**IPPC COMMUNICATIONS PLAN 2013**

1.     The IPPC Communication Strategy is in the process of finalization and will be considered by the Stratgic Planning Group (SPG 2012/02).

 2.     It was agreed by the Bureau that it would be appropriate for the Secretariat to develop a draft IPPC Communication Plan for 2013.

 3.     Given the need for CPM and the Bureau to provide appropriate oversight and monitoring of this process, the Secretariat decided to present this information in a way that would allow rapid assesment of deliverables and status.

 4.     It was decided to provide a summary matrix of all Secretariat communication deliverables as follows:

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|   | **Tools / publications** | **Actions / promote** |
| **Advocacy** | **Web** | **Publications** | **Media** | **Personal** | **Distribution** |
| **Global** about IPPC |   |   |   |   |   |   |
| **National** – input and roles of NPPOs |   |   |   |   |   |   |
| **Secretariat** activities |   |   |   |   |   |   |
| **Non-secretariat** activities |   |   |   |   |   |   |

 5.     Due to limits of size of the paper, the table has had to be divided into two (Attachments 1 & 2). Each deliverable is listed with an expected timeframe for delivery.

 6.     As 2013 is the first full year for a formal communications plan, it was felt that emphasis should be on global awareness and material to support the resource mobilization. In addition, it is felt this will also be a year in which to assess what material is available at the national level that may be utilized more widely.

7. The details of this table will vary substantial as it is very dependent upon available resources, particularly with respect to staffing.

8. The SPG is invited to:

1. *provide* *guidance* on this format and content of the envisaged workplan;
2. *provide specific guidance* of which non-Secretariat activities need to be monitored and communicated.

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|  | **Tools** |
|  | **Publications** |
|  | **Advocacy** | **Web** | **Publications** |
|  | **Types of FS, Flyers, posters & brochures** | **Web** |  |  | **Actions / publications (IRSS, Manuals, Standards)** |
|  | **Type** | **Area** | **Deadline** | **Area** | **Task** | **Deadline** | **Type** | **Area** | **Deadline** |
|  | 3 brochures | Donors | 31/03/2013 | Donors | New pages | 31/03/2013 | Stories/ case studies |  |  2 per annum |
|  | 10 Factsheets | 2 Resource Mobilization | 31/03/2013, 30/10/2013 | Wikipedia | Check and expand | Ongoing | Declarations |  |  Annual |
| **Focus Global about IPPC** | 1 Flyer | 2 IRSS | 31/03/2013, 30/06/2013 | Statistics |  | Ongoing | Certificates | Meeting attendance |  Ongoing |
|  | Posters | 2 General | 31/03/2013, 30/10/2013 | Images | Collect | Ongoing, prototype by 30/03/2013 | Strategies |  |  As adopted by CPM |
|  | 3 Videos | Food security | 31/03/2013 |  |  |   |   |  |   |
|  |  | Environment | 30/06/2013 |  |  |   |   |  |   |
|  |  | Capacity development | 30/06/2013 |   |  |   |   |  |   |
|  | 10 Interviews |  | 30/06/2013 |  |  |   |   |  |   |
| **National (input and roles of NPPOs)** | Posters | Prevention | 30/03/2013 | NPPOs | Increase number of pest reports | Ongoing | 10 Manuals | Capacity Development |  Ongoing, project dependent. |
|   | Risk management | 30/06/2013 |  |  |  |   |  |   |
| 5 videos |  |   |  |  |  |   |  |   |
|  | 3 brochures | Standard setting | 31/03/2013 | Standard setting pages | update | ongoing | 2 Technical studies | IRSS | Ongoing |
| **Secretariat activities** |  | Capacity development | 30/06/2013 | Resource Mobilization | update | ongoing |   |  |   |
|  |  | Information Exchange | 31/12/2013 |  | New page on how to participate | 31/03/2013 |   |  |   |
|  | 10 Factsheets | 1 Information Exchange | 30/06/2013 | Capacity development | update | ongoing |   |  |   |
|  |  | 2 standard setting | 31/03/2013, 30/06/2013 |  | update | ongoing |   |  |   |
|  |  | 2 Capacity Develop | 31/03/2013, 30/06/2013 | Information exchange | update | ongoing |   |  |   |
|  |  | 2 IRSS | 31/03/2013, 30/06/2013 |  | revise user manual | 01/06/2012 |   |  |   |
| **Secretariat activities** | 5 flyers | Standard setting | 30/06/2013 |  |  |  |   |  |   |
|  |  | Capacity Development | 30/06/2013 |  |  |  |   |  |   |
|  |  | Information exchange | 30/06/2013 |  |  |  |   |  |   |
|  | Posters | 1 Information exchange | 30/06/2013 |  |  |  |   |  |   |
|  |  | 1 Capacity development | 31/05/2013 |  |  |  |   |  |   |
| **Non-Secretariat activities** |   |   |   | 15 posters |   |   |   |   |   |
|   |  |   | 20 databases |  |  |   |  |   |
|   |  |   | NEPPO website | Build as per APPPC | 30/06/2013 |   |  |   |
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|  | **Actions** |
|  | **Promote** |
|  | **Media** | **Personal** | **Distribution** |
|  | **News, press, social media** | **Represent, appearances** |  |  |  |
|  | **Type** | **Area** | **Deadline** | **Type** | **Area** | **Deadline** | **Type** | **Area** | **Deadline** |
|  | Newsletter | General | every 4 months |   |  |   | FAO HQ | Awareness | Ongoing |
|  | 3 press releases | Food security, environment and capacity development |   | 3 workshops | Capacity development |   | Mailing Lists | All audiences | Ongoing |
|  | FB |  | daily | 5 Draft ISPM workshops | Capacity development | October  | International events calendar | Collect | Ongoing |
|  | Twitter |  | daily | 3 RPPO meetings | Awareness |   | IPPC events calendar | Collect | Ongoing |
|  | Flickr |  | Ongoing | TC for RPPO | Organization |  August | FAO reps | Awareness | Every 6 months |
| **Focus Global about IPPC** | LinkedIn |  | Ongoing | 3 Scientific meetings | Awareness |  As occassion arises | Donors | Awareness | Every 6 months |
|  | Google+ |  | daily |   |  |   | Perm reps to FAO | Awareness | Every 6 months |
|  | YouTube |  | Ongoing |   |  |   |  |  |   |
|  |  |  |  |   |  |   |  |  |   |
|  | 60th Anniversary | Secretary blog | Ongoing |   |  |   |  |  |   |
|  | Articles | Awareness |  |   |  |   |  |  |   |
|  | News aggregation | Pest reports | Daily update |   |  |   |  |  |   |
|  | Competitions | Photos |  |   |  |   |  |  |   |
|  |  | Logo |  |   |  |   |  |  |   |
|  |  | Posters |  |   |  |   |  |  |   |
|  |  | essays |  |   |  |   |  |  |   |
|  |  | videos |  |   |  |   |  |  |   |
| **National (input and roles of NPPOs)** | Newsletter | Automatic | Every month | 2 national seminars | Awareness |   |   |   |   |
|  |  |  |   |  |   |  |  |   |
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| **Secretariat activities** | Bureau Update |   |   |   |   |   |   |   |   |
|  | 25 news items |  | As activities occur |   |  |   |  |  |   |
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| **Non-Secretariat activities** | 5 news items |   |   |   |   |   | 20 news items |   |   |
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