



# International Plant Protection Convention Communications Strategy 2022-2030

## EXECUTIVE SUMMARY

The International Plant Protection Convention (IPPC) Communications Strategy 2022-2030 serves as a roadmap for the IPPC Secretariat and its primary stakeholders.

It is designed for the strategic planning of communication approaches and activities and supports achievement of the strategic objectives in the [IPPC Strategic Framework 2020-2030](#).

## Communication objectives



### Mobilize and engage

Establish a structure for collaboration and engagement with NPPOs, RPPOs, IPPC external partners (industry, academia and international organizations) and relevant FAO regional offices.



### Inform

Raise global awareness of the importance and impacts of protecting plant health and plant resources.



### Advocate

Create an enabling environment for stakeholders to support the achievement of the IPPC Strategic Objectives.

## Value proposition

- ◆ The IPPC is the sole Convention that promotes the protection of plants and plant resources from plant pests.
- ◆ The IPPC is the only Convention on plant health that convenes organizations around the world and is recognized by the World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement).
- ◆ The IPPC develops and facilitates implementation of the International Standards for Phytosanitary Measures (ISPMs). These standards support countries in reducing pest spread and minimize the impact of plant pests.
- ◆ FAO, as the convener of the IPPC, gives the IPPC Secretariat the leverage to develop and implement innovative tools and approaches in plant protection.

## Stakeholders and audiences

### Primary

- ▶ IPPC contracting parties
- ▶ National and regional plant protection organizations (NPPOs, RPPOs)
- ▶ Donors
- ▶ IPPC external partners (industry, academia, international organizations)

### Secondary

- ▶ Industry actors (traders, industry and agribusiness associations, plant and plant product producers and exporters)
- ▶ Shipping and freight companies
- ▶ Postal services
- ▶ E-commerce service providers
- ▶ Academia and research institutions
- ▶ Government bodies, policy- and decision-makers
- ▶ Relevant international organizations (World Trade Organization, Codex Alimentarius, World Organisation for Animal Health)
- ▶ Civil society/general public
- ▶ Media
- ▶ Farmers (smallholder farmers and corporations)

## Key messages

1. Keeping plants healthy is fundamental to achieving the UN Sustainable Development Goals (SDGs).
2. Keeping plants healthy helps protect the environment.
3. Keeping plants healthy helps adapt to the devastating impacts of climate change.
4. The introduction and spread of plant pests can be prevented through safe trade of plants, plant products and regulated articles.
5. Invest in plant health capacity development, research and outreach.
6. Strengthen pest monitoring and early warning and response systems to protect plants and plant health.
7. Invest in plant health programmes and initiatives to protect lives, livelihoods, the environment and economies.

## Channels

### 1. Digital opportunities

- a. International Phytosanitary Portal (IPP) – offers a wide range of phytosanitary resources
- b. IPPC social media – new content to keep stakeholders informed and engaged
- c. Direct (e-)mail – personalized emails to individual stakeholders
- d. Blogs, think pieces – to boost the IPPC community's credibility as thought leader in the plant health sector
- e. IPPC monthly newsletter – to keep stakeholders informed

### 2. Media

- Top-tier/mainstream media and specialist media (scientific journals and trade publications)

### 3. Key events

- e.g. CPM annual sessions, IPPC-RPPO annual regional workshops on ISPMs, International Day of Plant Health, International Food Day, etc.

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