



COMMISSION ON PHYTOSANITARY MEASURES

TWENTIETH SESSION

UPDATES ON IPPC COMMUNICATIONS AND THE INTERNATIONAL DAY OF PLANT HEALTH 2025

AGENDA ITEM 21.1

(Prepared by the IPPC Secretariat)

Introduction

- [1] The IPPC Secretariat communications work continued to inform, engage, mobilize and advocate for plant health. This paper summarizes key progress on communications and knowledge management and on the International Day of Plant Health (IDPH) 2025.

Focus on results

- [2] **Strategic communications:** In 2025, communications **focused on creating more meaningful content, targeted distribution and measuring impact**. The secretariat produced more content on outcomes, results, thought pieces and feature stories on phytosanitary issues and innovation in plant protection.
- [3] **Strategic distribution:** To strategically disseminate content to the right target audiences, mailing lists were segregated so recipients receive news and stories if they're not subscribed to the IPPC website or follow IPPC on social media.
- [4] **Analytics:** The secretariat set the baseline of communications reach and impact, measuring **web and social media analytics**, and deriving insights on audiences' engagement and the types of information they engage with. These are summarized in the succeeding sections of this paper.

International Day of Plant Health 2025

- [5] On 12 May 2025, the IPPC and FAO marked the third annual IDPH through a high-level hybrid event in El Salvador, as well as a global communications campaign, under the theme “**The importance of plant health in One Health**”. This was the first time that the high-level event was held outside of FAO headquarters to showcase country experiences and best practices in plant protection. The event, hosted by the International Regional Organization for Plant and Animal Health (OIRSA) in San Salvador, was opened by FAO Director-General QU Dongyu (via video message), highlighting FAO's 80th anniversary in parallel with IPPC's long-standing work on plant protection.

[6] Key outcomes from IDPH 2025:

- **1+ billion impressions** on IDPH content (number of times IDPH content was displayed online)
- **187+ million** online users reached (number of unique individuals who saw IDPH content)
- **1 300 virtual participants** and livestream views
- **45 media outlets** covered IDPH around the world
- **1000+ views** of new video on plant health and One Health during its launch
- **60+ countries** celebrated and organized an IDPH event

[7] At the FAO headquarters, celebrations were marked through branding and visibility collaterals (See Appendix 1 for photos). Digital assets, i.e. posters, banners and merchandise were branded and distributed through the official [IDPH website](#) and the [FAO Digital Media Hub](#), [Trello](#) board, and cross-posted on external partner websites including the [EPPO Platform on Communication Material](#) for wider dissemination.

[8] A video summary of IDPH 2025 in El Salvador courtesy of OIRSA can be viewed [here](#).

IDPH multi-year planning

[9] With the success of IDPH 2025 through the OIRSA partnership, the IPPC Secretariat proposed in October to the CPM Bureau and the Strategic Planning Group (SPG) a multi-year planning approach in organizing future IDPH, by rotating the hosting among NPPOs or RPPOs. This would allow more long-term planning to create greater impact of the high-level event and the global campaign. Following the Bureau and the SPG's recommendation, the secretariat sent out a Call for Proposals on 12 November to host the event. The Call included the Terms of Reference and roles and responsibilities of the host country. The deadline for submission was 20 December 2025.

[10] At the time of writing this paper, the secretariat awaits all proposals which would then be reviewed, and a host would be selected through Bureau e-decision.

Branding and visibility

[11] **CPM-19 at the FAO headquarters:** Design and branding for the Plenary Hall and key FAO spaces were created, where more than 300 delegates from over 130 IPPC contracting parties attended the annual session. As with CPM-18 in 2024, branding and visibility helped raise awareness on the CPM's importance and IPPC's linkages to FAO's workstream in plant protection (see Appendix 1 for photos and [here](#)).

[12] **FAO Global Exhibition: From Seeds to Foods:** The IPPC participated on 10-13 October in the exhibition held in Rome, with over 10 000 visitors, raising IPPC's visibility and directly demonstrating the IPPC's role in the agricultural value chain both to a professional audience and the wider public. The IPPC featured innovation in plant protection including virtual reality simulation of pest management through platforms developed by OIRSA. The secretariat also showcased the sniffer dogs that were trained to detect *Xylella fastidiosa*, in collaboration with the *Ente Nazionale della Cinofilia Italiana* (ENCI) (see photos [here](#)).

Analytics: Measuring reach and impact

[13] **What users are reading on the IPP:** Audiences' topics of interest varied during the year based on viewership of the IPP, including the IPPC Regional Workshops, partnerships, sea containers, One Health and climate change. Significantly, users continued to search for the IPPC Wood Packaging guide in 2025, with more than 1 500 users viewing the related news published in 2023 (see Appendix 2. IPP readership).

- [14] **Newsletter subscription:** increased by 65 percent in 2025 (**41 525** subscribers) compared with 2024 (**26 680**), marking significant and sustained interest in IPPC and plant health updates. The average number of new subscribers per month was slightly higher in 2025 (133) compared to 2024 (126) (see Appendix 3. Newsletter subscription).

Social media reach

- [15] **Continuous growth** was seen in total outreach, engagement, and new following across X, Facebook and LinkedIn, usually peaking around CPM-19 and during the International Day of Plant Health (IDPH) in April and May 2025, respectively (see Appendix 4. Social media reach).
- [16] **Key statistics** (X, Facebook and LinkedIn):
- **774 871** – Total outreach (impressions and views)
 - **28 767** – Total engagements (Engagements + Interactions)
 - **4 671** – Total number of new followers
- [17] The secretariat produced **more visual content/graphics** and **reels**, which, compared with other formats, showed higher engagement rates, stronger reach and consistent interactions on key posts and event-related updates particularly on Facebook and LinkedIn.
- [18] **Event-related posts** were the top posts on X, including coverage of CPM, IDPH, IC and SC meetings, webinars and APP trainings, in addition to short video reels.
- [19] In September, the secretariat migrated its LinkedIn account **from a closed group to a public page** resulting in **significantly more followers (1 762 since going public** vs. an average of 240 monthly active members). It also boosted exposure to IPPC messages – particularly the IPPC climate change webinar held in October, the World Food Day and the Call for Proposals to host IDPH 2026 – posts which earned upwards of **22 000 impressions per post** (the number of times each content was played or displayed), compared to the monthly average of 4 000 impressions per post in the closed group.

IPPC publications uptake

- [20] Below are the IPPC publications released from Jan-Nov 2025. The figures serve as a baseline¹ over the next years to show trends in the uptake over time. It should be noted that the number of views and downloads and Altmetric attention of some publications increase over time. The figures below were recorded on 30 November 2025.

¹ All data are provided by the FAO Office of Corporate Communications through the doi page or permalink of each publication (to view, click on any publication link in the table). An Altmetric badge is assigned by OCC to each publication according to the classification under the FAO Publications policy.

Table 1. IPPC publications released in 2025.

Title	No. of views	No. of downloads	Altmetric attention (no. of citations in other references)
IPPC Annual Report 2024	799	647	n/a
Préparation aux situations d'urgence	144	70	1
IPPC Procedure manual for implementation and capacity development	138	105	3
Directrices para la prevención, la preparación y la respuesta frente a Fusarium Raza 4 Tropical (R4T) de las musáceas (plátanos y bananos)	135	100	3
Assessing and advancing phytosanitary capabilities in targeted countries in eastern and southern Africa: a pathway to resilient agriculture			
Study report	127	64	5
Brochure/factsheet	93	53	n/a
Commerce électronique	24	12	3
The IPPC Plant Health Campus, poster	3	11	n/a
Évaluer et renforcer les capacités phytosanitaires dans certains pays d'Afrique orientale et australe pour promouvoir une agriculture résiliente	87	40	n/a
Guide sur la participation à la Commission des mesures phytosanitaires de la Convention internationale pour la protection des végétaux	89	42	n/a
Phytosanitary systems and agricultural development: modelling the impact of phytosanitary capacity evaluations in Africa	270	131	n/a
Guidance on how to integrate gender and youth in phytosanitary capacity evaluations	210	105	n/a
Guía para participar en la Comisión de Medidas Fitosanitarias de la Convención Internacional de Protección Fitosanitaria	34	23	n/a
Systèmes phytosanitaires et développement agricole: modélisation de l'impact des évaluations des capacités phytosanitaires en Afrique	5	0	n/a

Media coverage

- [21] In 2025, IPPC appeared in around 90 media outlets and relevant websites worldwide, covering various events like the IDPH, APP and PCE trainings and the Systems Approach workshop. The full list of media coverage and links can be accessed here: [IPPC in the news](#).

Recommendations

- [22] The CPM is invited to:
- (1) *note* the update on IPPC Secretariat communications activities including the IDPH;
 - (2) *consider* ideas and any potential host for IDPH 2027 (theme to be determined);
 - (3) *encourage* IPPC contracting parties (CPs) and RPPOs to use the IPPC Investment Prospectus brochures for resource mobilization for the development agenda items of the IPPC 2020-2030 Strategic Framework (link [here](#), click on the box “Resource Mobilization Materials”);
 - (4) *encourage* CPs and RPPOs to tag IPPC in their official X, Facebook and LinkedIn posts; and
 - (5) *encourage* CPs and RPPOs to submit success stories to the IPPC Secretariat for consideration to be featured on the IPPC website and social media platforms.

Appendix 1: Photos

1. FAO Director-General QU Dongyu opened the IDPH 2025 in El Salvador via video message.



2. IDPH participatory painting at the FAO headquarters and more celebrations



3. CPM-19 branded Plenary Hall at FAO headquarters



4. (Left) **FAO Exhibition: From Seeds to Foods:** Virtual reality simulation in pest management developed by OIRSA. (Right) **FAO Director-General Qu Dongyu** visits the exhibition on sniffer dogs trained to detect *Xylella fastidiosa* in olive trees.

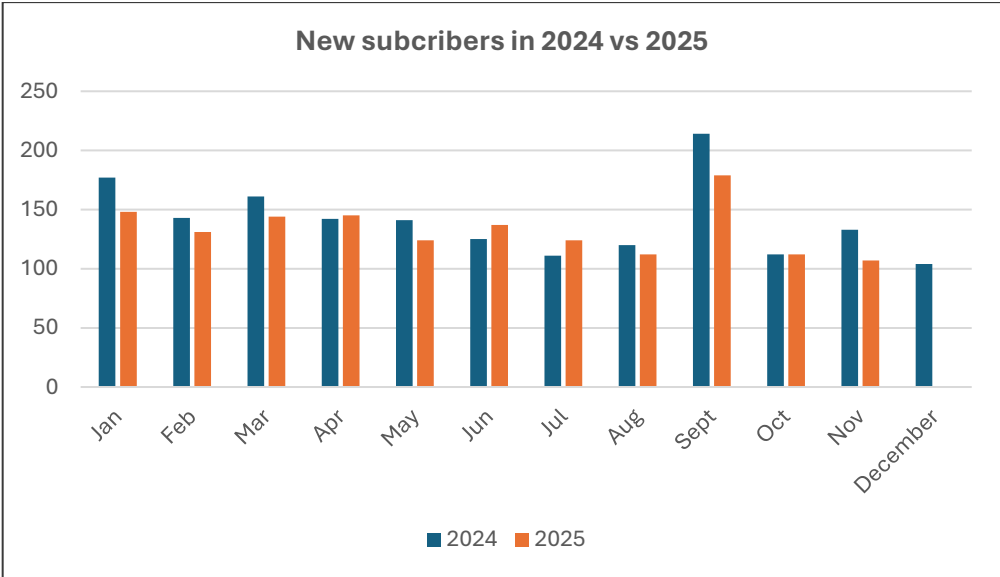
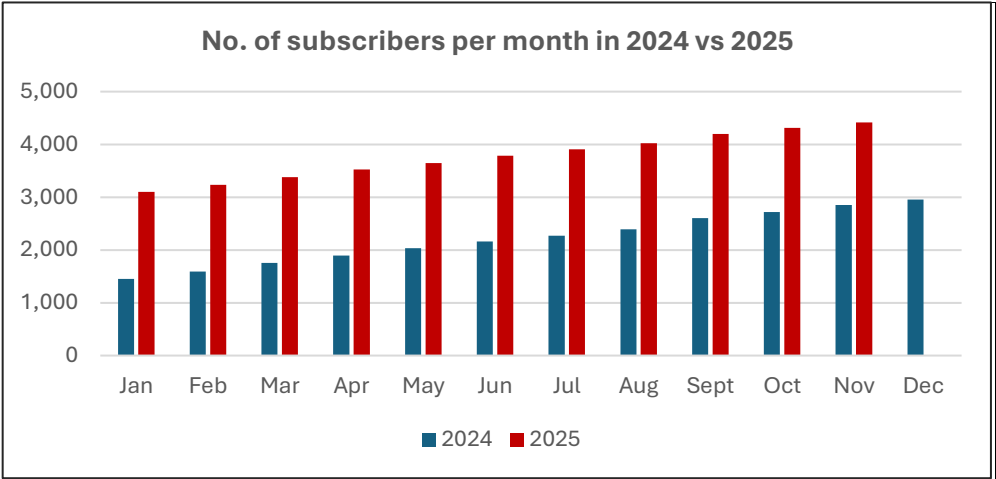


Appendix 2. IPP readership

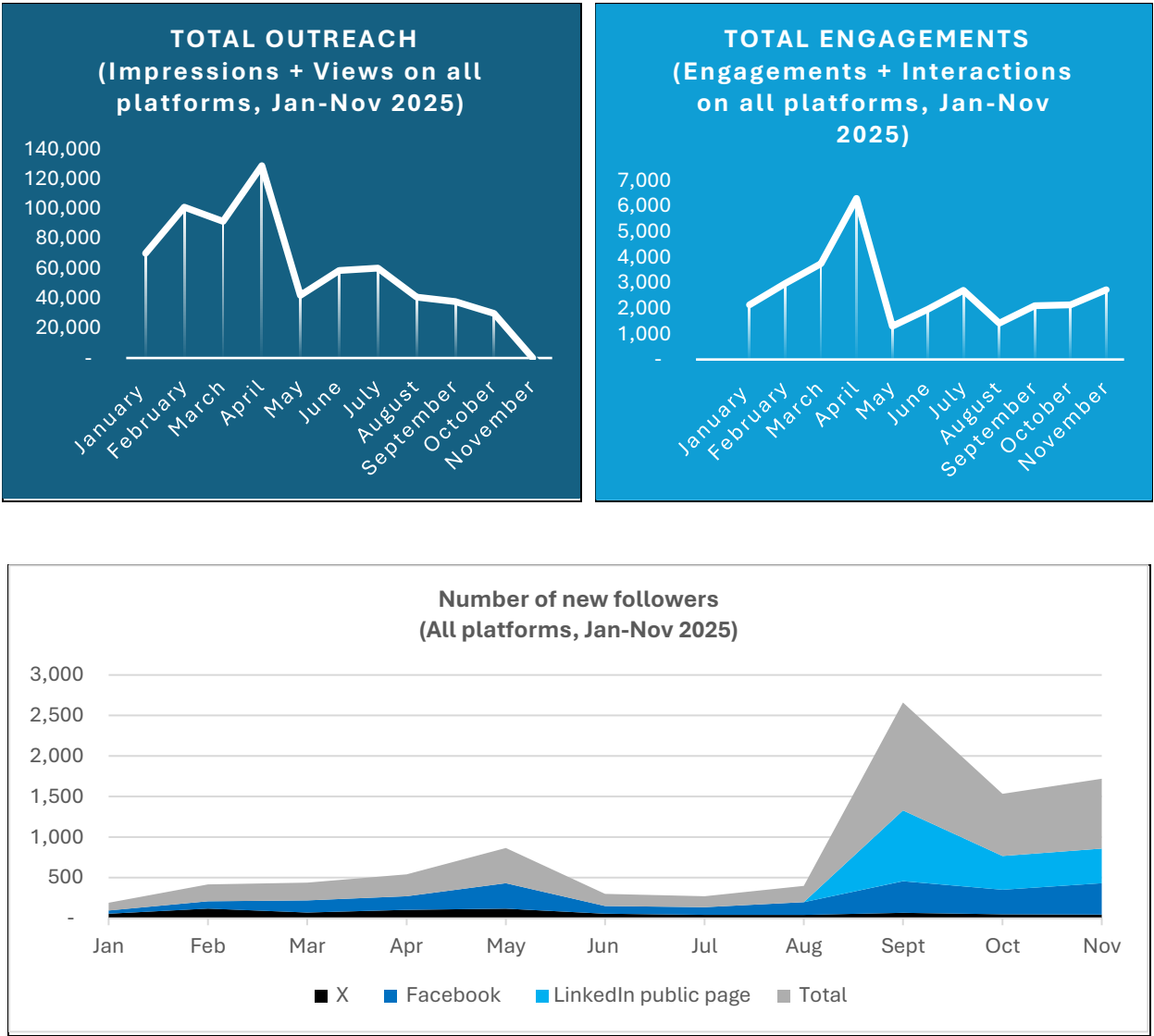
Most viewed news and stories (English) (Jan-Nov 2025)	No. of views
Plant health standards, e-commerce, ePhyto, and international cooperation among key topics at IPPC regional workshops	370
IPPC Secretariat and EFSA Strengthen Collaboration on Global Plant Health - International Plant Protection Convention	346
Chile and Argentina: IPPC beefs up support to better manage pest risks associated with sea containers - International Plant Protection Convention	345
Healthy plants, healthy planet: The key to One Health success	320
CPM Focus Group on Climate Change concludes its first face-to-face meeting in Brazil - International Plant Protection Convention	296

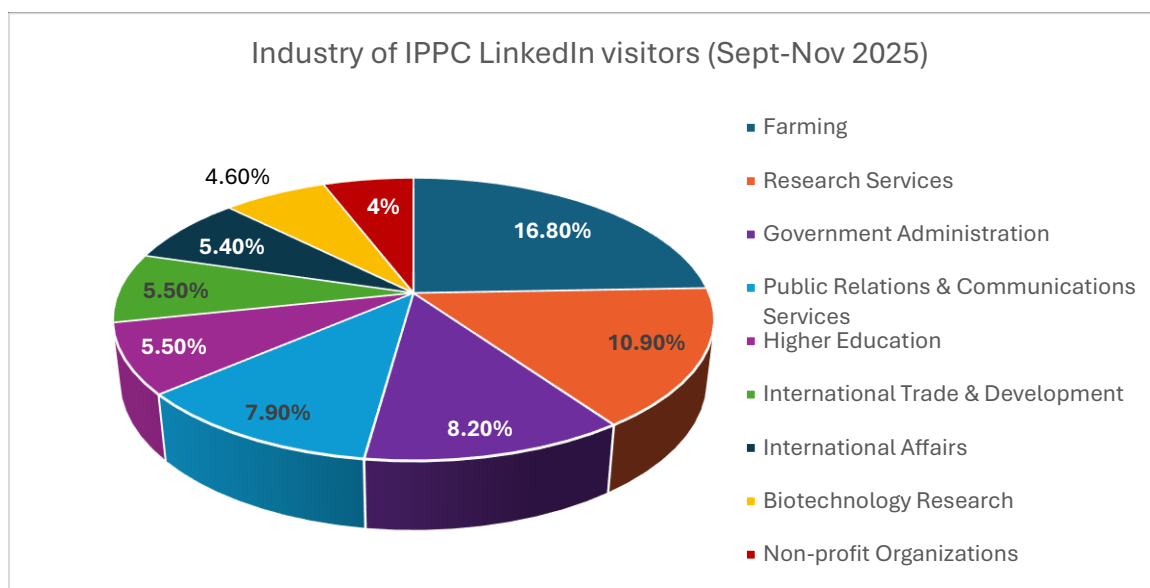
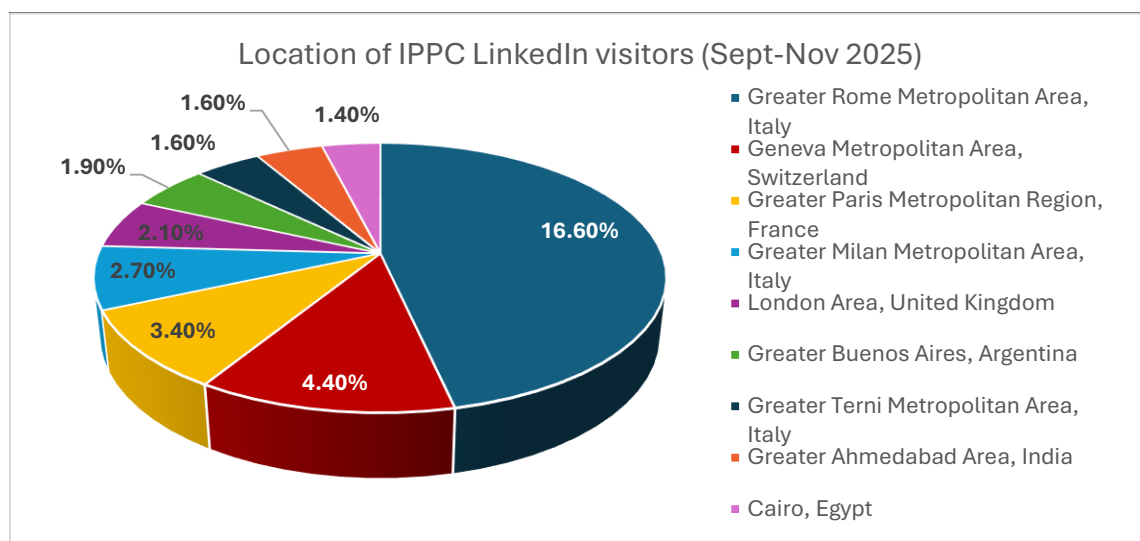
Most viewed news and stories (all years, (English)	No. of views in 2025
IPPC publishes new guide on wood packaging material	1 537
Chile and Argentina: IPPC beefs up support to better manage pest risks associated with sea containers	370
Kenya receives tablet computers, trains plant health inspectors in digital pest surveillance	345
Plant health standards, e-commerce, ePhyto, and international cooperation among key topics at IPPC regional workshops	345
Healthy plants, healthy planet: The key to One Health success	320

Appendix 3: Newsletter subscription



Appendix 4: Social media reach





Most viewed Facebook posts

91 647 views	80 293 views	58 049 views
IPPC Plant Health Campus launch 51 655 views	40 658 views	38 622 views

Most viewed LinkedIn posts

**September to November 2025 in the public page*



IC meeting wrap-up
25 373 impressions



New publication
22 541 impressions



IPPC Regional Workshop in NENA
22 540 impressions