**International Year of Plant Health - Communications**

1. *General Note: This communication strategy and work programme is preliminarily intended for internal IPPC Secretariat use and not for adoption by the CPM. It outlines the specific communication activities and the resource needs of the IPPC Secretariat to implement them for the years leading to the IYPH in 2020. Although the paper is not intended for adoption, it may be used as an argumentation paper when resources are solicited from individual donors.*

**1. Context**

1. In March 2015, the 10th meeting of the CPM (CPM-10) decided, based on a proposal by the Republic of Finland, to pursue the proclamation of an International Year of Plant Health for the year 2020 (IYPH 2020). The proposal was strongly endorsed by the contracting parties of the IPPC as a pivotal initiative to raise awareness on plant health worldwide. They regarded the IYPH 2020 as an important step to address future pest risk challenges which may have serious impacts on food security and the environment. Many delegations expressed their full support to Finland in its offer to function as a champion for the proclamation of an IYPH in 2020.
2. The CPM-10 also agreed on the need to have a detailed IYPH 2020 work programme with precise and clearly focussed objectives. An important part of the work programme should be attributed to creating a communication strategy. The CPM-10 also made a call for extra-budgetary resources for the planning and implementation of the IYPH 2020 and invited contracting parties and donors to pledge such extra-budgetary support at CPM-11 (2016).
3. The IYPH 2020 campaign will be developed within the context of the IPPC Communication strategy and related work-plan. However, it is anticipated most of the IYPH 2020 work and activities will be outside the current planned IPPC Secretariat work programme unless additional resources become available.

**2. Importance of Communication**

1. The objective of the proposal for an IYPH 2020 is to raise the global awareness of stakeholders, including the general public about the benefits of plant health and the need to increase support for related activities. In order to raise this global public awareness it is imperative that the international plant health community communicates effectively and as widely as possible about its efforts to promote an IYPH 2020 through appropriate communication materials and activities. To achieve this, the plant health community must undertake communication activities to muster the support of decision makers for the IYPH 2020 and to raise awareness of stakeholders about the crucial role of plant health in agriculture, the environment and trade. Only through extensive, continued and effective communication efforts can plant health services leverage increased benefits from the international observance of an IYPH 2020. Any such activities need to address short- to medium-term objectives while ensuring the resilience of any IPPC awareness or promotional activities in the longer-term i.e. IYPH 2020 is the foundation on which we build a better future for plant health and the IPPC.

**3. Target Audiences**

1. IYPH 2020 communication efforts should be designed for the target audiences for which they were intended. Consequently it is necessary to define the target audiences which are most appropriate as addressees for communication efforts. There are 5 major target audiences to primarily be taken into account:
   * FAO internal divisions and hierarchy
   * National and regional decision makers through NPPOs and RPPOs
   * International organizations with relevance to plant health (e.g. WTO/OIE/Codex Alimentarius/CBD/STDF/UNEP/GEF)
   * Professional stakeholders (e.g. academic institutions/CABI/producer organizations/trade organizations/environmental organizations)
   * General public

***3.1 Communication within FAO***

1. Although member countries want this initiative managed by the IPPC Secretariat, it is simply impossible for the IPPC Secretariat to organize and implement an ambitious IYPH 2020 programme without the support and expertise of the FAO. An important factor in communicating the IYPH 2020 is to have the unwavering support from FAO as an entity with specific emphasis on the FAO Communications division (OCC) and the relevant technical divisions (e.g. AGP, FOR, TCE, EST and TCI). Programmatic input into the planning of the IYPH would be needed to take into account plant health issues which are usually not covered by the IPPC. The extensive network of regional FAO offices as well as FAO representatives in individual countries could focus as a channel for the distribution of IYPH 2020 relevant information. Relevant FAO units responsible for communication, protocol and IT solutions would be needed to ensure a smooth functioning of the IYPH 2020 before, during and after the IYPH 2020.
2. Such support can only be achieved if FAO as an entity is fully involved in the planning of the IYPH 2020. To involve FAO units and divisions, the IPPC Secretariat needs to keep the relevant FAO units fully up-to-date on the developments within the international phytosanitary community on the matter, i.e. the IPPC Secretariat staff needs to constantly communicate with other divisions and units about the developments with regard to the IYPH 2020. Communication with the FAO hierarchy and units may not need the development of specific communication materials but be undertaken in the internal communication processes, such as staff meetings etc.

***3.2 National and regional decision makers through NPPOs and RPPOs***

1. National and regional political decision makers are possibly the most important addressees for IYPH 2020 communication efforts. Since the main objective of an IYPH 2020 is to strengthen national and regional plant health systems it is of paramount importance that the political decision makers on national and regional levels are informed and convinced about the importance of plant health. This can only be achieved through the involvement of NPPOs and RPPOs in the communication activities. Since it is wished that NPPOs are strengthened through the IYPH, it would be strategically important to have a considerable part of communication activities carried out by NPPOs. In the view of the fact that many NPPOs may not be most experienced authorities in relation to communication activities it would be beneficial that the FAO/IPPC develops IYPH 2020 communication materials for use by NPPOs.
2. A number of communication activities with regards to NPPOs and RPPOs would have to be undertaken. First there are activities to promote the proclamation of the IYPH 2020. Since the proclamation of an international year is member state driven, countries would have to propose and support the proclamation of IYPH 2020 in FAO and the UN. This can only be achieved if NPPOs can convince and instruct their competent authorities to do so. Communication material for these activities could be provided by the IPPC to NPPOs.
3. The planning and implementation of the IYPH 2020 would be largely influenced and carried out by NPPOs and RPPOs. To this effect, communication materials to academia, producers, trade associations and the general public would mainly have to be provided by NPPOs and RPPOs. Without intending to limit the freedom of NPPOs to promote more "national" plant health issues, it would be beneficial if general communication materials be developed within FAO/IPPC to be used by NPPOs and RPPOs. This way, the message disseminated would be consistent and NPPOs and RPPOs would not be limited in their capacity to disseminate the message if they are faced with resource constraints that prevent them to develop strong and useful material.

***3.3. International organizations with relevance to plant health***

1. International organizations with plant health relevance such as WTO/SPS or CBD are potentially important partners in the planning and organization of the IYPH 2020. Consequently, the IPPC should develop strong communication channels, or build on existing ones with those organizations it wishes to include in the activities related to the IYPH 2020. This cooperation may already start with the promotion of the proclamation of the IYPH 2020 and may especially be of benefit when planning and implementing the IYPH. The IPPC should communicate with those international organizations with the objective of winning them as partners for the IYPH 2020.

***3.4. Professional stakeholders***

1. Professional stakeholders, such as academic institutions, CABI, producers, trade associations and environmental NGOs are important addressees of any communications especially during the organization and implementation of the IYPH 2020. They are primary stakeholders in plant health activities and the work of the NPPOs, and should be informed extensively and on a continued basis. They may contribute on a national level to the IYPH 2020 activities organized by NPPOs and they may have influence with political decision makers. Consequently the communication efforts during IYPH 2020 should be very much directed at them. This would be done primarily by NPPOs, but also with an IYPH 2020 web-site and through material developed in FAO/IPPC and adjusted by NPPOs for their specific purposes.

***3.5. General public***

1. The general public is of course the main addressee of any communication activity during IYPH 2020. This would include media and other NGOs which have a relevance to plant health. FAO/IPPC would need to develop a multitude of communication materials to "translate" plant health issues onto laymen's terms to make the objectives of plant health and the IYPH 2020 understandable. The information provided to the general public will in turn increase the visibility of phytosanitary measures and their understanding by the public. This may eventually translate into wider support for NPPOs and plant health in general.
2. A specific aspect of communicating the benefits of plant health to the general public is the focus on younger generations. Children and adolescents have surprisingly large influence on decision makers in the medium to long term and some communication efforts in the IYPH 2020 maybe specifically designed to address these target groups in the general public.

**4. Communication Phases**

1. With regard to the promotion and implementation of the IYPH there are four distinct phases for which communication activities have to be undertaken:

*Phase 1* - communication efforts to rally support for the proclamation of the IYPH 2020

*Phase 2* - communication activities to raise awareness about the IYPH 2020

*Phase 3* - communication of IYPH 2020 activities and results

*Phase 4* - communication of the conclusions and evaluation of the IYPH 2020

1. Phase 1 in communications is directed towards efforts to rally support for the proclamation of the IYPH and is primarily carried out between 2015-2018 when the IYPH 2020 is to be presented for endorsement by the UN. Since international years are country driven events, the primary addressees for the communication activities are countries. Other international organizations such as the WTO/SPS and CBD should be addressed by the communication efforts under Phase 1 in order to inform and convince them about the mutual benefits in cooperating for the IYPH 2020. Additionally, RPPOs should be a priority in the communication efforts in this phase since they will be primary partners for the IPPC in organizing the IYPH 2020. It is essential that communication with RPPOs with regard to the proclamation of the IYPH 2020 is very strong and planned in advance since many RPPOs have strong influences on NPPOs and are therefore essential in rallying national support for the IYPH 2020.
2. A specific addressee for communication activities in this phase is FAO. FAO hierarchy and the different FAO divisions and units must be convinced about the benefits of the IYPH 2020. Only if FAO as an entity is behind the initiative, the proclamation will be in a better position to be successful. To ensure this, the IPPC Secretariat needs to communicate extensively with other FAO divisions.
3. Phase 2 of the communication activities should be aimed at raising the awareness of most target audiences about the celebration of the IYPH 2020. The activities included in this phase are to be undertaken mainly in 2018-2019, as a kind of "teaser" for the events coming in 2020. The target audiences in that phase are mainly FAO, NPPOs, RPPOs, professional stakeholders and other relevant international organizations. During these two years, most of the major activities will be determined in advance and in the planning. Communication efforts should be focussed on making these events known to a large professional audience. For minor events on national or regional levels, communication tools should be prepared to allow organizers of such events to use the IYPH 2020 information material and to integrate them into the IYPH 2020 general framework programme.
4. During Phase 2 it will also be necessary to link other IPPC activities that will be central to providing appropriate materials and content for use during Phase 3. Core to this will be the “Global Review of Plant Protection in the World” as mandated in the text of the IPPC.
5. Phase 3 is limited specifically to the year 2020. Communication activities should be as widely oriented as possible towards all target audiences. The main communication efforts should be directed towards informing about the events taking place in IYPH 2020 and the results to be achieved. Information material about the benefits of plant health must be ready to be made available for all target audiences. Press releases on different aspects of IYPH 2020 and plant health in general should be developed. Press conferences at the senior FAO level must be taken into account as well as senior NPPO and RPPO leadership participating in communication activities. This will include the development of media kits to be used by NPPOs or RPPOs.
6. Phase 4 is directed towards the communication of the outcomes of the IYPH 2020 and towards the publication of its evaluation, a final report and establishing a communication framework to ensure continued awareness raising and advocacy regarding the IPPC and plant health in general. Again all target audiences are taken into consideration when developing publications and other communication materials.

*Table 1: Timing of Communication Phases*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Communication Phases** | | **2015** | | **2016** | | **2017** | | **2018** | | **2019** | | **2020** | | **2021** | |
| *Phase 1* - communication efforts to rally support for the proclamation of the IYPH |  | x | x | x | x | x | x | x | x |  |  |  |  |  |  |
| *Phase 2* - communication activities to raise awareness about the IYPH 2020 |  |  |  |  |  |  | x | x | x | x | x |  |  |  |  |
| *Phase 3* - communication of IYPH 2020 activities and results |  |  |  |  |  |  |  |  |  |  | x | x | x |  |  |
| *Phase 4* - communication of conclusions and evaluation of the IYPH 2020 |  |  |  |  |  |  |  |  |  |  |  |  | x | x | x |

**5. Communication Activities**

1. Until the completion and wrap up of the IYPH at the end of 2021, the IPPC and FAO need to establish strong and organized communication activities in order to promote the proclamation, organization, implementation and evaluation of the IYPH 2020. For each of the distinct four phases identified above, specific communication activities will be necessary. However, quite a few of the communication efforts will have dual purpose effects, either being communication materials valid for more than one phase or developed for other activities of the IPPC Secretariat.
2. For some of the more advanced communication phases it is rather difficult to identify specific activities at this early stage, however, especially for phase 1, detailed activities can and will be presented in the following chapters.

***5.1. Communication activities to rally support for the proclamation of the IYPH***

1. An important phase in the communication activities is the rallying of support for the proclamation of the IYPH 2020. According to the process, the proclamation of the IYPH 2020 must be adopted in the form of a resolution by the 40th meeting of the FAO Conference in 2017 and by the UN General Assembly in 2018. At each of these occasions, the proposal must be made by a member state and ideally supported by a large number of other member states. In addition to these major meetings, the proposal for the IYPH will have to be presented to a number of committees and other subsidiary bodies where financial, programmatic and other aspects will be discussed. Within FAO alone, the proposal should be discussed within the Finance Committee, the Programme Committee and the Council before a resolution can be made in 2017. The communication activities undertaken under this phase will be conducted over a period of four years between 2015 and 2018. To rally support for the IYPH 2020 communication activities should also consider contributions to opportunities such as G20 or BRICS meetings as well as meetings with national ministers of heads of state.
2. The following communication activities should be undertaken to rally support for the proclamation of the IYPH 2020 between 2015 and2018:

|  |  |
| --- | --- |
| *Development of an NPPO "tool-kit":* | The tool-kit is designed to help individual countries' NPPOs to convince their relevant decision making authorities, such as foreign ministries, trade ministries or any other FAO relevant competent body about the benefits of proclaiming an IYPH 2020. Specific materials, such as generic memoranda or fact sheets should be offered to NPPOs and RPPOs which should help in their interactions with those authorities. They should be devised in such a way that NPPOs can utilize them with a minimum effort to adjust them to their national needs.  Specific components of the tool-kit:   * Flyer: Plant health and hunger reduction * Flyer: Plant health and its impact on international trade * Flyer: Plant health and its contribution to poverty alleviation * Flyer: Plant health and its part in preserving biodiversity * PowerPoint presentations on the IYPH 2020 * FAQs and their answers about the IYPH * Generic IYPH 2020 briefing memo for national FAO authorities * Generic press release for NPPOs advocating the IYPH 2020 * Chronology of all IYPH 2020 developments * Generic request to national FAO authorities to actively support the IYPH 2020 * Briefing papers for FAO meetings * Templates for: sponsor letter, possible partnerships, support letter, resource mobilization letter, thank you letters   The tool-kit should be available in its entirety available on a designated internet page of the IPP and for some components also in printed versions (flyers). |
| *IYPH web-page on the IPP:* | In order to provide visibility for the IYPH 2020 on the IPP there should be the design of a specific web-page for the IYPH 2020. This web-page should contain all news and materials for the IYPH 2020 and be prominently accessible from the IPP home page. |
| *Social media communication:* | Development of a social media strategy and work programme to promote the IYPH 2020 through selected social media.   * Strategy development 2015 * Work-programme development 2015 * Implementation of work-programme 2016-2018 |
| *Promotion of IYPH 2020 to RPPOs:* | RPPOs are important partners of the IPPC and should be actively solicited for support of the IYPH. This solicitation should be an ongoing activity during 2015 - 2018. The aim is also to rally NPPOs through RPPOs. The communication activities with regard to RPPOs should include:   * IPPC Secretariat's participation at and presentation of the IYPH 2020 to the governing bodies/annual meetings of all RPPOs * Standing agenda item on IYPH 2020 at Technical Consultations amongst RPPOs meetings |
| *Internal FAO communication:* | To develop a coherent FAO perspective for the IYPH 2020 extensive intra-FAO communication is needed. This communication is internal and does not need to be publicised to the outside. Specific activities under this communication activity should be:   * IPPC Secretariat initiating regular information and planning meetings on IYPH 2020 for FAO staff * briefing paper for internal FAO purposes |
| *FAO external communications* | Make use of FAO communications to distribute IPPC communications and material. This will require planning and coordination with OCC. |
| *Promotion of IYPH 2020 to other International Organizations.* | Communication materials and activities should be undertaken to rally the support of other International Organizations, such as the CBD, WTO, WB, STDF and others. Specific activities for this undertaking are:   * Official discussions with the CDB, WTO/SPS, STDF, WB and possibly UNEP. * Advocacy material for each organization indicating their benefit in partaking of the IYPH 2020 (previously indicated flyers maybe the basis). * Presentations about the IYPH 2020 by the IPPC Secretariat at the meetings of the governing bodies of these organizations. |
| *General communication:* | Development of an IPPC conference stand to be used as an designated IPPC stand at FAO events or Conferences.  Promotion of IYPH 2020 at international plant health conferences |
| *Use of languages* | All communications and materials should be available in a minimum of English, French and Spanish, but preferably in all 6 FAO languages |

For a detailed communications work-programme see appendix 1.

***5.2. Communication activities to raise awareness about the IYPH 2020***

1. Once the UN General Assembly agrees to proclaim 2020 as the International Year of Plant Health, communication activities should be undertaken to raise the awareness of FAO, NPPOs, RPPOs, professional stakeholders, other international organizations and the media. The main objective in this communication phase is to inform about plant health, the IYPH 2020, the objectives and the reasons for celebrating the IYPH 2020 and the programmatic aspects of the observance year.
2. While it is very speculative at the moment which exact communication activities should be undertaken between 2018-2020, one can nevertheless assume, based on the experience of other observances, some major communication related activities:

|  |  |
| --- | --- |
| *Establishment of distinct IYPH 2020 web-site:* | In line with other international years, a distinct IYPH 2020 web-site would have to be established and meticulously supplied with information material. |
| *Social media communication intensification:* | Development of a social media strategy and work programme to be updated taking into account much greater use and considerable diversification amongst users   * Strategy development 2015 * Work-programme development 2015 * Implementation of work-programme 2018-2020 |
| *Internal FAO communication:* | Develop a coherent FAO communications awareness and activities for the IYPH 2020 involving all relevant technical units and communications tool available to FAO. This communication is internal and does not need to be publicised to the outside. Specific activities under this communication activity should be:   * IPPC Secretariat initiating regular information and planning seminars/meetings on IYPH 2020 for FAO staff; and * briefing papers for internal FAO purposes |
| *Initiation and conclusion of IYPH 2020 logo competition:* | As with other international years, a distinctive IYPH 2020 logo should be designed. This logo will then be an integral part of all IYPH 2020 relevant communications publications and activities. To raise additional awareness, FAO/IPPC should consider establishing an international design competition for the IYPH 2020 logo in 2018. A decision on the logo should be taken in early 2019. |
| *Electronic tools* | Development of Apps to promote and raise awareness of the IYPH/IPPC |
| *Identification and approach of Special Ambassadors for IYPH 2020* | International observances usually have Special Ambassadors for the promotion of the international year. These Special Ambassadors can be persons of the public life such as politicians, celebrities or eminent plant health scientists. These ambassadors have the task to communicate and promote the international year. For the IPPC it would be necessary to identify potential IYPH 2020 Special Ambassadors in 2018 and to approach them in 2019 |
| *NPPO tool-kit adjustment* | The NPPO toolkit would need to be adjusted and specific sections added:   * guidelines for organizing national or regional meetings / activities under the umbrella of the IYPH 2020 * communication material for national media * background material on IYPH 2020 programme * background material on planned outputs of the IYPH 2020 * apps |
| *Promotional video* | Development of promotional videos for the IYPH 2020 |

***5.3. Communication of IYPH 2020 activities and results***

1. At the end of 2019, the critical phase of the IYPH 2020 commences with the official proclamation event. Communication activities of the FAO/IPPC should then be designed on the specific programmatic events taking place during 2020. It is very speculative at the moment which exact communication activities should be undertaken in 2020. It should be necessary to update this communication strategy and work-programme when more definitive objectives and programmatic aspects have been decided. A specific work plan for Phase 3 of this strategy should be finalized by end-2018.

***5.4. Communication of the conclusions and evaluation of the IYPH 2020***

1. As in the case of phase 3, communication of the outcomes of the IYPH 2020 and towards the publication of its evaluation is currently very speculative. All target audiences are taken into consideration when developing publications and other communication materials. A more detailed work programme is to be developed in 2020 for this last activity under the IYPH 2020.

**6. Communication Resources**

1. International years are awareness raising events in addition to normal activities and consequently require additional strong and efficient communication efforts. Given the existing IPPC work programme, expertise and resources available to the IPPC Secretariat, extra-budgetary staff and resources will be needed to be sourced to establish and deliver the IYPH2020 initiative, while being closely coordinated with the existing IPPC communications strategy and workplan. Naturally, as this is not the year of the IPPC but of plant health, the expectation is that other organizations within FAO and in other parts of the world will pick up the ball and move forward as well.
2. How far FAO communication activities and other horizontal services (IT etc.) will be involved in the organization of the IYPH 2020 is at this stage largely unknown. In general, the baseline to be followed should be that all activities related to the IYPH 2020 will be through extra-budgetary resources.
3. Extra-budgetary resources should be solicited from potential donors and partnerships established to facilitate IYPH 2020. In order to be specific on what activities are to be financed through donors, it may be appropriate to concentrate on phase 1 communication activities and to cost them on an annual basis for which donors or partners can be specifically approached. Appendixes 2-5 are individual annual modules of costed communication activities for donor or partnership solicitation.

**Appendix 1**

**Communications work-programme 2015-2019**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | | **2015** | **2016** | **2017** | **2018** | **2019** |
| Phase 1 | |  | | | | |
|  | *Development of "Tool-kit" for NPPOs:* | Flyer: Plant Health and hunger reduction  Flyer: Plant Health and trade  Power point IYPH 2020  Generic IYPH 2020 briefing memo  Generic press release  Generic request to national FAO authorities  Briefing papers for FAO meetings  Chronology of all IYPH 2020 developments  Templates for letters etc. | Flyer: Plant Health and poverty alleviation  Flyer: Plant Health and preserving biodiversity  FAQs  Briefing papers for FAO meetings  Chronology of all IYPH 2020 developments  Templates for letters etc. | Chronology of all IYPH 2020 developments  Briefing papers for FAO meetings  Templates for letters etc. | Chronology of all IYPH 2020 developments  Briefing papers for FAO meetings  Templates for letters etc. |  |
|  | *IYPH web-page on the IPP:* | Design & operation  Populating the web-page | Populating the web-page | Populating the web-page | Populating the web-page |  |
|  | *Social media communication:* | Social media strategy  Social media work programme  Implementation of social media work-programme | Implementation of social media work-programme | Implementation of social media work-programme | Implementation of social media work-programme |  |
|  | *Promotion of IYPH 2020 to RPPOs:* | Presentations to governing bodies of:   * NAPPO * EPPO * COSAVE | Presentations to governing bodies of:   * APPPC * IAPSC * OIRSA | Presentations to governing bodies of:   * CA * NEPPO * PPPO |  |  |
|  | *Internal FAO communication:* | Information meeting on IYPH 2020 (x2) | Information meeting on IYPH 2020 (x2) | Information meeting on IYPH 2020 (x2) | Information meeting on IYPH 2020 (x2) | Information meeting on IYPH 2020 (x2) |
|  | *Promotion of IYPH 2020 to other International Organizations.* | Unofficial consultations with:   * WTO/SPS * CBD * STDF * WCO | Unofficial consultations with:   * UNEP * WB * UNCTAD   Presentation/side event at:   * COP of CBD * SPS Committee * STDF WG | Reports of IYPH 2020 activities to:   * WTO/SPS * STDF * CBD * WB * UNEP * UNCTAD * WCO | Presentation/side event at:   * COP of CBD * SPS Committee * STDF | Reports of IYPH 2020 activities to:   * WTO/SPS * STDF * CBD * WB * UNEP * UNCTAD * WCO |
|  | *General communication:* | Development of IPPC conference stand  IPPC presentation at 2 scientific conferences | IPPC stand at FAO events (i.e. Council, CoAg, CoF etc.)  IPPC presentation at 2 scientific conferences | IPPC stand at FAO events (i.e. Conference, Council, CoAg, CoF etc.)  IPPC presentation at 2 scientific conferences | IPPC stand at FAO events (i.e. Council, CoAg, CoF etc.)  IPPC presentation at 2 scientific conferences | IPPC stand at FAO events (i.e. Conference, Council, CoAg, CoF etc.)  IPPC presentation at 2 scientific conferences |
|  | *Translation of all major publications into FAO languages* | Translation | Translation | Translation | Translation | Translation |
| Phase 2 | |  | | | | |
|  | *Establishment of distinct IYPH 2020 web-site:* |  |  | Design & operation  Populating the web-site | Populating the web-site | Populating the web-site |
|  | *Social media communication intensification:* |  |  | Social media strategy update  Social media work programme update  Implementation of social media work-programme 2018-2020 | Implementation of social media work-programme 2018-2020 | Implementation of social media work-programme 2018-2020 |
|  | *Internal FAO communication:* |  |  | Intensification of internal coordination (e.g. in communication) | Intensification of internal coordination (e.g. in communication) | Intensification of internal coordination (e.g. communication)  Briefing papers for internal FAO coordination |
|  | *Initiation and conclusion of IYPH 2020 logo competition:* |  |  | IYPH 2020 logo competition initiated & concluded |  |  |
|  | *Identification and approach of Special Ambassadors for IYPH 2020* |  |  | Identification of potential Special Ambassadors | Soliciting potential Special Ambassadors | Appointment of Special Ambassadors |
|  | *Electronic tools* |  |  |  | Development of apps | Development of apps |
|  | *NPPO tool-kit adjustment* |  |  |  | Guidelines for organizing national or regional meetings  Communication material for national media  Background material on IYPH 2020 programme  App development | Communication material for national media  Background material on IYPH 2020 programme  Background material on planned outputs of the IYPH 2020  App development |
|  | *Promotional video:* |  |  |  | Promotional video produced an launched |  |

**Appendix 2**

**Financing the IPPC Communication Activities for the International Year of Plant Health**

*Phase 1: Communication activities to be undertaken in 2015*

**1. Introduction**

1. In line with the communication work-programme of the IPPC Secretariat for the International Year of Plant Health there are four distinct phases for which communication activities should be undertaken. Phase 1, which are communication efforts to rally support for the proclamation of the IYPH 2020 is primarily carried out between 2015-2018 when the IYPH 2020 is to be presented for endorsement by the UN. It is primarily addressed to countries, RPPOs and international organizations such as the WTO/SPS and CBD.
2. During the four year period (2015-18) a number of communication activities have to be carried out to promote the proclamation of the IYPH 2020. Since activities leading to the organization of international years have to be financed by extra-budgetary resources it is essential to find donors providing these resources to the IPPC Secretariat. To facilitate resource solicitation the four years comprised into Phase 1 are split-up into four communication modules each comprising one year of communication activities. The communication activities to be undertaken in the year 2015 (phase 1, module 1) are specified and costed below.

**2. Communication activities in 2015**

1. Although the communication activities listed below are specifically designed to rally support for the IYPH 2020, they are nevertheless also multipurpose activities which will ultimately promote plant health in general and the IPPC. The following activities are specific for the year 2015.

|  |  |  |
| --- | --- | --- |
| Activity | Description | Benefits |
| *Flyer: Plant health and hunger reduction* | The flyer should communicate in layman’s terms the effect pests have on yields and environmental degradation and its consequential results on food availability and hunger.  The flyer is a multi-page, appealingly designed publication which is generally available as a printed document and on-line on the IPPC web-site. The flyer should contain practical examples. | The flyer can be used by NPPOs to demonstrate to decision makers that plant health policies are an essential tool to combat hunger and to ensure food security.  The flyer also serves a dual purpose by being utilized in resource mobilization efforts directed at potential donors with a food security. It will also be useful as a general public information document now and during IYPH 2020. |
| *Flyer: Plant health and trade* | The flyer should communicate in layman’s terms the effects of pests in international trade. It should explain the benefits of harmonizing phytosanitary requirements on a global scale to the phytosanitary risk and economies of countries.  The flyer is a multi-page appealingly designed publication which is generally available as a printed document and on-line on the IPPC web-site. The flyer should contain practical examples. | The flyer can be used by NPPOs to demonstrate to decision makers that phytosanitary policies, especially those which are internationally harmonized, are essential tools to reduce phytosanitary risks and to enhance trade opportunities.  The flyer also serves a dual purpose by being utilized in resource mobilization efforts directed at potential donors with a trade focus. It will also be useful as an general public information document now and during IYPH 2020. |
| *Power point presentation on IYPH 2020* | A power point presentation about the IYPH 2020 is to be placed on the IPP. The purpose is to give NPPOs access to a pre-designed presentation which they can use at their own discretion, with their own discretionary background to inform stakeholders and politicians about the IYPH 2020.  The presentation should contain the objectives and programmatic assumptions about IYPH 2020. It should also identify the process of proclamation and possible partners for organizing the event year. The presentation needs to be constantly updated to reflect the newest developments.  The presentation is generally available as a modifiable file on-line on the IPPC web-site. | A generic power point presentation saves considerable resources for NPPOs when they try to explain why a IYPH 2020 is necessary to their political masters and their stakeholders.  By having a generic ppt. presentation NPPOs can choose their own background and can translate the simple text components into their individual languages. |
| *Generic IYPH 2020 briefing memo* | A generic briefing memo which NPPOs can use to brief decision makers about the IYPH 2020. It should contain the objectives, programmatic assumptions about IYPH 2020 and also identify the process of proclamation.  The briefing memo needs to be constantly updated to reflect the newest developments. The generic briefing memo is generally available as a modifiable file on-line on the IPPC web-site. | A generic briefing memo presentation saves considerable resources for NPPOs when they try to explain why a IYPH 2020 is necessary to their political masters and their stakeholders.  Whenever the IYPH 2020 is discussed in FAO or the UN system NPPOs will probably get requests for input from other government authorities. The generic briefing memo will provide NPPOs with an immediate response to such requests. |
| *Generic press release* | A generic press release in which the support of the [NPPO][Ministry][Country] to international efforts to establish an IYPH 2020 are supported. The press release can be firstly directed towards national professional media and later be extended to also include the general public.  The generic press release is generally available as an modifiable file on-line on the IPPC web-site. | A generic press release saves resources of NPPOs. It can be translated and amended by the NPPO to fit its purposes. |
| *Generic request to national FAO authorities* | The generic request to national FAO authorities should be a document NPPOs can use to request from their own national FAO competent authorities support for the proposal for an IYPH 2020 when discussed in different FAO bodies.  The generic request to national FAO authorities is generally available as an modifiable file on-line on the IPPC web-site. | A generic request to national FAO authorities saves resources of NPPOs. It can be translated and amended by the NPPO to fit its purposes. The argumentation for an IYPH 2020 is streamlined. |
| *Briefing papers for FAO meetings* | Beside the generic request for support to national FAO authorities other briefing papers, such as background briefing or position statements would assist the NPPO in requesting support the IYPH 2020 at different FAO bodies.  The briefing papers are generally available as modifiable file on-line on the IPPC web-site. | Generic briefing papers for national FAO authorities participating at FAO meetings (Council, Conference) saves resources of NPPOs. It can be translated and amended by the NPPO to fit its purposes. It helps in avoiding different understandings and interpretations with regard to thee IYPH 2020. |
| *Chronology of all IYPH 2020 developments* | The IPP contains a chronology of all IYPH 2020 related events. I t provides a clear background was has happened so far. This also motivates NPPOs to further work for promotion of the IYPH 2020. | NPPOs are well informed about the developments and can, therefore plan better. |
| *IYPH web-page on the IPP* | To increase visibility a specific IYPH 2020 web-page on the IPP should be created This web-page should contain all news and materials for the IYPH 2020 and be prominently accessible from the IPP home page. If possible, all FAO languages should be covered.  The web-page needs to be designed and made operational. In addition it needs to be maintained and populated with news items and other materials, such as the ones indicated above. | By having a specifically designed IYPH 2020 web-page serves as a PR effort for the IYPH 2020. It serves as the first step towards the development of a specifically designed independent IYPH 2020 web-site once the UN has made a resolution to this effect.  It helps NPPOs to easily locate all IYPH 2020 relevant information, such as the components of the tool-kit or the chronology of events, on the IPP. |
| *Social media communication* | Development of a strategy and work-programme for using social media in rallying support for the proclamation of the IYPH 2020. The strategy could be later amended to promote the IYPH 2020 to the general public. | Social media play an ever more important role in communications today. In order to benefit from the possibilities social media the IPPC should utilize those social media where professionals are predominantly connected. |
| *Promotion of IYPH 2020 to RPPOs* | RPPOs are important partners of the IPPC and substantial regional players in plant health matters. They have an important role to play in advocating, planning and organizing the IYPHH 2020 internationally and on a regional level. They need to be well informed first and well integrated at the planning stage.  During the phase 1 there should be presentations to the governing bodies of the RPPOs to promote the IYPH 2020 and to invite them to contribute. For practical reasons these presentations should be staggered into 3 RPPO presentations per year. In 2015 presentations to the governing bodies of COSAVE, EPPO and NAPPO should be made. | Presentations about the IYPH 2020 to the governing bodies of RPPOs have multiple benefits:   * countries which do not come to the CPM, but may come to RPPO meetings are informed * different professionals are approached * the RPPOs are well included into the efforts and carry the idea of IYPH 2020 * early planning for the IYPH 2020 is facilitated. |
| *Internal FAO communication* | The IYPH 2020 will not be exclusively an IPPC event. It will ultimately be an FAO undertaking. Therefore communication within FAO needs to be at its best. The IPPC should take the initiative to organize biannual FAO internal information meetings to inform other divisions about developments. FAO internal briefing papers need to be produced for every meeting. | Internal FAO communication is important to inform other FAO divisions on the activities and to include them in the planning phase. The benefit is better coordination and collaboration between several FCAO divisions having plant health relevance and a reduction of energy losses due to friction. |
| *Promotion of IYPH 2020 to other International Organizations* | At the first stage unofficial consultations with WTO/SPS, CBD, STDF and WCO should be undertaken. Specific presentations directed towards each of the organizations should be prepared. | Having other international organizations "on-board" is an important criterion in rallying support for the IYPH 2020. It also helps later at the planning and organizational phase to have their support and cooperation. |
| *Development of IPPC/IYPH conference stand* | At a variety of FAO events divisions and Article XIV bodies of FAO usually have the possibility to inform about their activities through stands in the hall of FAO headquarters. The IPPC has not done such promotional activities in the past. To promote plant health and the IYPH 2020, the IPPC Secretariat should develop an "IPPC Stand" which could be utilized at future FAO meetings, but also on scientific conferences, to promote the IPPC and the IYPH 2020.  The stand would be of such composition that it could be easily assembled, disassembled, transported and reused. | Having an IPPC and IYPH 2020 dedicated "IPPC Stand" at FAO events (e.g. Conference, Council, CoAg etc.) helps to inform FAO delegates about plant health, IPPC and the IYPH 2020. It addresses directly the persons which will be essential in deciding on the IYPH 2020.  A reusable stand will also be of advantage to inform professional stakeholders at international conferences (e.g. International Plant Protection Conference, International Plant Pathology Conference etc.) about the IPPC. |
| *IPPC presentation at 2 scientific conferences* | Presentations to two scientific conferences about the IPPC and the IYPH 2020.  Presentation material should be developed. | It is important to inform professional stakeholders about the IYPH 2020. This could translate later into assistance to organize the IYPH 2020 and could attract potential sponsors. |

1. It should be noted that some of these activities have already started.

**3. Costs of communication activities in 2015**

1. The costs of the communication activities specified in chapter 2 are calculated in order to allow potential donors to judge their involvement into these communication activities. Since all activities related to international years need to be financed through extra-budgetary resources the communication activities in relation to the IYPH 2020 can only be fully realized if donors provide the resources.

|  |  |  |
| --- | --- | --- |
| Activity | Resources needed | Financial implications[[1]](#footnote-1) in USD |
| *Flyer: Plant health and hunger reduction* | Staff time needed to produce flyer - 10 days (scientific content 7 d; design 3 d)  Printing - USD 10 000 | |  |  | | --- | --- | | Staff[[2]](#footnote-2)  Printing Costs | 5 000,00  10 000,00 | |
| *Flyer: Plant health and trade* | Staff time needed to produce flyer - 10 days (scientific content 7 d; design 3 d)  Printing - USD 10 000 | |  |  | | --- | --- | | Staff  Printing Costs | 5 000,00  10 000,00 | |
| *Power point presentation on IYPH 2020* | Staff time needed to produce presentation - 3 days | |  |  | | --- | --- | | Staff | 1 500,00 | |
| *Generic IYPH 2020 briefing memo* | Staff time needed to produce and regularly update memo - 3 days | |  |  | | --- | --- | | Staff | 1 500,00 | |
| *Generic press release* | Staff time needed to produce press release - 2 days | |  |  | | --- | --- | | Staff | 1 000,00 | |
| *Generic request to national FAO authorities* | Staff time needed to produce and regularly update request - 2 days | |  |  | | --- | --- | | Staff | 1 000,00 | |
| *Briefing papers for FAO meetings* | Staff time needed to produce briefing papers - 10 days | |  |  | | --- | --- | | Staff | 5 000,00 | |
| *Chronology of all IYPH 2020 developments* | Staff time needed to produce and regularly update chronology - 2 days | |  |  | | --- | --- | | Staff | 1 000,00 | |
| *IYPH web-page on the IPP* | Staff time needed to design web-page - 3 days  Staff time needed to maintain web-page - 2 days  Staff time needed to populate web-page with news items etc. - 5 days | |  |  | | --- | --- | | Staff | 5 000,00 | |
| *Social media communication* | Staff time needed to establish SM strategy and work-programme - 5 days  Staff time needed to implement SM work-programme in 2015 - 3 days | |  |  | | --- | --- | | Staff | 4 000,00 | |
| *Promotion of IYPH 2020 to RPPOs* | Staff time to produce presentations for COSAVE, EPPO, NAPPO - 3 days  *Presentation of IYPH 2020 in Brasilia 2015 (COSAVE):*  Staff time (travel, meeting participation) - 5 days  Travel & DSA - USD 5000,-  *Presentation of IYPH 2020 in Riga 2015 (EPPO):*  Staff time (travel, meeting participation) - 3 days  Travel & DSA - USD 1000,-  *Presentation of IYPH 2020 in Memphis 2015 (NAPPO):*  Staff time (travel, meeting participation) - 5 days  Travel & DSA - USD 5000,- | |  |  | | --- | --- | | Staff  Travel & DSA | 8 000,00  11 000,00 | |
| *Internal FAO communication* | Preparation of briefing papers (x2) for FAO internal meetings:  Staff time needed to produce briefing papers - 4 days | |  |  | | --- | --- | | Staff | 2 000,00 | |
| *Promotion of IYPH 2020 to other International Organizations* | Staff time to unofficial consultations with four international organizations - 2 days | |  |  | | --- | --- | | Staff | 1 000,00 | |
| *Development of IPPC/IYPH conference stand* | Staff time needed to plan stand content and professional design - 10 days  Commercially produced stand (outsourced to specialized company) - USD 30 000,- | |  |  | | --- | --- | | Staff  Services/production | 5 000,00  30 000,00 | |
| *IPPC presentation at 2 scientific conferences* | Staff time to produce presentations for conferences - 2 days  *Presentation of IYPH 2020 at 2 conferences:*  Staff time (travel, meeting participation) - 8 days  Travel & DSA - USD 5000,- | |  |  | | --- | --- | | Staff  Travel & DSA | 5 000,00  5 000,00 | |
|  |  |  |
| Totals |  | |  |  | | --- | --- | | Staff (102 d)  Printing  Travel/DSA  Services/production | 51 000,00  20 000,00  16 000,00  30 000,00 | |
|  | **Grand Total** | |  |  | | --- | --- | |  | 117 000,00 | |

1. The communication activities costed above should all be completed by the end of the year 2015. The costs indicated are estimates and may change depending on the intensity of some activities undertaken. Some activities have already started and are underway. These activities have been preliminarily financed from the IPPC trust fund.

**4. Donor solicitation**

1. The IPPC Secretariat is asking contracting parties and other potential donors to consider submitting the financial resources necessary to carry out these activities. The most prominent position is in relation to staff costs. Potential donors may consider donating staff resources to carry out some tasks. Although in general welcome, the donation of staff resources to the IPPC Secretariat may present additional labour to the IPPC Secretariat in coordinating and supervising remotely located staff.

1. all financial costs are approximate estimates [↑](#footnote-ref-1)
2. all staff costs are calculated at a USD 500 rate per day [↑](#footnote-ref-2)