

APPENDIX IV

REGIONAL COMMUNICATIONS WORK PLAN 2024-2025

The table shows the objectives, activities, targets and indicators for the CCNE 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	Targets	Indicators
1. Reinforce and expand existing communication channels and establish clear additional channels as needed e.g. for specific work streams	1.1. Consolidate and improve information flow and exchange between countries and the Codex Secretariat (CS) 1.2. Expand and strengthen existing simple and rapid communications methods (e.g. Regional. WhatsApp communications group)	By CCNE12 80% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex regional communications as “excellent” or “good”	Number of survey responses rating regional communications “excellent” or “good” Communicate the value of Codex standards in the region
2. Communicate the value of Codex engagement and use of standards in the region	2.1. Provide the 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	By CCNE12 24 news items from countries in the region By CCNE12 50% of countries in the region have contributed to Codex news on the regional webpage	Number of CCNE news stories published Number of countries who have made a published contribution