**Template for implementation plans**

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| **IMPLEMENTATION PLAN: TITLE & TYPE** | | | | | | | |
| Members of the Implementation Team (IT) | - IC Lead: xxx - IFU Lead: xxx - NPPO champion(s): xxx - RPPO champion: xxx | | | | | | |
| **PUBLICATION** | | | | | | | |
| **Date** | **Language** | **DOI** | **PDF** | **ePub / mobi** | **Lead** | **Activity** | **Donor / Partner** |
| 2021-07-31 *(tbc)* | English |  |  |  |  |  |  |
|  | Arabic (AR) |  |  |  |  |  |  |
|  | Spanish (ES) |  |  |  |  |  |  |
|  | French (FR) |  |  |  |  |  |  |
|  | Russian (RU) |  |  |  |  |  |  |
|  | Chinese (ZH) |  |  |  |  |  |  |

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| **COMMUNICATIONS** | | | | | | | |
| **Blurb** *(promotional text about the Guide)* | A blurb is a promotional text about a publication. It should attract and hold the potential reader’s attention, give a good idea of the publication’s content and unique value, and make the reader curious to learn more.  FAO BLURB GUIDELINES  • Total word count: 250–300 words, divided into three paragraphs of 50–100 words.  • The first 1–2 sentences (max. 30 words) should contain the essence of the publication – useful for lists in newsletters or on the web.  • The first paragraph should present the main focus and selling points of the publication, and be able to stand alone, e.g. for use in the publications catalogue. Keep sentences short and easy to scan.  • The second paragraph gives complementary information, such as broader context, secondary themes and more detail. The first two paragraphs together can be used for some marketing materials or the web.  • The third paragraph expands further on the topic, providing, for example, background, recommendations or perspectives. The three paragraphs together can be used on the book cover and FDR card page. | | | | | | |
| **Activity** | **Sub-Area** | **Details** | **Deadlines** | **Lead** | **Support** | **Date completed** | **Budget** |
| Web | IPP Announcement |  |  |  |  |  |  |
| Web | IPPC News item |  |  |  |  |  |  |
| Graphic design | Graphic card |  |  |  |  |  |  |
| Social media | IPPC LinkedIn |  |  |  |  |  |  |
| Social media | IPPC Twitter |  |  |  |  |  |  |
| Social media | IPPC Facebook |  |  |  |  |  |  |
| Outreach | Regional Workshops |  |  |  |  |  |  |
| Outreach | Regional Workshops |  |  |  |  |  |  |
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