

COMMUNICATING THE **INTERNATIONAL YEAR OF PLANT HEALTH** 2020



Food and Agriculture
Organization of the
United Nations



International
Plant Protection
Convention



Working for  #ZeroHunger

COMMUNICATION OBJECTIVES

- Underline vital role played by plant protection organizations
- Highlight fundamental connection between plant health and major global issues
- Facilitate and strengthen establishment of global plant health.
- Raise global awareness
- Target public and political decision makers



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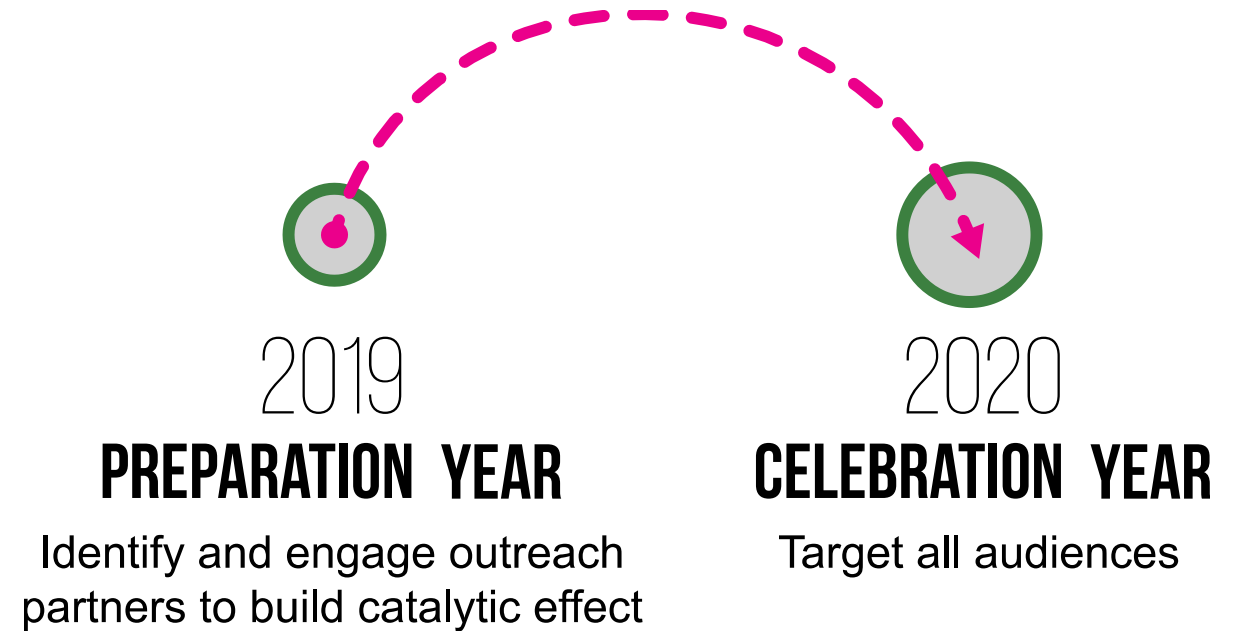
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COMMUNICATION STRATEGY

- **Comprehensive two-year communication strategy**
- **Advocacy approach**
- **Behavioral change**



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IYPH Communication Activities

- **Visual identity** (Apr 2019) – **(DONE)**
- **Get Started Guide** (Apr 2019) – **(In progress)**
- **Communications Handbook** (Nov 2019)
- **Content** (Apr-Nov 2019)
- **Outreach** (from Jun 2019)
- **Global launch event** (Dec. 2019)
- **Support activities worldwide** (2020)



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Content Development

- Website phase 1 – *Engage* (May 2019)
- Poster, brochure, youth material, promo video, stories (Apr - Nov 2019)
- Website phase 2 - *Roll-out* (Nov 2019)
- Contest and launch event material (Nov 2019)
- Website phase 3 - *Peak activity* (Jan – Dec 2020)



Communication Guides

Get Started Guide

- Introduce campaign
- How to participate
- Timeline



Communications Handbook

- Visual and guidelines, theme, key messages
- Content and links
- How to participate
 - Events and outreach activities
 - Pro-bono communication partnerships
 - Media and digital outreach



Official launch and 2020 activities

- Global launch events (Rome – NY, Dec. 2019)
- Photo contest (Dec. 2019)
- CPM-15 (30 Mar – 3 Apr 2020)
- International Conference on Plant Health, Finland (Sept 2020)
- Support events worldwide
- Closing event at FAO (Jan 2021)



IYPH 2020 Visual Identity



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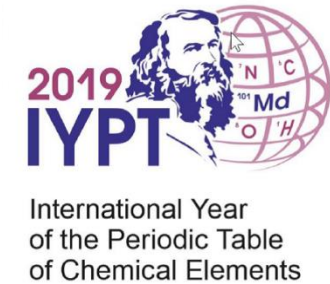
IYPH Visual identity

Elements considered:

- Plant health and protection
- Global issue
- Sustainable Development Goals
- Other – food security, biodiversity, pest prevention and management, safe trade
- A multi-partner visual identity



Visual Identity - Benchmarking study with previous International Years



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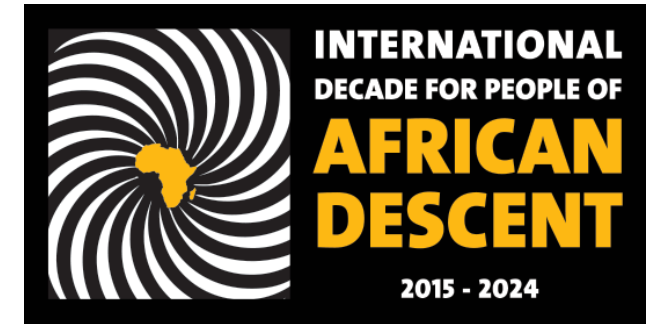


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SUSTAINABLE
DEVELOPMENT
GOALS

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Visual Identity - Benchmarking



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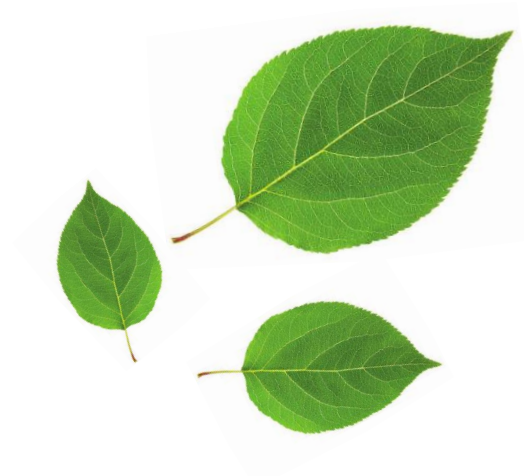
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Visual Identity

PLANT + PROTECTION



PLANT = Leaf



CIRCLE = protection, global, nature



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Visual Identity



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SANTÉ DES VÉGÉTAUX
2020



AÑO INTERNACIONAL DE LA
SANIDAD VEGETAL
2020



السنة الدولية
للسّنة النباتية
2020



国际植物健康年
2020



МЕЖДУНАРОДНЫЙ ГОД ОХРАНЫ
ЗДОРОВЬЯ РАСТЕНИЙ
2020



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Visual Identity - Slogan

PROTECTING PLANTS,
PROTECTING LIFE

ЗАЩИТИМ РАСТЕНИЯ –
СОХРАНИМ ЖИЗНЬ

PROTÉGER LES VÉGÉTAUX,
PROTÉGER LA VIE

حماية النباتات لحماية الحياة

PROTEGER LAS PLANTAS,
PROTEGER LA VIDA

保护植物 保护生命



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THANK YOU



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