and human-interest stories on the IPPC's work on the impacts of plant health to food security, environmental protection and safe trade, and broadly on other issues such as reducing poverty and promoting economic growth and decent work.</p> <p><b>Specialist media</b></p> <p>Publish articles on the results of IPPC surveys and studies and other technical information; editorial pieces on the IPPC's key advocacy areas.</p>
	<p>Channels:</p> <ul style="list-style-type: none"> <li>• International Phytosanitary Portal (IPP)</li> <li>• IPPC, FAO social media</li> <li>• FAO media contacts, un.org news</li> </ul>	<ul style="list-style-type: none"> <li>• International Day of Plant Health (IDPH) campaign</li> <li>• IPPC videos</li> </ul>
<p><b>Farmers</b></p>	<p>The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles. (Messaging for this target group may vary based on factors such as geography, levels of capacity and availability of resources including information technology)</p>	<p>Be informed of the Convention, ISPMs and other innovative approaches to sustainable farming and production, e.g. integrated pest management.</p>

Target audiences/ stakeholders	Key messages	Desired action
<p><b>Communication Objective 2: Mobilize and engage</b></p> <p><i>Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as internally with FAO regional communication and FAO Plant Production and Protection Division (NSP).</i></p> <ul style="list-style-type: none"> <li>• Collaborate actively among NPPOs and RPPOs to support IPPC core activities in standard setting, implementation and capacity building, and communication and international cooperation.</li> <li>• Enhance visibility of the core and unique work of the IPPC and build the IPPC brand.</li> <li>• Mobilize support (technical, human and financial resources) to achieve the IPPC strategic objectives.</li> <li>• Enhance IPPC engagement and support from external stakeholders, including industry, NGOs, civil society and academic groups.</li> </ul>		
<p><b>Contracting parties</b></p> <p><b>NPPOs</b></p> <p><b>RPPOs</b></p>	<p>Protecting plant health is fundamental to achieving the United Nation Sustainable Development Goals (SDGs).</p> <ul style="list-style-type: none"> <li>• <i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></li> </ul> <p>Protecting plant health helps protect the environment.</p> <ul style="list-style-type: none"> <li>• <i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.</i></li> </ul> <p>The introduction and spread of plant pests can be prevented through the safe trade of plants, plant products and regulated articles.</p> <ul style="list-style-type: none"> <li>• <i>Complying with international plant health standards makes trade safe.</i></li> </ul> <p>Invest in plant-health capacity development, research and outreach.</p> <p>Strengthen pest monitoring and early warning and response systems to protect plants and plant health.</p>	<p><b>NPPOs</b></p> <p>Actively support and collaborate with the IPPC's core activities: standard setting, implementation and capacity development, and communication and international partnership.</p> <p>Adopt the IPPC, ISPMs and CPM recommendations in national phytosanitary activities.</p> <p>Support and collaborate with RPPOs, i.e. participate in IPPC Regional Workshops, information exchange and capacity building.</p> <p>Access and use IPPC resources on standard setting and implementation (e.g. ISPMs, IPPC guides); capacity development (e.g. e-learning courses, training materials); and communication and advocacy materials.</p> <p>Participate in open calls and consultations through the Online Comment System.</p> <p><b>RPPOs</b></p> <p>Coordinate and collaborate with NPPOs in their region on IPPC activities, e.g. regional workshops.</p> <p>Foster information exchange among NPPOs in their region, with other RPPOs and with the IPPC Secretariat.</p> <p>Collaborate with the CPM and the IPPC Secretariat in developing and implementing international standards.</p> <p>Collaborate with the IPPC Secretariat on communication and advocacy activities, e.g. global campaigns for the IDPH, translation of promotional materials.</p> <p>Access and use IPPC resources on standard setting and implementation (e.g. ISPMs, IPPC guides); capacity development (e.g. e-learning courses, training materials); and communication and advocacy materials.</p>
<p>Channels:</p> <ul style="list-style-type: none"> <li>• IC meetings and reports</li> <li>• IPP web pages</li> <li>• FAO e-learning website</li> <li>• IPPC Regional Workshops</li> <li>• Regional communication counterparts (FAO, RPPOs)</li> </ul> <ul style="list-style-type: none"> <li>• Other international workshops, conferences, webinars</li> <li>• IPPC fact sheets, videos, presentation slides</li> <li>• IPPC Brochure, Annual Report</li> <li>• IPPC Newsletter</li> <li>• IPPC, FAO social media</li> </ul>		

Target audiences/ stakeholders	Key messages	Desired action
Donors	All key messages	Provide or increase funding for various IPPC programmes, projects and activities that support achievement of relevant SDGs.
	Channels: <ul style="list-style-type: none"> <li>• CPM annual sessions</li> <li>• High-level meetings, round tables</li> <li>• International workshops, conferences, webinars</li> </ul>	<ul style="list-style-type: none"> <li>• IPPC Brochure, Annual Report</li> <li>• IPPC Newsletter</li> <li>• Selected publications</li> </ul>
IPPC Secretariat, CPM Bureau, subsidiary bodies	All key messages	Keep informed and engaged with the IPPC's core activities. Continue to promote plant health.
	Channels: <ul style="list-style-type: none"> <li>• CPM annual sessions</li> <li>• Meeting reports and papers</li> </ul>	<ul style="list-style-type: none"> <li>• IPPC Regional Workshops</li> <li>• Relevant IPP web pages</li> </ul>
FAO	All key messages	Keep informed and engaged with the IPPC's core activities. Continue to promote plant health vis-à-vis the FAO NSP workstream, the FAO One Health initiative and through support by the offices of the Director-General and Deputy Director-General. Continue and explore new avenues for technical collaboration.
	Channels: <ul style="list-style-type: none"> <li>• IPPC Annual Report, newsletters, brochures, fact sheets, videos</li> <li>• IDPH, IPHC</li> <li>• One Health newsletter and web page</li> </ul>	<ul style="list-style-type: none"> <li>• FAO fall armyworm web page</li> <li>• International days: Food Loss, etc.</li> <li>• FAO Committee on Agriculture (COAG) annual meeting</li> </ul>
Industry – Traders Industry and agribusiness associations Plant and plant product producers and exporters Shipping and freight companies Postal services e-Commerce service providers	The introduction and spread of plant pests can be prevented through the safe trade of plants, plant products and regulated articles. Complying with international plant health standards makes trade safe and boosts trade and economic growth.	Gain more knowledge and be up to date about plant protection. Adopt phytosanitary standards and measures in their production and processes. Comply with ISPMs and national and international phytosanitary regulations. Help shape the implementation of associated policies and standards.
	Channels: <ul style="list-style-type: none"> <li>• IPPC Newsletter</li> <li>• IPPC Regional Workshops</li> <li>• CPM annual sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy materials (IPPC Brochure, Annual Report, IPPC fact sheets, videos)</li> <li>• International Phytosanitary Portal (IPP)</li> </ul>

Target audiences/ stakeholders	Key messages	Desired action
<p><b>Communication Objective 3: Advocate</b>            Create an enabling environment for stakeholders to support the achievement of the IPPC strategic objectives. Promote critical links to achieving the Sustainable Development Goals (SDG 1, SDG 2, SDG 8, SDG 12, SDG 13, SDG 15, SDG 17).</p>		
<p><b>Policy- and decision-makers: ministers, parliamentarians, heads of state</b></p>	<p>Protecting plant health is fundamental to achieving the United Nations Sustainable Development Goals (SDGs).</p> <ul style="list-style-type: none"> <li>• <i>Government policies and actions that protect plants and plant resources help achieve food security for all, eliminating hunger and malnutrition (SDG 2) and reducing poverty (SDG 1).</i></li> </ul> <p>Protecting plant health helps protect the environment.</p> <ul style="list-style-type: none"> <li>• <i>When combatting plant pests, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.</i></li> </ul> <p>The introduction and spread of plant pests can be minimized through the safe trade of plants, plant products and regulated articles.</p> <ul style="list-style-type: none"> <li>• <i>Complying with international plant health standards makes trade safe.</i></li> </ul> <p>Invest in plant-health capacity development, research and outreach.</p> <p>Strengthen monitoring and early warning and response systems to protect plants and plant health.</p>	<p>Use their position and authority to facilitate adoption of ISPMs and CPM recommendations in national policies and phytosanitary rules and regulations.</p> <p>Finance NPPO operations and activities in implementation (human and financial resources).</p> <p>Invest more in plant-health-related research and outreach, as well as innovative practices and technologies.</p>
<p>Channels:</p> <ul style="list-style-type: none"> <li>• CPM annual sessions</li> <li>• High-level meetings, round table</li> <li>• International workshops, conferences, webinars</li> </ul> <ul style="list-style-type: none"> <li>• IPPC Brochure, Annual Report</li> <li>• IPPC Newsletter</li> <li>• Selected publications</li> </ul>		

# Annex 3. Communication workplan 2023–2030

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030	
<b>OBJECTIVE 1.</b>												
Inform: Raise global awareness of the importance and impacts of protecting plant health and plant resources among the IPPC community and the wider public.												
<b>MILESTONE 1.</b> The International Phytosanitary Portal (IPP) transforms and is maintained as a robust, user-centric platform on plant health information, resources and tools.	1.1. Restructure website architecture and redesign pages into phases/modules to make information easily accessible.	Revamped IPP with new features highlighting "one-click" access to technical tools and resources, digital assets, new content, logical search results and regular analytics.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.									
	1.2. Implement a new and more efficient search function.											
	1.3. Streamline placement and update key technical resources and tools specifically for NPPO and RPPO use (e.g. ePhyto, phytosanitary capacity evaluation, phytosanitary system components, etc.).											
	1.4. Add and maintain a section on digital assets (e.g. IPPC logo guide, videos, a standard digital presentation about the IPPC, key messages on plant health, etc.).											
	1.5. Develop new content, e.g. blogs, quality news items, success stories.											
<b>MILESTONE 2.</b> Social media following and engagement increase annually.	2.1. Develop and implement an annual social media plan.	Annual social media plan.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.									
	2.2. Identify metrics and measure engagement.	Quarterly and annual reporting on analytics to Secretariat.										
<b>MILESTONE 3.</b> Baseline indicators and monitoring and evaluation on communication indicators are identified, and analysis on effectiveness of communication is done annually.	3.1. Develop baseline and monitoring-and-evaluation indicators.	Baseline and monitoring-and-evaluation indicators.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.									
	3.2. Conduct annual monitoring and evaluation of effectiveness of communication.	Annual monitoring-and-evaluation analysis on IPPC communication that will feed into the revision of the annual workplan.										

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030	
<b>OBJECTIVE 2.</b>												
Mobilize and engage: Establish a structure for collaboration and engagement with RPPOs and IPPC external partners including industry, academia and international organizations, as well as internally with FAO regional communication and FAO NSP.												
<b>MILESTONE 4.</b> A two-way communication process within the IPPC community is established and sustained.	4.1. Establish a Community of Practice among communication professionals in RPPOs, donors, IPPC external partners (industry, academia, international organizations) and FAO regional offices, led by the IPPC Secretariat Integration and Support Team (IST).	Directory of Community of Practice members, core group and roles, terms of reference and rules of engagement, platform for information exchange on the IPP.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health. <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.									
	4.2. Organize bimonthly or quarterly meetings to identify opportunities (e.g. joint campaigns), share best practices and discuss challenges in awareness-raising, advocacy and engagement.	Meeting reports, biannual or annual documentation, analysis of information exchange and process.										
	4.3. Contribute content to the IPP and IPPC newsletter, identify opportunities for cross-posting of content and develop and implement an editorial calendar.	News articles, blogs, announcements (organic and cross-posts), digital assets.										
<b>MILESTONE 5.</b> Key international, regional and national events are used to leverage plant health in the context of food security, environmental protection and safe trade.												
<b>Internal</b> <ul style="list-style-type: none"> <li>• IPPC-organized meetings (e.g. CPM annual sessions; meetings of CPM Bureau, SPG, Standards Committee, Implementation and Capacity Development Committee, focus groups, technical panels, task forces, steering groups and expert working groups); IPPC Regional Workshops</li> <li>• International Day of Plant Health (IDPH); International Plant Health Conference (IPHC); FAO NSP annual themes</li> <li>• Related United Nations international days, e.g. International Day of Food Loss and Waste, World Food Safety Day</li> <li>• External / International Cooperation (United Nations General Assembly sessions, ISO meetings, ISO Forum, SPS Committee events, WTO, WOA and Codex key events, UNFCCC and CBD COPs)</li> </ul>	5.1. Provide communications support in promoting and documenting meetings and events.	News articles, press releases, announcements, meeting reports.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health. <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies. <b>KRA 3:</b> The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.									

MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030	
International Day of Plant Health (IDPH); International Plant Health Conference (IPHC); FAO NSP annual themes.	5.2. Develop and implement a communication plan; monitor reach through social media and traditional media.	Communication plan (including media engagement), various campaign materials, media monitoring (if applicable), final report (for IDPH and IPHC) or analysis on reach and engagement (for external events).	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.  <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.  <b>KRA 3:</b> The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.									
Related United Nations international days, e.g. International Day of Food Loss and Waste, World Food Safety Day.	5.3. Develop and implement a complementary communication plan, including framing messages.											
External / International Cooperation (United Nations General Assembly sessions, ISO meetings, ISO Forum, SPS Committee events, WTO, WOA and Codex key events, UNFCCC and CBD COPs).	5.4. Coordinate with organizers to maximize opportunities, e.g. side session, side pavilion, etc.  5.5. Develop and implement a complementary communication plan.											
<b>MILESTONE 6.</b> Awareness and engagement on IPPC standard setting processes increase, i.e. participation in calls, regional workshop discussions on draft ISPMs, uptake of publications.	6.1. Integrate key activities in the secretariat communication plan, e.g. promotion of publications, reports, news articles, etc.	News articles, published reports, calls, announcements, etc.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.  <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.									
<b>MILESTONE 7.</b> Uptake of capacity-building publications and materials increases, i.e. ISPM guides, training materials, e-learning courses.	7.1. Develop and implement a secretariat-wide promotion plan.  7.2. Monitor uptake, adjust promotion plan accordingly and document best practices.	Promotion plan, analytics, Altmetrics data and analysis, documentation of best practices.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.  <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.									



MILESTONES	ACTIVITIES	OUTPUTS	KEY RESULT AREA (KRA)	2023	2024	2025	2026	2027	2028	2029	2030		
<b>OBJECTIVE 3.</b> Advocate: Create an enabling environment for contracting parties and stakeholders to support the achievement of the IPPC strategic objectives. Promote critical links to achieving the United Nations Sustainable Development Goals (SDG 1, SDG 2, SDG 8, SDG 12, SDG 13, SDG 15, SDG 17).													
<b>MILESTONE 8.</b> Communication has effectively supported achievement of the eight Strategic Framework 2020-2030 development agenda items (DAIs).													
1. Harmonization of electronic data exchange	<b>8.1.</b> Integrate communication into the frameworks, workplans and campaigns (if applicable) of each DAI, i.e. messaging and identifying channels, promotion of publications and advocacy materials.	Various communication and advocacy materials, including reports and publications; regular monitoring/ analytics of uptake of materials and IPP page visits.	<b>KRA 1:</b> The IPPC community is effectively communicating on phytosanitary issues and the importance of plant health.  <b>KRA 2:</b> The IPPC community successfully cooperates with other international organizations and global forums to further increase the visibility of the Convention and its objectives in international policies.  <b>KRA 3:</b> The IPPC community is effectively coordinating with FAO to ensure that national or regional FAO offices play an important role in the implementation of the IPPC and its standards.										
2. Commodity-specific ISPMs													
3. Management of e-commerce and postal and courier pathways													
4. Developing guidance on the use of third-party entities													
5. Strengthening pest outbreak alert and response systems													
6. Assessment and management of climate change on plant health													
7. Global phytosanitary research coordination													
8. Diagnostic laboratory networking													

## Annex 4. Members, CPM Focus Group on Communication

	Name, role, organization	Representation
1	<b>Ms Lihong ZHU</b> Portfolio Manager for IPPC, New Zealand Ministry for Primary Industries <i>Chairperson, CPM Focus Group on Communication</i>	New Zealand
2	<b>Mr James STAPLETON</b> Head of Communications and Public Awareness, Consortium of International Agricultural Research Centers (CGIAR) Lima, Peru <i>Vice-Chairperson, CPM Focus Group on Communication</i>	Consortium of International Agricultural Research Centers (CGIAR)
3	<b>Ms Gabrielle VIVIAN-SMITH</b> Chief Plant Protection Officer, Department of Agriculture Water and the Environment, Canberra, Australia	Australia
4	<b>Mr Islam Farahat ABOELELA</b> Supervisor of Pest Risk Analysis, FAO International Consultant Central Administration of Plant Quarantine Ministry of Agriculture and Land Reclamation	Egypt
5	<b>Ms Denise MARTINEZ-BRETO</b> Information and Communication Officer, Office for Corporate Communications Food and Agriculture Organization	FAO
6	<b>Ms Katy LEE</b> Director, Agricultural Dialogues International Limited, Cheshire, United Kingdom of Great Britain and Northern Ireland Secretariat International Grain Trade Coalition (IGTC) Geneva, Switzerland	International Grain Trade Coalition (IGTC)
7	<b>Mr Hector MALAIDZA</b> Communications Officer, Technology Dissemination – Agriculture Research Officer, Department of Agriculture Research Services	Malawi
8	<b>Ms Ifi CHAFY</b> Canadian Food Inspection Agency (CFIA)	North America
9	<b>Mr Mekki CHOUIBANI</b> Executive Director, Near East Plant Protection Organization (NEPPO)	Near East and North Africa
10	<b>Ms Lucy CARSON-TAYLOR</b> Representative, European Plant Protection Organization (EPPO) Plant Health Engagement Manager, United Kingdom Animal and Plant Health Agency, Department for Environment, Food and Rural Affairs (APHA/Defra)	European Plant Protection Organization (EPPO) and United Kingdom of Great Britain and Northern Ireland
11	<b>Mr Martin SIAZEMO</b> Senior Plant Health Inspector and Head of Communications Ministry of Agriculture Plant Quarantine and Phytosanitary Service	Zambia
12	<b>Mr Fuxiang WANG</b> Deputy Director General, National Agriculture Technical Extension and Service Centre (NATESC), Ministry of Agriculture Beijing, China	CPM Bureau Asia

## IPPC Secretariat

**Mr Arop DENG**

Lead, Integration Support Team (IST)

**Ms Mutya FRIO**

Communications Specialist (IPPC Lead, CPM Focus Group on Communication)

**Ms Maki IIZUKA**

Agricultural Officer (IPPC Support, CPM Focus Group on Communication)

**Mr Riccardo MAZZUCHELLI**

Public Information Specialist

**Ms Sara GIULIANI**

Public Information Specialist

**Mr Mouhab ALAWAR**

Public Information Specialist









## IPPC

The International Plant Protection Convention (IPPC) is an international plant health agreement that aims to protect global plant resources and facilitate safe trade. The IPPC vision is that all countries have the capacity to implement harmonized measures to prevent pest introductions and spread, and minimize the impacts of pests on food security, trade, economic growth and the environment.

## Organization

- ◆ There are over 180 IPPC contracting parties.
- ◆ Each contracting party has a national plant protection organization (NPPO) and an official IPPC contact point.
- ◆ Ten regional plant protection organizations (RPPOs) have been established to coordinate NPPOs in various regions of the world.
- ◆ The IPPC Secretariat liaises with relevant international organizations to help build regional and national capacities.
- ◆ The secretariat is provided by the Food and Agriculture Organization of the United Nations (FAO).

## Did you read this guide?

Please send an email to [ippc@fao.org](mailto:ippc@fao.org) and share your feedback.

Your responses will help the IPPC Secretariat and the IPPC Commission on Phytosanitary Measures (CPM) Implementation and Capacity Development Committee (IC) strengthen this and other guides and training resources.

## International Plant Protection Convention Secretariat

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## Food and Agriculture Organization of the United Nations

Rome, Italy

