# Gold, silver, and bronze level implementation plans for IPPC Guides and training materials and other Implementation and Capacity Development products[[1]](#footnote-2)

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|  | Set of Gold, Silver and Bronze Round Empty Medals. Stock Vector -  Illustration of medals, blank: 237093857 **Gold implementation plan** | **Silver implementation plan** | **Bronze implementation plan** |
| **Examples of Implementation and Capacity Development (ICD) products** | *IPPC guides and training materials, DAI related topics, and other high-priority ICD products* | *IPPC Observatory studies, project reports and other ICD products* | *Translations of IPPC Guides and training materials* |
| **Communication channels / materials** | | | |
| Updated International Phytosanitary Portal (IPP) | ü | ü | ü |
| Webinar announcing new ICD products | ü | ü | ü |
| IPPC news item promoting the ICD product | ü | ü |  |
| Announcement of publication on IPP |  |  | ü |
| Social media posts / campaign on both IPPC and partner channels | ü | ü | ü |
| Presentations and advertising during IPPC regional workshops and other regional events | ü |  |  |
| IPPC news feature / case study / blog post | 2-4 | 1-2 |  |
| FAO-led focus story | (ü)[[2]](#footnote-3) |  |  |
| Infographic or introductory video | (ü) |  |  |
| Fact sheet | (ü) |  |  |
| Events (CPM side session, workshops, partner events) | (ü) |  |  |
| New comms channels (e.g., podcasts) | (ü) |  |  |

1. Approved by IC\_2023\_Nov [↑](#footnote-ref-2)
2. (ü) dependent on availability of human and financial resources [↑](#footnote-ref-3)