

International Day of Plant Health, 12 May

Theme: Biosecurity for Food Security

TERMS OF REFERENCE FOR HOSTING THE HIGH-LEVEL EVENT

Deadline of proposal submission: 20 December 2025

These Terms of Reference (TOR) serve as a guide for the host country or organization that would like to host the high-level event marking the International Day of Plant Health (IDPH) on **12 May 2026**.

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I. Background

The International Day of Plant Health (IDPH), designated on 12 May every year, was adopted at the United Nations General Assembly in 2022 to raise global awareness on how protecting plant health can help end hunger, reduce poverty, protect biodiversity and the environment, and boost economic development. The Day is a key legacy of the [International Year of Plant Health 2020](#). The Food and Agriculture Organization of the United Nations (FAO) and the International Plant Protection Convention (IPPC) lead this International Day of Observance every year to highlight how all stakeholders, i.e. policy and decision-makers, national and regional plant protection organizations, partners, donors, academia, media and the public have a role to play in protecting plant health.

The opportunity to host this important Day helps highlight the country or NPPO's / RPPO's or the organization's plant health initiatives on the global stage, boosts the country's national campaign on plant health, and strengthens public trust.

II. Objectives of IDPH

1. Raise public awareness on the importance of plant health to food security, environmental protection and safe trade;
2. Mobilize the public towards ownership and action to protect plant health; and
3. Advocate for support from policy- and decision-makers to invest in plant health initiatives, policies and innovation.

III. Format

1. **High-level event (hybrid)** – held on 12 May, this is a plenary format led by the senior management of FAO, IPPC and the host country. It serves as an **advocacy platform** for governments and partners to put plant health higher in their agenda, invest in initiatives and policies that support plant health, and foster international collaboration. The event is hybrid, i.e. in-person and via Zoom to include virtual participants from around the world, and live webcast.
 - 1.1. **Duration:** 2 hours; held in English with simultaneous interpretation in the other FAO languages (Arabic, Chinese, French, Spanish and Russian).
 - 1.2. **SEGMENT 1: Opening and keynote speeches (30 minutes, hybrid: in-person, via Zoom and live webcast)** – led by the Moderator (FAO/IPPC) who opens the event, introduces speakers and wraps up the event. Speakers include:
 1. FAO Director-General or Deputy Director-General
 2. President or Minister of agriculture of the host country
 3. Head of host organization
 4. FAO Regional Representative
 5. FAO Country Representative
 6. Citizen advocate, celebrity or influencer (see Section V below for details)
 7. Representative of local media (e.g. influential news anchor)

Note: Geographical and gender balance among keynote speakers and presenters are strongly encouraged.

- 1.3. **SEGMENT 2: Talk-show setup (1.5 hours)** – after the speeches, the Moderator opens a lively talk-show type of conversation with guest speakers by asking questions around the IDPH theme “Biosecurity for Food Security”, and speakers share their view. Towards the end, the Moderator takes 2-3 questions from the audience in the room and from virtual participants, wherein any of the speakers may respond. IPPC and the host country/organization will collaborate to develop the Moderator’s Notes (script) including the questions and speakers’ responses. For example, see the format during the FAO World Food Forum here: [#WorldFoodDay 2025 – FoodS Futures: Conversations for a Better World](#). When this segment ends, the Zoom meeting and live webcast also end.



- 1.4. **Complementary activity** – this immediately follows the high-level event, i.e. field visit, activity with youth or schoolchildren, tree planting, etc. and attended by guest speakers and the host organization and normally takes half a day.
- 1.5. **Venue** - meeting/conference room/hall (host organization's own or rented venue, e.g. hotel conference room), with a stage set up for a talk show, and seating for in-person audience. Room capacity will depend on how many in-person participants the host country intends to invite. The venue must be indoors to accommodate the audio-visual setup for Zoom and the live webcast.

The potential host country/organization is invited to organize the high-level event and a complementary activity and fulfill the administrative, logistical and financial requirements.

2. **Global communications campaign** – geared mainly towards the public, media and the non-scientific community, it aims to raise global awareness on plant health in general and **to inspire individual ownership and action** towards plant protection. The campaign is led and implemented by FAO and IPPC. The host country or organization may organize a communications campaign at their own cost, but it is not mandatory to include it in their proposal.

IV. Administrative and logistical requirements

Guidelines for the host country and FAO/IPPC's role in the organizing process.

Host country/organization	FAO/IPPC
<i>Please assign:</i> 1. Primary contact person 2. Event focal point/Lead 3. Admin and logistics support 4. Audiovisual/Tech support	<i>Organizing Team:</i> 1. IPPC Secretary 2. Event Lead 3. Communications and Event support 4. Admin and logistics <i>Regional and in-country support:</i> FAO Regional Office and FAO Country Office
Overall planning and execution	
The host country/organization and the IPPC will conduct regular coordination meetings and address issues in the overall planning and execution of the event.	



Host country/organization	FAO/IPPC
- Organize the high-level event including all administrative, logistical, financial and communication requirements. - Prepare and organize a complementary activity following the high-level event; Coordinate admin and logistics, i.e. local transportation, food, permits, etc.	- Provide overall guidance and support to host country/organization. - Collaborate with the host country to develop the agenda, identify and finalize the line-up of guest speakers, develop the Moderator's notes (script) for the talk-show/conversation segment of the event. - Book and send official invitations to speakers, ministers and other high-level officials
Travels	
As needed or upon request of non-FAO speakers who are in country or in the region, organize and pay for travel arrangements and/or local transportation.	Organize and pay for travel arrangements for FAO and IPPC delegation from Rome and the FAO Regional Representative.
Logistics	
- Book the venue including the required stage setup. - Disseminate and manage Zoom registration – a Zoom professional account for virtual participants is required that allows a minimum of 1000 online participants. - Ensure availability of audio-visual equipment for virtual participation and live webcast (through the host organization's official platforms, e.g. official website or YouTube) (See Annex 1 for list of equipment and setup). - Participate in the audiovisual dry run to test all equipment are working and address any challenges before the event.	- Provide guidance and support for the audio-visual setup and live webcast. - Collaborate with the host country/organization to develop the Moderator's notes (script). - Coordinate a virtual dry run with host country and FAO interpreters. - Provide FAO interpreters in six languages (remote).



Host country/organization	FAO/IPPC
During the event	
• Manage Zoom – Q&A, moderator queries, etc. • Ensure all equipment are working (in-person tech support is required on site, including ensuring online security). • Provide a professional photographer to document the event (with support and guidance from FAO Photo Desk to ensure the photos are saved in the FAO Digital Media Hub, including potentially useful stock images from the field).	• Support the host country in managing Zoom call remotely. • Moderate the event. • Manage interpretation services. • Provide guidance and FAO guidelines to the photographer.
Promotions	
• Send invitations to in-person audiences, partners, students, media and other interested participants. • Promote the event on the organization's website (web banner, news, announcement or others), and on official social media platforms. Co-branding will be required, and the host will liaise with FAO/IPPC to ensure effective co-branding. • Print and set up banners and other branding collaterals for the venue. • Distribute press release. • Optional: Produce a recap video of the high-level event and complementary activity (1-2 minutes) for social media promotion.	• Send save-the-date emails and social media cards for early promotion. • Develop and provide branding guidelines, digital assets and promotional materials: TV screen background, customized PowerPoint templates, banners (digital files), social media cards, translated IDPH promotional video, etc. • Develop and publish press release • Liaise with FAO Regional and country offices for promotions including media interviews.
After the event	
• Provide a summary report with the following: ○ Number of attendees (in-person and virtual) and countries where they're from ○ List of media coverage (national and regional) ○ Summary of social media reach	• Compile and share overall analytics: web visits, social media reach, online reach, media coverage

V. National or regional influencers

National or regional influencers help amplify key messages that will spur individual action, generate greater public engagement and create more impact. Submitters are invited to recommend 2-3 potential citizen advocates, influencers or celebrities who could be the voice of IDPH, considering the following criteria:

1. Individuals with a positive public profile and active engagement on social or traditional media;
2. People who have shown a genuine commitment to social good (through advocacy, mentoring, or support for environmental or rural initiatives); and
3. Influential voices who can connect with youth and communicate technical or policy ideas in an accessible and inspiring way.

See for example profiles of [Plant Health Advocates of the International Year of Plant Health 2020](#) and the [FAO Food Heroes](#) who supported the FAO World Food Forum in October 2025.

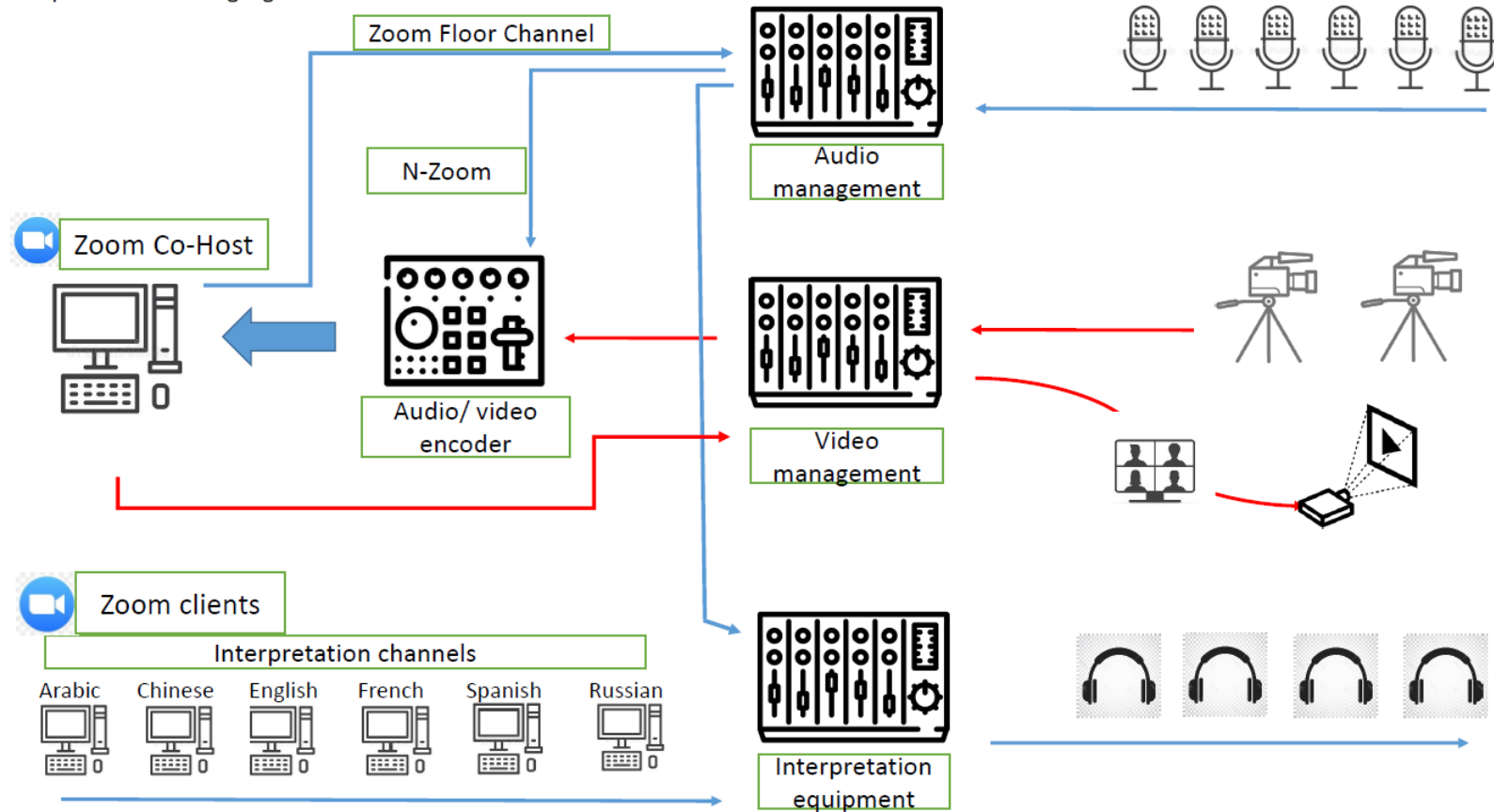
VI. Submission of proposal

The proposal must include the following and submitted at the latest by **20 December 2025**.

1. Primary contact person: Name, title, primary email address, alternate email address
2. Rationale
3. Location (complete venue address)
4. Proposed complementary activity (please provide as many details as possible)
 - Description of activity/ies
 - Location (if different from the high-level event venue)
 - Transportation required (Y/N) and duration of travel
 - Other considerations (e.g. security situation, comfortable clothing for field visit, etc.)
5. Proposed news anchor or media personality to be part of the panel
6. Proposed influencers or celebrities
 - Brief profile: Name, age, location, profession (or indicate if student), advocacies or interests, link to bio, other useful links, e.g. official website, articles
 - Include number of followers on TikTok, Instagram, X, Facebook or other social media
 - Language(s) spoken
7. Proposals must be emailed by **20 December 2025**, with the subject line **IDPH 2026 Proposal [Country name/Organization name]** to IDPH@fao.org, with copy to Mutya.frio@fao.org. For any inquiries, emails must be sent to these same addresses.

Annex 1. Audiovisual setup

Interpretation in all languages



LIST OF EQUIPMENT – Interpretation in all languages

Zoom Connection

7 PCs with sound cards to be connected as client to Zoom with high-speed Ethernet cables:

- 1 PC to be configured as Zoom co-host will transmit audio and video from the meeting room and receive the floor language from the Zoom audio channels.
Audio and video signals should be transmitted to the PC using adequate cards and equipment. Audio from the floor Zoom should be transmitted in the room.
- 6 PCs configured as Zoom clients will receive from Zoom the 6 interpretation Channels.

Audio Equipment

Microphones:

- One table microphone per seat for the podium connected to a speaker system in the room and to the interpretation system for the earphone receivers.
- Wireless microphones for interventions from the floor.

Earphones:

Earphones connected to a receiver with a selector to be able to switch between 7 channels (floor + 6 languages) should be provided to all participants.