



COMMISSION ON PHYTOSANITARY MEASURES

EIGHTEENTH SESSION

IPPC EPHYTO STRATEGIC IMPLEMENTATION PLAN 2024-2030: TRANSITIONING FROM PROGRAMME TO BUSINESS-AS-USUAL ACTIVITY

AGENDA ITEM 12.1

(Prepared by the IPPC Secretariat)

Background

- [1] The IPPC Strategic Framework 2020-2030 includes eight development agenda items (DAIs) and harmonization of electronic data exchange is one of them.
- [2] CPM-17 (2023) agreed to the overarching implementation plan for the IPPC Strategic Framework 2020–2030 DAIs, including the proposed sequencing and budgets (CPM 2023/13-01¹).
- [3] The work programme on harmonization of electronic data exchange, now in delivery phase, aims at enabling countries' national plant protection organizations (NPPOs) to exchange the electronic equivalent of paper phytosanitary certificates or ePhytos in a safe, secure, and efficient manner.
- [4] The IPPC ePhyto Solution was an initiative of the Commission on Phytosanitary Measures (CPM)-9 (2014) to advance the global use of ePhytos in international trade. The IPPC ePhyto Solution consists of a Hub to facilitate the exchange of ePhytos between NPPOs and a web-based Generic ePhyto National System (GeNS) to allow countries without their own system to create, send and receive ePhytos in a harmonized format. The Hub and the GeNS became fully operational in June 2018 and July 2019 respectively.
- [5] The IPPC ePhyto Solution is coordinated by the ePhyto Steering Group (ESG) which is comprised of representatives from the seven FAO regions and the United Nations International Computing Centre (UNICC) as partner providing the technical expertise.
- [6] This paper provides an update on ePhyto activities and the proposed ePhyto Strategic Implementation Plan (SIP) for 2024-2030.

Benefit statement

- [7] As described in the IPPC Strategic Framework 2020–2030, “a global system for production and exchange of electronic phytosanitary certificate (ePhyto) information will be fully operational and integrated at a country level into trade single windows; the system will be supported by a sustainable business model and will be self-funded; and a significant global effort to implement it in all countries will have been completed. As a result, the system will have strengthened and simplified safe trade in plants and plant products, reducing transaction costs, expediting the clearance of compliant products, and eliminating fraud”.

¹ CPM23/13-01: <https://www.ippc.int/en/publications/91889/>

Update on status of implementation

- [8] The IPPC ePhyto Solution continues to be a global leader in the digitalization of Sanitary and Phytosanitary (SPS) trade documents and is the only fully operational digital exchange mechanism available globally for the exchange of any type of SPS certificate.
- [9] As of 31 December 2023, a total of 130 countries were registered with the IPPC ePhyto Solution among which 84 were actively exchanging ePhytos. Table 1 shows the evolution over the years in the number of countries registered to the IPPC ePhyto Solution including those registered with the GeNS and those actively exchanging ePhytos in production mode. The current trend is at least 10 new countries registered to the Hub every year. That could lead to the achievement of the goal of the DAI on harmonization of electronic data exchange namely to have all countries registered to the Hub by 2030. Therefore, the IPPC Community needs to maintain this momentum.

Year	2019	2020	2021	2022	2023
Registered	77	94	103	115	130
(with GeNS)	(n.a.)	(31)	(37)	(46)	(51)
Exchanging*	12	49	65	77	84

*: Other countries registered are or will be testing the system before going to production (exchanging)

Table 1 – Number of countries registered and actively exchanging ePhytos through the IPPC Hub

- [10] In addition, as of 31 December 2023, more than five million ePhytos have been successfully exchanged through the Hub by the active user countries (three million at the end of 2022). Figure 1 shows the constant increase over the months of the number of certificates exchanged through the Hub. Averaging at the end of 2023 about 160,000 certificates are being exchanged each month in production (and built to be able to exchange 100,000 certificates per day); the objective is to maintain this increase.

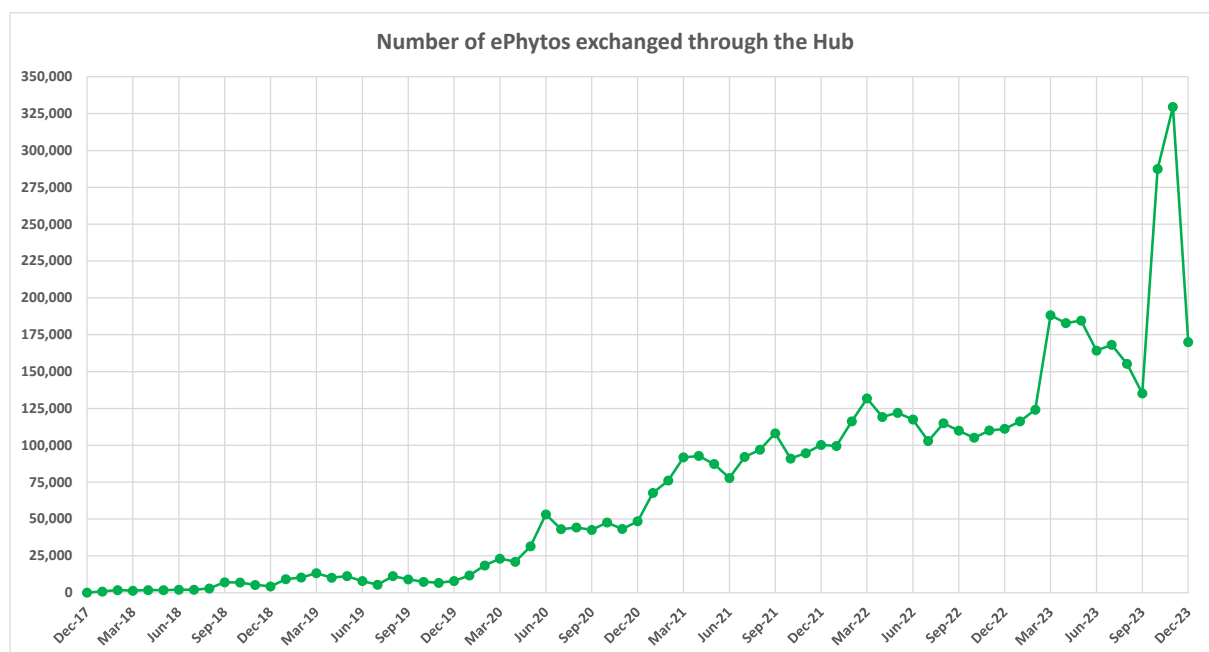


Figure 1 – Number of ePhytos exchanged through the IPPC Hub every month from Dec. 2017 to Dec.2023

- [11] Those achievements of the IPPC ePhyto Solution are a successful example of collaboration between the IPPC Secretariat, NPPOs, regional plant protection organizations (RPPOs), international organizations and the industry to facilitate trade in a safe, secure and efficient manner. These include first and foremost

the ESG and the UNICC who developed and continue to lead in developing the technical aspects and enhancements of the IPPC ePhyto Solution and the IAG to promote it in the industry.

[12] The following regional events were also instrumental in enabling new countries to join or implement the IPPC ePhyto Solution:

- 18-20 April 2023, Buenos Aires, Argentina, COSAVE² ePhyto regional workshop;
- 21 & 22 June 2023, IPPC webinar on [The IPPC ePhyto Solution in African countries](#);
- 27-30 June 2023, Entebbe, Uganda, workshop on promoting the IPPC ePhyto Solution among African Union Member States, organized by the African Union Inter-African Phytosanitary Council (AU-IAPSC);
- 8-31 August 2023, Santo Domingo, Dominican Republic, [OIRSA³/IPPC ePhyto workshop](#);
- 11-13 September 2023, Tashkent, Uzbekistan, Central Asia Regional Economic Cooperation (CAREC) [Conference on electronic phytosanitary certificates](#).

[13] Broad implementation of the ePhyto Solution has also been facilitated with the contributions of the IAG, the Global Alliance for Trade Facilitation (GATF), and the World Bank.

[14] The IAG has set up two joint webinars with the IPPC Secretariat in 2023. These webinars provided the opportunity for more than 150 participants to learn about the ePhyto Solution in Ghana and the United Kingdom. The GATF has helped facilitate ePhyto implementation in Nigeria and Togo. The World Bank has provided ePhyto Solution onboarding assistance in Burkina Faso, Côte d'Ivoire, and Zambia.

[15] Finally, the CPM Focus Group (FG) on sustainable funding of the IPPC ePhyto Solution has completed a paper for CPM review with recommendations for a sustainable way forward which is presented in a separate paper (Agenda item 12.1 / Funding of the ePhyto Solution). In addition, the FG and the IPPC Secretariat have prepared a concept note intended to FAO Permanent representatives to seek funds from FAO.

[16] In summary, the IPPC ePhyto Solution has improved safe trade in plants and plant products making trade more efficient and less costly. Future growth and success are possible as additional countries come onboard, new enhancements are installed, and the partnerships already developed are maintained. The solution is now in delivery phase until sustainable funding arrangements are in place to move towards a business-as-usual status.

[17] At this stage, efforts are focused on improving the system and adding enhancements, increasing awareness of the benefits of digitization for trade facilitation, facilitating onboarding of countries, where needed supporting countries for ePhyto implementation and setting-up a sustainable funding mechanism. To demonstrate the value of the IPPC ePhyto Solution, a cost-benefit analysis is being performed by the FAO Investment Center and expected to be released in 2024.

[18] More details on activities and annual milestones are in the SIP 2024-2030 presented below.

ePhyto Strategic Implementation Plan 2024-2030: transitioning from programme to business-as-usual activity

[19] The SIP 2024-2030 is an update of the previous one for the period 2019-2023 and in view of the above, the IPPC ePhyto Solution needs to transition from a programme to a business-as-usual activity of the IPPC Secretariat. To facilitate this transition, several activities as outlined in the SIP 2024-2030 and presented in Annex 1, must take place.

² *Comite de Sanidad Vegetal del Cono Sur*

³ OIRSA: International Regional Organization for Animal and Plant Health (*Organismo Internacional Regional de Sanidad Agropecuaria*).

[20] In addition to the ongoing activities, the SIP 2024-2030 considers other activities described in the IPPC strategic framework. The development of any electronic system faces the prospect of rapidly advancing technology. The challenge is therefore to keep abreast of the newest developments in electronic systems and identify their potential to develop and improve the IPPC ePhyto Solution. Hence, activities could be planned to investigate the value of a centralized phytosanitary import requirements database, or a notification system of non-compliance could be incorporated into the ePhyto system.

[21] The SIP 2024-2030 proposes nine strategic objectives:

- (1) Stable governance mechanism,
- (2) Stable operation and enhancement of the hub and GeNS to permit implementation by contracting parties,
- (3) Implementation of a sustainable funding mechanism,
- (4) Monitoring and reporting on the performance of the Solution,
- (5) Monitoring and reporting on financial management,
- (6) Support to countries to implement the ePhyto hub and the GeNS,
- (7) Investigation on possible incorporation of other databases into the ePhyto hub (import requirements database, notification system of non-compliance),
- (8) Cooperation with international and regional partners to advance interoperability, system sharing and cost reduction, and
- (9) Communication and advocacy strategy.

[22] These strategic objectives are organized around the following core elements: governance, finance, operations, country implementation, international cooperation, and communication.

[23] The SIP 2024-2030 was presented in December 2023 to both the ESG and IAG for review and comments. The plan received some comments, which were addressed, and the ESG agreed at its January 2024 meeting that the plan would be submitted with the requested changes made, to CPM-18 for approval.

Recommendations

[24] The CPM is invited to:

- (1) *note* the successful implementation of the IPPC ePhyto Solution thus far;
- (2) *approve* the ePhyto Strategic Implementation Plan 2024-2030 as detailed in Annex 1;
- (3) *promote* the use of the IPPC ePhyto Solution;
- (4) *encourage* contracting parties that have not yet registered to the IPPC ePhyto Hub to do so;
- (5) *urge* all contracting parties to continue to provide support to the IPPC ePhyto Solution through the Multidonor Trust Fund.

Annex 1: IPPC ePhyto Strategic Implementation Plan 2024-2030

IPPC ePhyto Strategic Implementation Plan 2024-2030

Transitioning from programme to business-as-usual activity

Vision of the IPPC ePhyto Solution

Phytosanitary certificates for the trade of plants and plant products are electronically exchanged in a safe, secure and efficient manner between all national plant protection organizations

Mission of the Commission on Phytosanitary Measures for the IPPC ePhyto Solution

All countries have access to technology supporting the exchange of electronic phytosanitary certificates (ePhytos)

Introduction

The Commission on Phytosanitary Measures (CPM) has developed and implemented a solution to advance the global use of electronic phytosanitary certificates (ePhytos) in international trade. The IPPC ePhyto Solution (hereafter referred to as the “Solution”) consists of three components:

1. A hub to facilitate the global exchange of electronic certificates between participating countries;
2. A centralized, web-based Generic ePhyto National System (GeNS) to allow countries without the necessary infrastructure to create, send and receive electronic certificates; and
3. Harmonized message format and contents including those referred to in the [International Standard for Phytosanitary Measures](#) (ISPM 12) i.e., message schema, accompanying codes, lists and terms to be used in the schema.

The ongoing operation of the Solution is the responsibility of the IPPC Secretariat. The Secretariat, housed within the Food and Agriculture Organization (FAO) of the United Nations, is to support the operation of the Solution in a stable and sustainable manner.

This strategic implementation plan (SIP) 2024-2030, which follows on from the previous one for 2019-2023, has been developed to facilitate transition from a programme with defined funding to a business-as-usual activity administered by the IPPC Secretariat. The SIP lays out the strategic objectives and key milestones in alignment with the [IPPC Strategic Framework 2020–2030](#) and its [Overarching Implementation Plan for the Development Agenda Items](#) (DAIs) including the DAI on “Harmonization of electronic data exchange”. It also considers recommendations from, CPM, CPM Bureau and CPM Focus Group on sustainable funding of the Solution.

This SIP 2024-2030 has been developed by the IPPC Secretariat together with the ePhyto Steering Group (ESG) and the ePhyto Industry Advisory Group (IAG).

Strategic Objectives

The IPPC Strategic Framework 2020 – 2030 prescribes the implementation of a global system for production and exchange of ePhyto information, fully operational and integrated at a country level into trade single windows, supported by a sustainable business model and self-funded; and a significant global effort to implement it in all countries will have been completed.

The IPPC Strategic Framework 2020 – 2030 also specifies five key activities to be carried out:

- successfully establish the IPPC ePhyto hub as the international system for the exchange of ePhyto information;
- complete establishment of the IPPC Generic ePhyto National System (GeNS) for production, sending and receiving of ePhyto information;
- where needed, support contracting parties to implement the ePhyto hub and the GeNS;
- investigate the use of additional messaging and information (such as notices of non-compliance and regulatory import requirements) into the ePhyto Solution;
- establish pilot projects for new or improved capabilities for uninterrupted operation of the hub and GeNS.

The initial project of the IPPC ePhyto Solution has completed the development of IT systems for use by contracting parties with the successful establishment of the ePhyto Hub and the GeNS. The harmonization of data exchange for phytosanitary certificates is also complete since the launch of the IPPC ePhyto Hub. After a pilot phase in 2018, the Solution went live in 2019 and as of December 2023, 130 countries have adopted it and more than 5 million of ePhytos have been exchanged.

The Solution is now in delivery phase until sustainable funding arrangements are in place to move towards a business-as-usual status. At this stage, efforts are focused on improving the system and adding enhancements, increasing awareness of the benefits of digitization for trade facilitation, facilitating onboarding of countries, supporting countries for ePhyto implementation and setting-up a sustainable funding mechanism.

This SIP 2024-2030 proposes the following strategic objectives to achieve the desired outcome and the activities outlined in the IPPC Strategic Framework 2020-2030:

1. Stable governance mechanism
2. Stable operation and enhancement of the hub and GeNS to permit implementation by contracting parties
3. Implementation of a sustainable funding mechanism
4. Monitoring and reporting on the performance of the Solution
5. Monitoring and reporting on financial management
6. Support to countries to implement the ePhyto hub and the GeNS
7. Investigation on possible inclusion of other databases into the ePhyto hub (import requirements database, notification system of non-compliance)
8. Cooperation with international and regional partners to advance interoperability, system sharing and cost reduction
9. Communication and advocacy strategy

The core elements of the SIP are governance, finance, operations, country implementation, international cooperation and communication. The annual key milestones expected by 2030 are outlined in Appendix 1.

Governance

The governance of the Solution is likely to evolve soon as the CPM Bureau, at its meeting held in October 2023: “agreed to include a specific agenda item on establishing governance for the IPPC ePhyto Solution in the agenda for the Bureau meeting in April 2024.”

The IPPC ePhyto Solution is coordinated by the ESG, which is comprised of representatives from the seven FAO regions, UNICC and the CPM Bureau. According to its Terms of Reference (ToRs), the purpose of the ESG is to “provide coordination, guidance and advice on IPPC actions to develop and facilitate harmonized use of ePhytos and their exchange among contracting parties”. The IPPC Secretariat on behalf of the ESG, reports to the CPM Bureau.

The core resources responsible for implementation are IPPC Secretariat staff and members of the ESG. The ESG has mapped the ePhyto system including the digital harmonization of the phytosanitary certificate, contributes technical input for enhancements and has been the lead for training contracting parties as they come onboard. Regional Plant Protection Organizations (RPPOs) are assisting as they hold workshops and other activities to facilitate uptake within their respective region. The IAG also provides practical guidance and advice to the IPPC Secretariat on the design, development, and deployment of the Solution.

The Solution is part of the Implementation and Facilitation Unit (IFU) to take advantage of its capacity building related activities and support to strengthening national phytosanitary certification systems.

Countries are currently funding the staff associated with the programme and implementation activities on a voluntary basis and this will need to continue until sustained funding arrangements are in place.

Operation of the technology is provided by the United Nations International Computing Centre (UNICC) under service delivery agreements (SDAs) with the IPPC Secretariat (FAO). The SDAs provide for the operation of the systems and a technical help desk to address technology issues. This will ensure that, as a minimum, continuous operation of the Solution is assured.

Other administrative services related to operation of the Solution will be provided by the IPPC Secretariat:

- business help desk support to national plant protection organizations;
- supervision, evaluation, and administration of agreements with UNICC to deliver systems operation;
- engagement with donors;
- financial accountability to donors;
- reporting to CPM;
- monitoring of advances in electronic certification; engagement and collaboration on interoperability, information and technology sharing of systems including industry advances.

In addition, CPM-17 *agreed* that, as part of the funding mechanism, the Secretariat would provide an annual report for the ePhyto Solution containing the following information:

- activities carried out in the past year,
- activities planned for the coming year,
- costs for the reporting year,
- budget forecast for the coming year,
- total usage by country including sent and received transactions,
- revenue received from all sources, and
- (if the funding mechanism includes an expected contribution from a CP using the ePhyto Solution) the level of contribution expected and whether the contribution has been received into the IPPC Multidonor Trust Fund (MDTF).

To further evaluate the success and efficiency of the IPPC ePhyto Solution, the Secretariat, together with the ESG and the IAG, will elaborate further performance indicators to report to the CPM and the Bureau as necessary.

In addition, a feedback and collection mechanism of concerns and needs from users could be further explored to continuously improve the IPPC ePhyto Solution.

Finance

The initial thinking on the topic started in 2006 upon IPPC Secretariat lead and first stages of the development and implementation of the Solution started in 2016 with the financial support of the Standards and Trade Development Facility (STDF) and donor countries. Since that time, the operating and implementation costs have been funded from donations by donor countries and international organizations. These contributions have enabled the Solution to be supported and implemented for a few years, but the current funding will run out in 2024.

In 2021, CPM-15 agreed to establish a Focus Group on sustainable funding of the IPPC ePhyto Solution to prepare a funding proposal for CPM to consider in 2023. In 2023, at CPM-17, the mandate of the Focus Group has been extended as the mechanism to determine expected contributions among contracting parties was not agreed. In addition, the CPM noted that the expected annual cost of the ePhyto Solution through 2030 is approximately USD 933,000 to 1,263,000 and varies depending on how many activities are carried out beyond the UNICC operation and maintenance costs and IPPC staffing.

CPM-17 requested the Focus Group, Secretariat and CPM bureau to work together to develop a detailed final proposal on the system for the funding mechanism, including a detailed overview of the expected financial contributions from individual contracting parties exchanging ePhytos through the Hub, to be adopted by CPM-18 (2024).

The funding mechanism would expect contributions from countries using the Solution but the CPM requested to explore the possibility of additional FAO regular-programme funding to cover all or part of the Solution costs.

In addition, the CPM:

- agreed that the funding mechanism should be reviewed two years after it becomes operational and then every five years;
- noted the need for continuing contributions from donors to the MDTF [Multi-Donor Trust Fund] until the funding mechanism is fully implemented;
- agreed that, if voluntary contributions for the ePhyto Solution are received into the MDTF after the funding mechanism is fully implemented, these will be used to contribute to a contingency reserve for the ePhyto Solution or be used to reduce the overall costs to be covered by expected contributions from participating contracting parties.

To ensure transparency and to maintain the confidence of donors, a multi-donor trust fund specific to the funds for ePhyto could be established. Reporting on the use of funds will be a key element of governance reporting based on agreed expenditure plans.

Operations

Service Delivery Arrangements (SDAs) with UNICC to provide the operating technology have been established and will remain in effect until terminated by either party. These should be reviewed by IPPC Secretariat/FAO and UNICC on a routine basis (a minimum of every 24 months) to ensure that the technology remains responsive to the users and technology advances are incorporated, when appropriate. Any changes in the services should be reflected through the establishment of change requests, which should be clearly communicated to users through established and maintained channels, well in advance of enacting changes.

The adoption of ePhytos by countries is expected to continue to steadily increase as access to electronic exchange technology is simplified and improved. Benefits to traders and governments through increased efficiencies and effectiveness should result in steady adoption of ePhyto exchange. To encourage steady adoption of the Solution, a program of advocacy should also be established based on a thorough analysis of the impacts to trade. The IPPC Secretariat must also anticipate higher than expected demand for use of both the GeNS and Hub and must ensure that SDAs can accommodate service expectations.

In addition, the development of any electronic system faces the prospect of rapidly advancing technology, which makes it difficult to anticipate now what the developments and opportunities will be by 2030. Therefore, the aim of the ESG together with the UNICC and the IPPC Secretariat must be to keep abreast of the newest developments in electronic systems and identify their potential as the IPPC ePhyto Solution will have to accommodate increasing global usage over time and considering evolving cybersecurity threats.

Risk management and contingency planning are part of the strategy to address potential technical failures, data breaches or disruption in service. Disaster recovery and contingency plans exist within the UNICC Service Delivery Agreement and are reviewed on a regular basis. Also, at the country level, it is proposed to prepare a contingency plan template to deal with outages of ePhyto Hub, national system or GeNS.

Country implementation

The GeNS is available to countries without national systems capable of producing, sending and receiving ePhytos. The support required by countries to implement the Solution varies by country; with many able to implement the GeNS operation without any retooling of phytosanitary certificate business processes by either the National Plant Protection Organization (NPPO) or the trader. The IPPC Secretariat with the support of UNICC and ESG members have produced guidance for implementing the hub and GeNS. These guides should continue to be considered by countries implementing the system and updated by the IPPC/UNICC/ESG, as necessary, to ensure they remain effective.

The IPPC Secretariat Implementation and Facilitation Unit and UNICC may support country capacity development, dependent on available resources, or available partnerships with other interested organizations. RPPOs and NPPOs with sufficient resources and understanding of the technology and the business processes should support implementation where possible.

The support required can vary from country to country and go far beyond training in the use of GeNS and may involve the review of phytosanitary certification processes. This is why a more in-depth analysis of specific challenges faced by different countries, especially developing ones, may be needed. The IPPC Phytosanitary Capacity Evaluation and more specifically the modules on “National legislation” and “Export certification” allows to assess the actual capacities and challenges and to identify tailored strategies to improve the export certification processes including electronic certification.

The IPPC Secretariat will be developing partnership with international organizations in their efforts to implement the World Trade Organization’s Trade Facilitation Agreement (TFA). Under the proposed agreement, they would assist countries that have indicated that they do not have the capacity to implement the Solution without help, within an overall implementation of trade facilitation and border management improvement. Any organization interested in an implementation partnership, will under the full direction of the IPPC Secretariat, provide assistance to countries in implementing the Solution within a comprehensive approach to implementing the WTO TFA. The IPPC Secretariat will continue to work with interested organizations in developing tools for use by countries to implement the solution independently or with the assistance of countries or regions with experience in implementation. The ePhyto Solution is and shall remain an IPPC Secretariat operation.

The IPPC Secretariat will seek donor funding from industry and NPPOs to support the development of these tools and to deliver awareness and training through workshops or global symposia on ePhyto. The Secretariat will also coordinate to raise awareness for ePhyto at meetings hosted by other organizations (e.g. regional trade facilitation workshops, customs meetings, etc.) as a basis for leveraging additional investment.

International Cooperation

International cooperation should focus on integration and harmonization between ePhyto and other electronic certification initiatives and activities, as well as ensuring its compatibility with the global implementation of single window functions. Other regulatory bodies including the Codex Alimentarius Commission and the World Organization for Animal Health (WOAH) (the other two SPS “Sisters”) are embarking on expanding existing guidance for electronic certificates. Collaboration on harmonization would assist countries in developing systems capable of handling various SPS certificates thus simplifying border activities. Harmonization would also assist in facilitating safe trade and improving biosecurity. The IPPC Secretariat will work with other international organizations to explore the exchange of electronic certificates through the Hub with benefits to IPPC by simplifying the process of exchange for countries, reducing operational costs through economies of scale and increasing the viability of the Hub service.

The Secretariat should proactively work with interested international organizations and with its contracting parties to undertake an analysis of alignment to allow countries to make informed decisions on how ePhyto can be used within single windows and Customs systems.

Communication

With 130 countries adopting the ePhyto Solution from 2019 to 2023, communications and advocacy have been contributing factors to getting majority of the IPPC contracting parties on board. Awareness-raising webinars held in English for various countries (and separately in French for Francophone countries in Africa), as well as publishing and promoting informational materials (e.g., video and factsheets) helped sell the idea on the benefits and ease of implementing the ePhyto Solution.

However, with only 84 out of the 130 countries doing actual ePhyto exchanges (as of December 2023), countries must progress from adoption, registration and testing to the actual production and exchange of ePhytos. Barriers towards fully utilizing the Solution range from lack of national policies to support electronic certification, insufficient administrative autonomy of NPPO, inadequate legal framework to support ePhyto adoption, inadequate technological infrastructure, inadequate technical capacity of staff to support ePhyto implementation or lack of funding for ePhyto implementation. To help address these barriers and move countries towards the stage of producing and exchanging ePhytos, a strategic communication approach is needed which considers a country’s stage of adoption, and factors in the variation in primary target audiences, key messages, and channels.

Moreover, as the ePhyto Solution requires sustained funding, it is essential to complement communication and advocacy with resource mobilization materials that can be distributed to donors, national administrators, and decision- and policymakers.

Table 2 presents the framework for communication, advocacy, and resource mobilization for the ePhyto Solution. A biennial detailed communications workplan will be developed that expounds on the components below.

Table 2: Framework for ePhyto communication, advocacy and resource mobilization 2024-2030

Country Status	Not yet on board	Registered or testing	Exchanging ePhytos
Main approach	<i>Awareness-raising and advocacy</i>	<i>Advocacy and resource mobilization</i>	<i>Documentation and promotion</i>
Primary audience/s	NPPO technical staff	- National administrators, decision- and policymakers - Potential donor organizations	Case studies/success stories, best practices, user satisfaction, testimonies, challenges from countries will be documented and will feed into the content of awareness-raising, advocacy and resource mobilization.
Key messages/content	Introduction to the ePhyto Solution: components, how it works, benefits, how to get on board, examples/success stories, user support information etc.	- Investing technical and financial resources on ePhyto systems (national or GeNS) to utilize ePhyto Solution makes trade safer, faster and cheaper, and protects economies, local flora and fauna - User support information - Periodic updates on new countries - Periodic evaluation report of the ePhyto Solution	Over time, disaggregated data can also be collected and feed into the messaging, e.g. FAO cost-benefit analysis on the impact of the Solution on global agrifood trade performed. These will further enhance the content of communication materials and leverage ePhyto advocacy.
Channels	Webinars, workshops, “masterclass” virtual learning; ePhyto website, video, updated flyers, IPP pages, IPPC Newsletter, IPPC Annual Report, IPPC social media, cross-promotion of information on partner websites and social media (WOAH, CODEX, WTO, STDF), etc.	- Roundtable discussions, dialogue to identify and address barriers - IPPC meetings where potential donors can be invited: CPM annual sessions; IPPC regional workshops; TC-RPPO annual meeting - IPPC DAI Investment flyer (resource mobilization tool)	

As this ePhyto Strategic Implementation Plan 2024-2030 is carried out over the years, monitoring and evaluation (M&E) of communications must be conducted annually. This will aid in re-assessing the relevance of communication approaches and key messages, for instance, as the number of countries using the ePhyto Solution increases (a target of ten new countries connected per year), more information on user support may need to be developed and communicated. Or, if stronger advocacy for sustained funding will be needed, then a more focused and pro-active approach on donors, decision- and policymakers may be needed. Similarly, communicating any enhancements on ePhyto operations including the Hub, GeNS and the ePhyto website will be essential and new resources may need to be developed and disseminated.

Appendix 1 – Key milestones of SIP 2024-2030

Core elements & related strategic objectives	Key milestones						
	2024	2025	2026	2027	2028	2029	2030
<p>Governance</p> <p>1. Stable governance mechanism</p> <p>4. Monitoring and reporting on the performance of the Solution</p> <p>5. Monitoring and reporting on financial management</p>	<ul style="list-style-type: none"> - SIP 2024-2030 endorsed by CPM - Annual reports presented to CPM - ESG monthly meetings - Governance and finances reviewed by the CPM Bureau - UNICC-IPPC contract reviewed 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings - UNICC-IPPC contract reviewed 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings - Governance and finances reviewed by the CPM Bureau - The SIP is evaluated and reviewed at mid-term 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings - UNICC-IPPC contract reviewed 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings 	<ul style="list-style-type: none"> - Annual reports presented to CPM - ESG monthly meetings - Governance and finances reviewed by the CPM Bureau - UNICC-IPPC contract reviewed - A final evaluation of the SIP is carried out
<p>Finance</p> <p>3. Implementation of an ePhyto Sustainable funding mechanism</p> <p>5. Monitoring and reporting on financial management</p>	<ul style="list-style-type: none"> - Sustainable funding model endorsed by CPM - Detailed financial report presented to the CPM Bureau - Funds collected from FAO and/or donors - An IPPC ePhyto MDTF is established - Users informed of expected contributions for 2025-2026 using 2023 usage data 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau - Reviewed funding model endorsed by CPM - Users informed of expected contributions for 2027-2028 using 2025 usage data 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau - Users informed of expected contributions for 2029-2030 using 2027 usage data 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau 	<ul style="list-style-type: none"> - Funds collected from users of the Solution and/or FAO and donors - Detailed financial report presented to the CPM Bureau - Users informed of expected contributions for 2031-2032 using 2029 usage data

Core elements & related strategic objectives	Key milestones						
	2024	2025	2026	2027	2028	2029	2030
<p>Operations</p> <p>2. Stable operation and enhancement of the hub and GeNS to permit implementation by contracting parties</p> <p>7. Investigation on possible inclusion of other databases into the ePhyto hub</p>	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - GeNS translated in Russian and Spanish - GeNS user guides updated (English) and translated in Arabic, French, Russian and Spanish - Trials to connect the hub to digital platforms completed 	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - Additional features integrated to the GeNS (e-payment, inspection, traceability, data analysis) - Translation of GeNS interface in Arabic, French, Spanish and Russian improved 	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - Contingency plan template to deal with outages of national system or GeNS available 	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - Possible inclusion of other databases into the ePhyto hub investigated 	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - If relevant, inclusion of other databases initiated 	<ul style="list-style-type: none"> - new countries connected to the hub using national system or GeNS - If relevant, inclusion of other databases completed 	<ul style="list-style-type: none"> - All contracting parties connected to the hub using national system or GeNS
<p>Country implementation</p> <p>6. Support to countries to implement the ePhyto hub and the GeNS</p> <p>8. Cooperation with international and regional partners for country implementation and to advance interoperability</p>	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized - At least one agreement signed with an international organization to support country implementation 	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized 	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized 	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized 	<ul style="list-style-type: none"> - At least 1 regional workshop/regional training (ToT) on ePhyto organized 	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized 	<ul style="list-style-type: none"> - At least 1 regional workshop/training (ToT) on ePhyto organized
<p>International cooperation</p> <p>8. Cooperation with international and regional partners for country implementation and to advance interoperability</p>	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings 	<ul style="list-style-type: none"> - Participating in other regional or international partners workshops/ meetings

Core elements & related strategic objectives	Key milestones						
	2024	2025	2026	2027	2028	2029	2030
Communication 9. Communication and advocacy strategy	- At least 2 IPPC/IAG informational webinars held - Communication strategy and associated biennial action plan developed - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - Communication strategy and associated biennial action plan revised - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - Communication strategy and associated biennial action plan revised - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - At least 5 contents or products published	- At least 2 IPPC/IAG informational webinars held - Communication strategy and associated biennial action plan revised - At least 5 contents or products published