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2024
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IPPC Communications and International Day of Plant Health 2024

4.2 Prepared for the IPPC Regional Workshops 2024



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1. IPPC Communications Strategy 2023-2030

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Roadmap to:

- raise global awareness on plant health
- advocate for investments and support
- mobilize and engage stakeholders

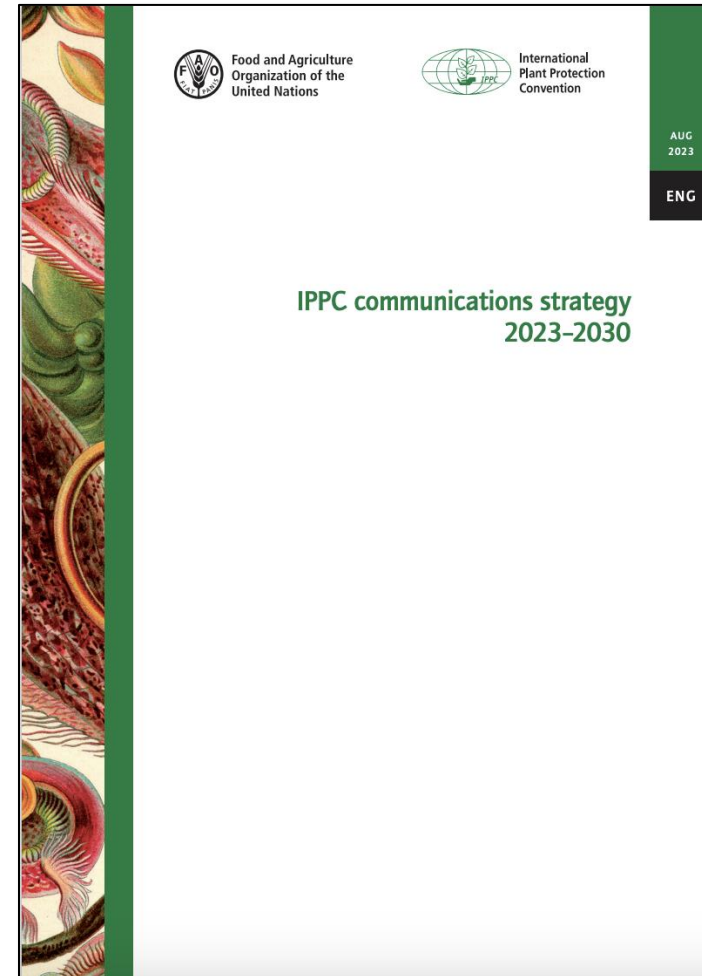
Developed by the CPM Focus Group on
Communication and the IPPC Secretariat

Aligned with the IPPC Strategic Framework 2020-2030

Adopted at CPM-17, March 2023

Published in August 2023

IPPC Secretariat Annual Communications Plan (2023
and 2024) based on the global strategy





2. Communication Milestones

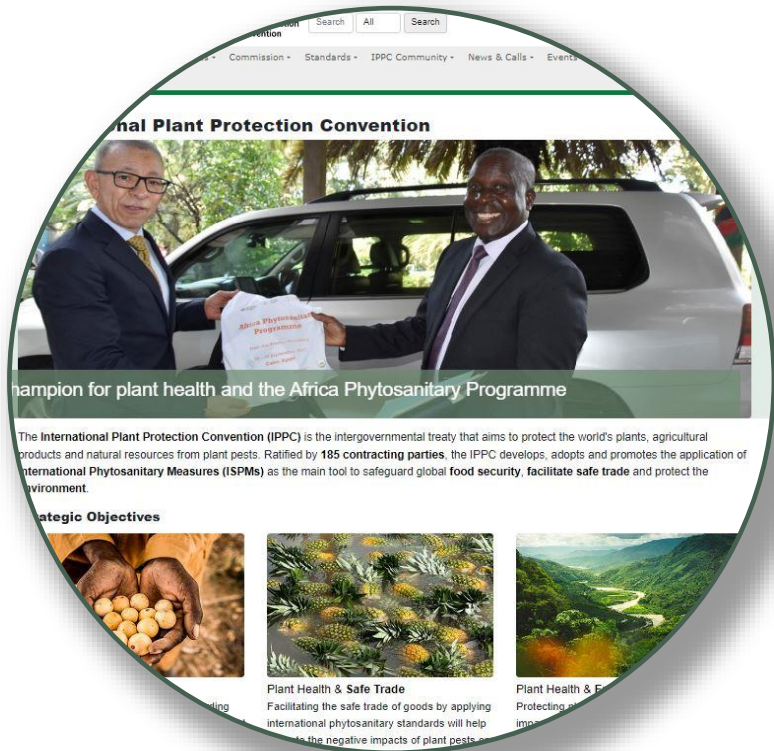
1. International Phytosanitary Portal (IPPC)

Transform to a robust, user-centric platform

Editorial calendar → new and more robust content

- news
- feature stories
- success stories
- blogs
- Q&As
- profiles of notable members in the plant health community

Redesigned → more agile interface and easy-to-find tools, materials and resources.





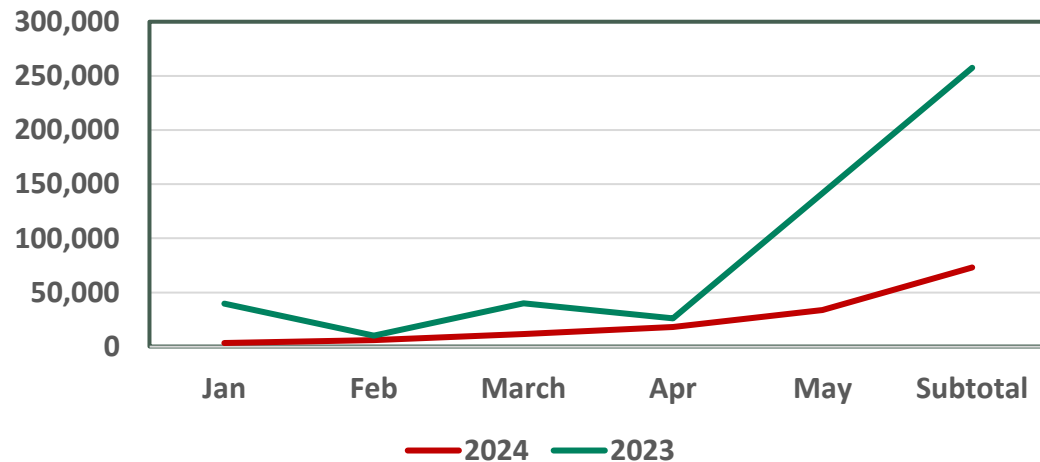
2. Communication Milestones

2. Social media

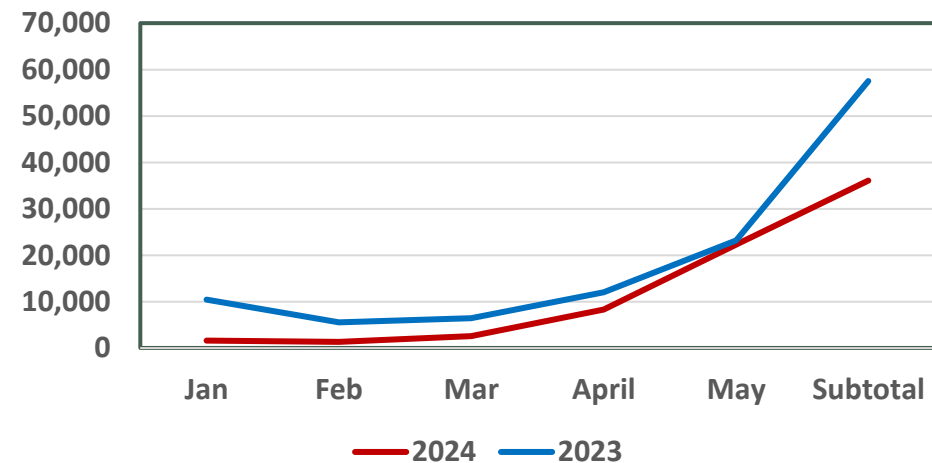
Increase engagement and following

While X impressions and Facebook reach rose from Jan-May 2024, growth rate is significantly lower than in the same period in 2024

X/Twitter impressions



Facebook reach





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2. Communication Milestones

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2. Social media

Strategy:

1. **A full-time Communications Specialist has been hired** to develop engaging content and consistently manage accounts
2. **Implement a more robust social media plan**
 - develop more short reels for greater interest and engagement
 - re-purpose and re-promote IPPC publications
 - “demystify” topics such as plant health standards (ISPMs) and the Convention;
 - Post interesting topics/photos/reels e.g. most (in)famous plant pests;
 - popularize plant health issues around sea containers, e-commerce; plant health heroes (NPPOs), etc.



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2. Communication Milestones

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3. Measuring impact

Change audience's knowledge, attitudes and behaviors

Set basic baseline indicators

- to monitor IPPC's social media performance
- uptake of IPPC publications
- website analytics

Invest in an external provider for social listening

- monitor IPPC's online presence and mentions in websites, journals, media outlets and others
- a provider with AI technology for comprehensively tracking IPPC online presence, IDPH activities around the world
- encompass various languages and non-English social media platforms to reach new audiences



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2. Communication Milestones

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4. IPPC Regional Communications Network

Establish a two-way communication platform

- Approved at CPM-18 in April 2024
- A more focused set-up so that different communication and advocacy needs, capacities and opportunities can be more aptly customized and addressed in each region
- managed centrally at the IPPC Secretariat
- recommended that a Steering Group be established (CPM-2018) **to provide guidance and strategic advice** on developing and implementing the annual workplan activities, and in the overall coordination of the Network.



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2. Communication Milestones

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5. International, regional and national events

Leverage and promote plant health

Internal (FAO/IPPC):

International Day of Plant Health 2024 (12 May)

- IPPC regional workshops
- TC-RPPO meetings
- Awareness-raising through the CPM Focus Group on Climate Change
- One Health Day (3 November)

External:

- UNFCCC COP annual sessions
- UN CBD COP bi-annual sessions
- WTO relevant meetings



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2. Communication Milestones

5. International, regional and national events

Leverage and promote plant health

Cross-promoted social media content on plant health during the **International Day of Forests**, **World Food Safety Day** and the **#planthealth4life** (EFSA).

IYPH Activity Book published in Greek and Korean

*The IPPC Secretariat wishes to thank **Dr. Anthemis Melifronidou (Cyprus NPPO)** and **Dr. Mi Chi Yea (Korean NPPO)** for their generous contribution in translating the book.*





2. Communication Milestones



6. Standard setting process

Increase awareness and engagement

Communications support and advice to the Standard Setting Unit

- production of publications; promotion of webinars, calls, announcements, social media content;
- editorial support and advice on news and feature articles
- blogs

[Blog: Setting standards for plant health: Looking back and planning ahead](#)

[Blog: Plant health standards and the safe delivery of food and humanitarian aid](#)



2. Communication Milestones



7. Implementation and capacity development

Increase awareness and uptake of ICD resources, i.e. ISPM guides, training materials, e-learning courses

Editorial support and advice to the Implementation and Facilitation Unit

- production and promotion of IPPC guides and training materials
- writing news articles, feature stories, success stories, blogs
- social media content and webinar materials
- BLOG: The IPPC Implementation and Capacity Development Committee (IC): Taking stock of (almost) six years of activities



2. Communication Milestones



8. Achievement of the development agenda items (DAIs)

Raise awareness on the DAIs through communication and advocacy

Provided support in developing an overall communications approach in the ePhyto Strategic Implementation Plan 2024-2030.

Developed the Prospectus flyers on each DAI



2. Communication Milestones

9. Africa Phytosanitary Programme

Promote the programme to participating countries and potential donors

Published APP brochure in EN and FR. Translated into Portuguese and ongoing process to produce it Arabic.

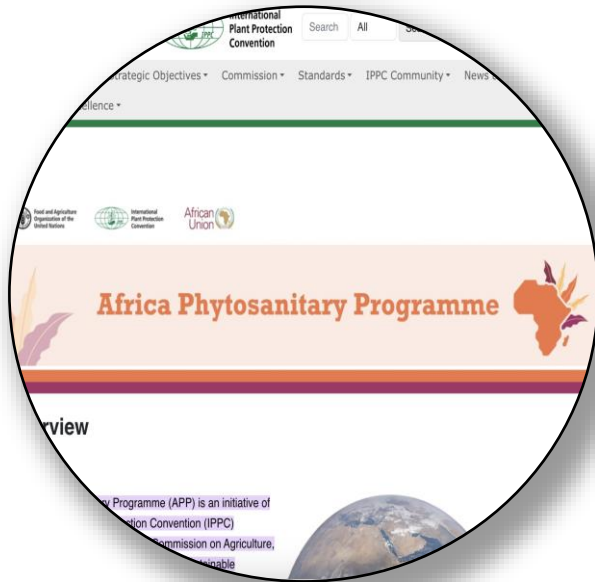
Developed and published APP webpage on the IPP. <https://www.ippc.int/en/about-app/>

Stakeholder engagement: Developed content (website, photo albums, social media) on IPPC Secretary's mission to pilot countries to meet agriculture ministers and NPPOs

Coordinated documentation of APP training activities in pilot countries

Produced stickers to enhance APP visibility and branding of tablet computers to be distributed to pilot countries

Supported media engagement on APP in the Democratic Republic of Congo





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3. IPPC Publications

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25 publications – re-published, newly published or in draft/finalization in Q1 2024

- IPPC Convention text (1997) – 6 languages
- IDPH Get Involved Guide – 3 languages updated; 3 new languages
- Prospectus flyers (9 individual flyers)
- IPPC procedure manual on governance
- CPM participation guide
- IPPC 2023 Annual Report
- APP brochure



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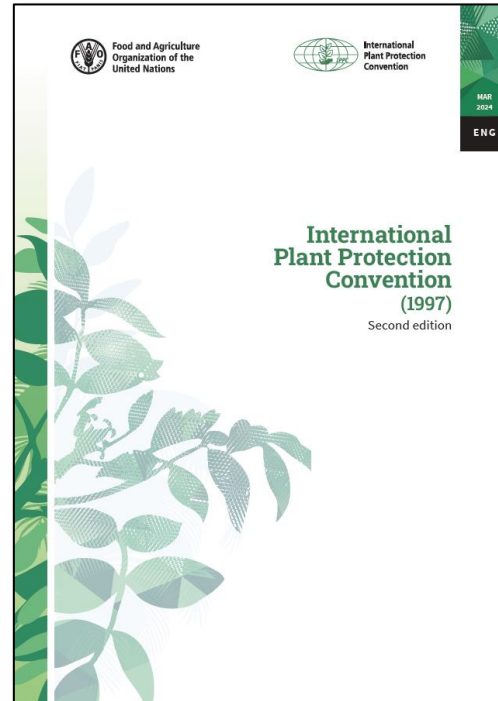
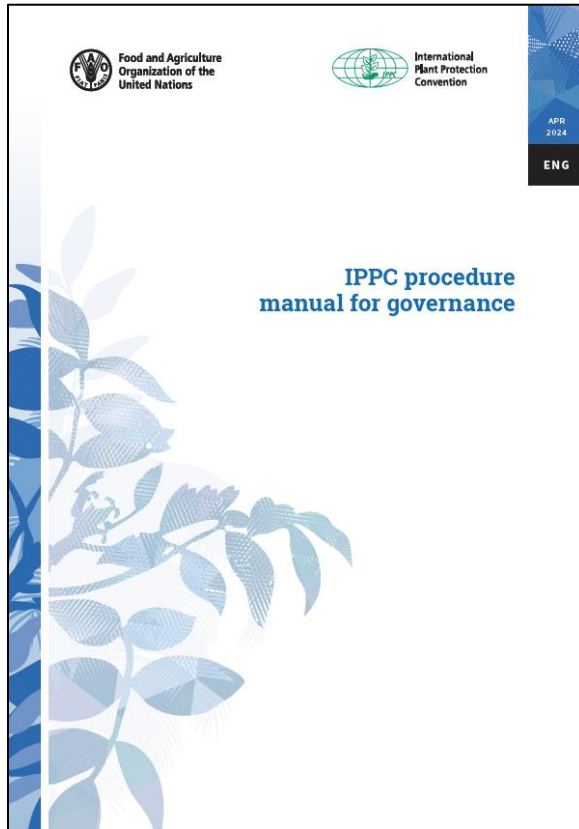


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4. New IPPC Branding

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Publications, screens/backgrounds, social media





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4. New IPPC Branding

CPM-18, FAO headquarters, Rome





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6. International Day of Plant Health 2024

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8-10 May – exhibit held at the FAO headquarters in Rome; visited by FAO staff, students and SC members





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6. International Day of Plant Health 2024

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6. International Day of Plant Health 2024

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High-level event with the FAO Director-General QU Dongyu, FAO Permanent Representatives of Canada and Kenya



“ **inclusive and resilient agrifood systems**
FAO Director-General QU Dongyu

leverage digital technologies
H.E. Elissa Golberg
FAO Ambassador of Canada

policies and legislation
H.E. Fredrick Mwatwang'a
FAO Ambassador of Kenya

collective work and collaboration
H.E. Mohamed El-Quseir, Minister for Agriculture
and Land Reform, Egypt

no plants, no life
Osama El-Lissy, IPPC Secretary





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6. IDPH observations around the world*

African Union

[Webinar](#)

Australia

[Symposium](#)

Canada

[Podcast](#)

Eritrea

[Conference](#)

Ghana

[Street parade](#)

India

[Tree planting](#)

Italy

[Video contest](#)

Kenya

[Tree planting](#)

South Africa

[Family market day](#)

St. Lucia

[Media](#)

United Kingdom

[Plant Health Quiz](#)

Vietnam

[Video](#)

**The full IDPH Impact Report 2024 is
forthcoming*



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IPPC Regional Communications Network

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Objectives:

- **Widen** the reach and **strengthen** the impact of communications on plant health;
- **Facilitate** information and knowledge sharing, collaboration, cooperation, and capacity development of communication professionals in promoting plant health in the IPPC community; and
- **Strengthen** communication between RPPOs and NPPOs in their respective regions and between RPPOs, the IPPC Secretariat, with other RPPOs, FAO regional and national offices and with relevant organizations



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IPPC Regional Communications Network

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Structure and governance

- Seven regional networks will be established to represent each region
- Each network will be led by the respective RPPO and composed of members from NPPOs in that region.
- Centrally managed at the IPPC Secretariat and will coordinate the networks
- IPPC Secretariat will provide technical support in establishing and maintaining the networks

Steering Group (to be established)

- Provide advice and guidance in establishing and maintaining the networks
- Develop and implement an annual workplan to ensure that the networks remain active
- Develop and implement communication initiatives to build the networks' capacity in communication on plant health.



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IPPC Regional Communications Network

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Each Regional Communication Network is expected to:

1. nominate a plant health communication focal point;
2. facilitate the network through regular meetings, the frequency of which will be determined by the RPPO according to their need;
3. develop and implement an annual communications workplan according to the needs and opportunities in that region;
4. populate their respective communications webpage on the IPP by submitting content to the IPPC Secretariat (subject to IPPC and FAO standards and guidelines on web publishing); and
5. liaise with the IPPC Secretariat on communication-related opportunities or issues.



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IPPC Regional Communications Network

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Membership

- Voluntary
- Open to all communication practitioners in each region, including those involved in advocacy and partner engagements and those performing communication functions in NPPOs, RPPOs, IPPC partners, FAO regional and national offices and relevant organizations.
- The IPPC Secretariat will support each network in sending out calls for membership and support them in managing and updating the members database of each region.



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Information and knowledge management

- A landing page about the Regional Communications Network will be created on the IPPC website
- To be managed and maintained by the IPPC Secretariat
- Subpage for each of the regional network will be created to contain:
 - Campaign materials, digital assets, publications
 - Calendar of relevant communication and advocacy events, e.g., trainings, conferences, workshops and webinars
 - Opportunities for training and employment
 - Email address of the network's official plant health communications focal point as contact



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IPPC Regional Communications Network

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Potential key activities:

- IDPH 2025 – getting RPPOs, NPPOs and FAO regional and national offices involved in early planning and promotion
- Capacity development activities – webinars on various topics to be held throughout the year (2024-2025), examples include:
 - Year-round digital campaigns on plant health
 - Engaging national and local media on plant protection and plant health
 - Best practices in advocacy and outreach; developing effective advocacy materials for policymakers
 - Measuring the reach and impact of communications



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5. IPPC Regional Communications Network (RCN)

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Next steps for IPPC Secretariat:

1. Finalize TOR of Steering Group and post a call for Steering Group membership nominations
2. Set up the Steering Group and the IPPC webpage
3. Post a call for membership (Steering Group and each regional network)
4. Convene first meeting and draft Action Plan

For questions and feedback, please contact the IPPC Secretariat:

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Thank you

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