

COMMISSION ON PHYTOSANITARY MEASURES**NINETEENTH SESSION****UPDATES ON THE INTERNATIONAL DAY OF PLANT HEALTH (IDPH) 2024****AGENDA ITEM 20.1***(Prepared by the IPPC Secretariat)***Introduction**

- [1] The International Day of Plant Health (IDPH) was adopted at the United Nations General Assembly in March 2022, declaring 12 May as the day of annual observance to raise global awareness on the importance of protecting plants for global food security, environmental protection and safe trade. Since then, the International Plant Protection Convention (IPPC) Secretariat and FAO have been organizing events and a global campaign to mark the day.
- [2] With the theme, “*Plant health, safe trade and digital technology*”, IDPH was observed on 13 May 2024 (instead of 12 May which was a Sunday). The IPPC Secretariat organized a hybrid high-level event at the FAO headquarters led by the FAO Director-General Qu DONGYU who emphasized the importance of plant protection to facilitate inclusive and resilient agrifood systems.
- [3] Also speaking at the high-level event were FAO Deputy Director-General Beth BECHDOL, FAO permanent representatives of Canada, Egypt and Kenya, as well as the Undersecretary of the United States Department of Agriculture (USDA). In line with the theme on safe trade, a technical session followed which included speakers from the Ministry of Agriculture, Animal Industry and Fisheries of Uganda, USDA Animal and Plant Health Inspections Services (APHIS), Poste Italiane and a presentation by the CPM Chair Greg WOLFF on sea containers as a pathway for plant pests. The webcast can be viewed [here](#).

**Exhibit at the FAO headquarters**

- [4] For the first time since IDPH was observed in 2022, the IPPC Secretariat developed and held an interactive exhibit on 8-10 May at the FAO Atrium at the headquarters to further raise awareness on the Day. Apart from FAO staff and guests, visiting the exhibit were members of the IPPC Standards Committee and the Implementation and Capacity Development Committee who were holding their respective meetings at the FAO headquarters during the week.

- [5] In line with the year's theme on safe trade, the exhibit focused on IPPC's work on e-commerce as a pathway for pests. An interactive screen display showed the steps on what happens when plants or plant products are bought online and the necessary phytosanitary measures in their movement through postal and courier services.



- [6] Also on exhibit was the IPPC ePhyto Solution to highlight how technology and innovation makes trade of plants and plant products safer, cheaper and faster.



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- [7] General messages were also on display on why plant health matters to food security, biodiversity and the environment and international trade. Floor stickers were displayed around the Atrium highlighting some of the worst plant pests such as the pinewood nematode.



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Digital campaign

[8] The IPPC Secretariat produced and disseminated the following IDPH campaign materials:

New branding for 2024 and digital assets

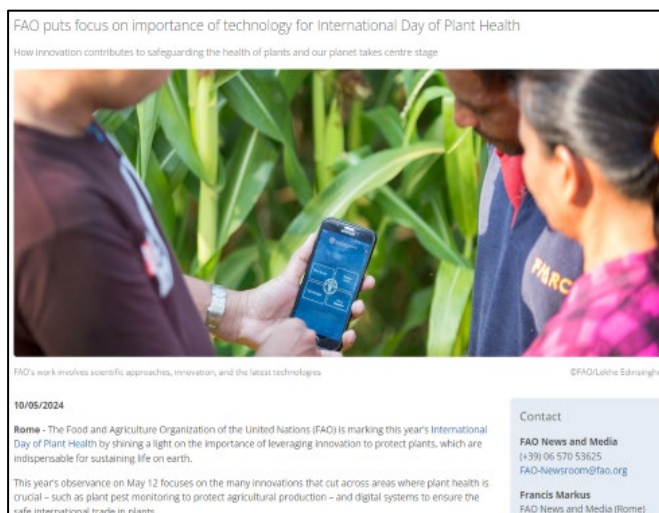


Roll-up banner

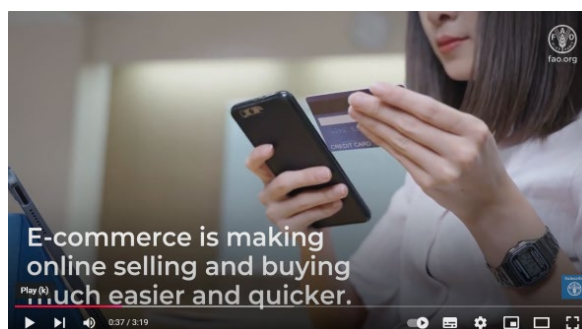
Posters (6 languages)

Virtual background

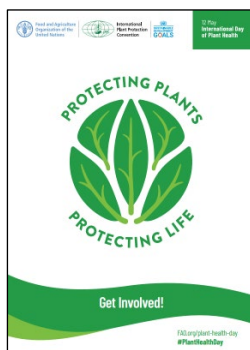
News article on FAO and IPPC website



New videos: [The sniffer dogs saving olive trees from a deadly pest](#) and [Plant health and safe trade](#)



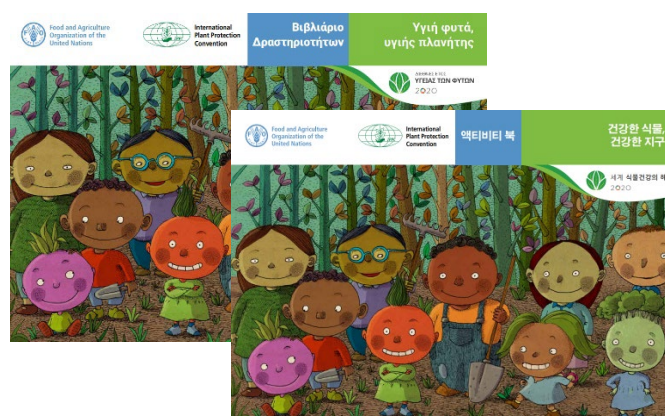
Get Involved Guide – English, French and Spanish versions were updated and new translations were produced in Arabic, Chinese and Russian



New social media cards were developed and posted on IPPC social media accounts



Updated the [FAO website](#) dedicated for the International Day of Plant Health



Translated the [IDPH Activity Book](#) to Greek and Korean, with translation services provided by the national plant protection organizations of Cyprus and Korea, respectively

Impact

52.9k

social media users reached by IPPC organic content

>60

countries and organizations around the world held events and campaigns marking the Day

6 regions

regional and national media coverage on observance of the Day

195

watched the webcast of the hybrid FAO high-level event

[9] More than 60 countries and organizations worldwide observed IDPH through various events including street parades, tree planting, plant health clinics, videos, workshops and social media campaigns. The IPPC Secretariat produced an [Impact Report](#) highlighting how far and wide plant health is of importance across the globe.

[10] **Social media reach** – the campaign ran from 2-15 May 2024, with around 28 000 impressions on X/Twitter and 23 300 reached on Facebook. On both platforms, engagement and follows showed marked increases particularly on 12-13 May, indicating high interest and interaction on IPPC organic content with the hashtag #planthealthday (see graphs below).

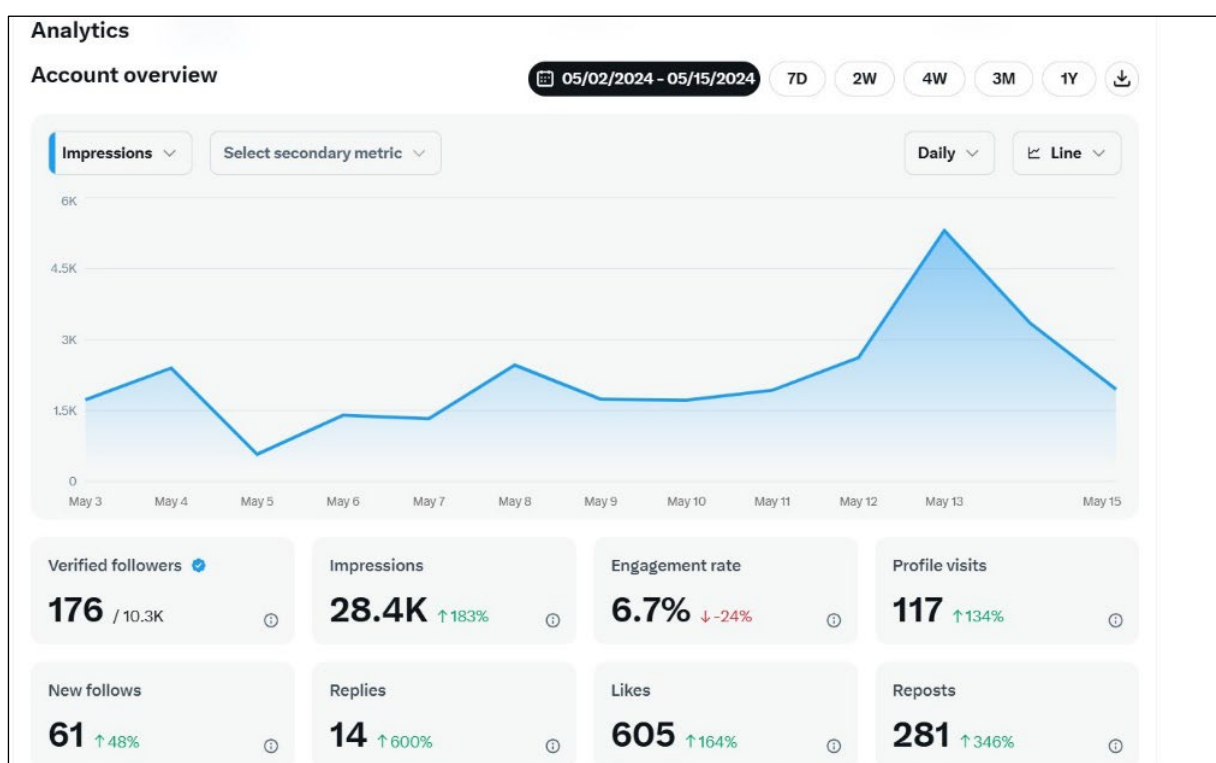


Figure 1. X/Twitter analytics during the IDPH digital campaign.

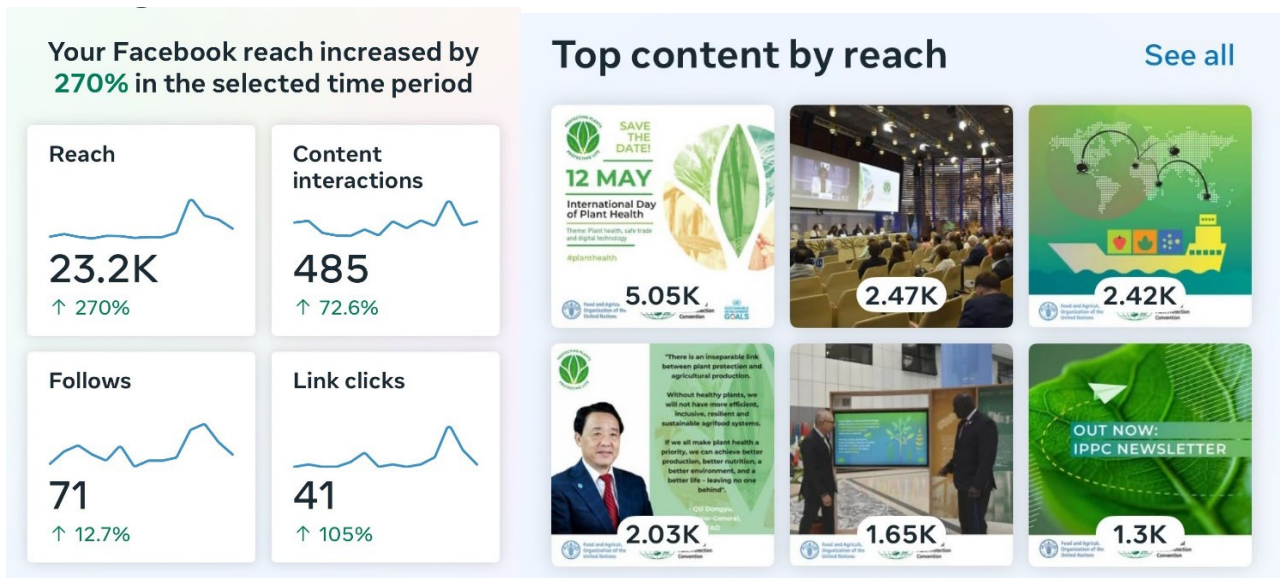


Figure 2. Facebook analytics during the IDPH digital campaign. The content with the most reach is the announcement/save the date, the live tweet during the high-level event and the quote from the FAO Director-General.

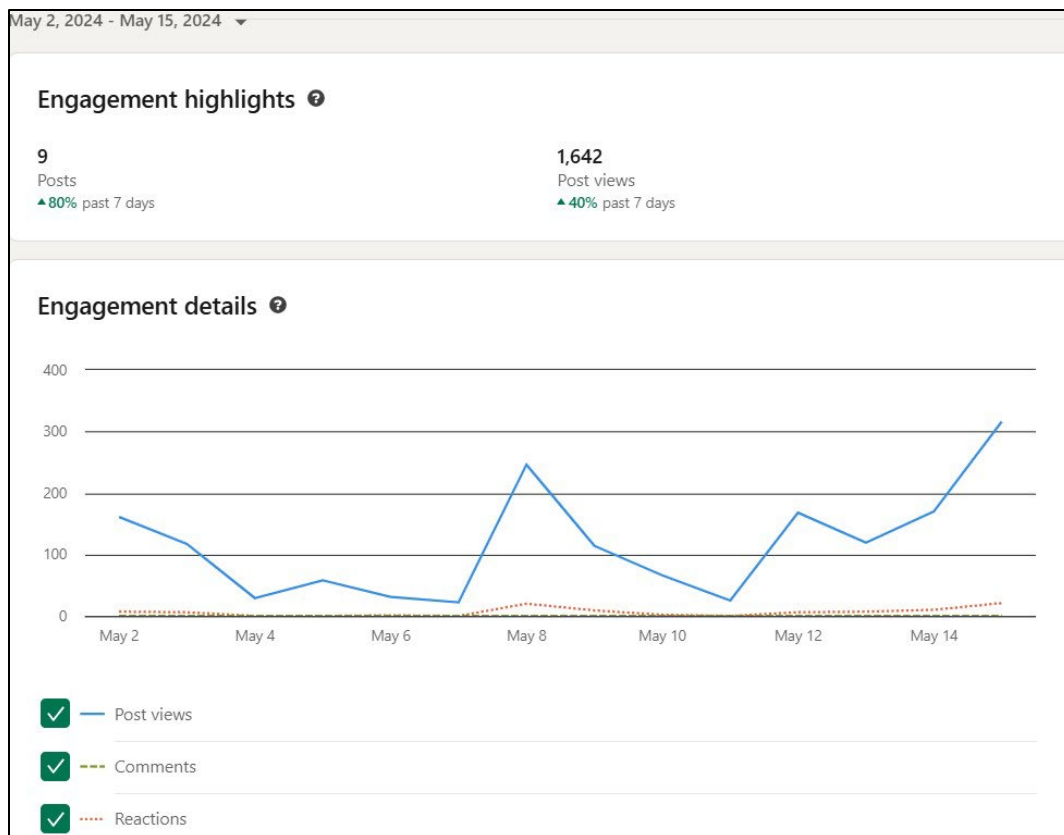


Figure 3. LinkedIn members in the IPPC closed group showed a 40 percent increase in views on IDPH posts.

IDPH 2025

- [11] The IPPC Secretariat began preparations for the 2025 IDPH observance in November 2024, with the theme “The Importance of Plant health in One Health.” Since the theme cuts across various works of FAO on One Health, the secretariat enjoined the participation of the Plant Production and Protection Division, Animal Production and Health Division, the office of the Deputy Director-General Beth BECHDOL and the Office of Corporate Communications. Suggestions were provided on the options for the high-level event that could demonstrate the interface between plant health, animal health, human health and the environment, as well as in the global campaign.

Recommendations

- [12] The CPM is invited to:
- (1) *Note* the updates on the International Day of Plant Health 2024.