



Food and Agriculture  
Organization of the  
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International  
Plant Protection  
Convention

## **REPORT**

# **IPPC IYPH Steering Committee Meeting**

**Rome, Italy  
8-10 November 2017**

**IPPC Secretariat**

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## 1. Opening of the Meeting

- [1] Mr Ralf LOPIAN (Finland), the Chairperson of the International Year of Plant Health Steering Committee (hereinafter “IYPH StC”), opened the third IYPH StC meeting welcoming all participants to Rome.
- [2] Mr Shoki AL-DOBAI, IPPC Integration and Support Team Leader, welcomed participants on behalf of the IPPC Secretariat and congratulated the IYPH StC members on their proactive work during the first two meetings. He reminded the steps taken so far by the IYPH StC in view of the IYPH proclamation, and acknowledged the generous contributions of Ireland, the Republic of Korea, the United States of America / North American Plant Protection Organization (NAPPO), and the International Seed Federation towards securing the IYPH proclamation. He thought that while all participants were well aware of the importance of plant health for food security, environmental protection and trade facilitation, there is a need to increase public and decision makers’ awareness on this topic at all levels. He also recalled that communications, outreach and partnerships activities are essential for the success of international years, and therefore the participation by relevant FAO offices and partners to support and guide the IPPC Secretariat and the IYPH StC work was very welcome. He concluded by stressing the need for additional extra-budgetary resources, stronger collaboration of stakeholders and an enhanced collective collaboration to implement the future IYPH programme.
- [3] Ms Marcela VILLARREAL, Director of the Partnerships and South-South Cooperation Division at FAO, welcomed IYPH StC members on behalf of the FAO division in charge of organizing and managing international years. She noted that previous international years organized by FAO, including those on family farming (2014), soil (2015), and pulses (2016) had been extremely successful. She informed that once the United Nations General Assembly (UNGA) will have proclaimed IYPH, the UN will designate FAO to organize it, and FAO would subsequently create a steering committee, with one member state chosen by each of the seven FAO regions and representing them, and other stakeholders, including civil society, producers’ organizations, and private sector. She advised that civil society was essential to secure and successfully implement the International Year of Soils, while private sector was key in funding and organizing relevant activities for the International Year of Pulses. She further recalled the importance to raise extra-budgetary resources, and to involve academia, research organizations and other UN agencies.
- [4] Ms VILLARREAL advised that each member of the steering committee should be able to engage vast amount of other stakeholders for the year to be a success, and that steering committees are usually established a year ahead of international years, with one year of intense preparations. She recalled that a multi-donor trust fund must be established well in advance, with contributions following UN policies and due diligence process. She informed that the launch of the year is a little earlier than the year itself (e.g. for the international year of pulses it was 11 November; for soil it was 5 December), and that launches usually happen in Rome, at times also in New York. She notified that the FAO Director-General appoints special ambassadors (e.g. farmer organizations for family farming, two global ambassadors for soil, of technical nature, chefs and TV personalities for pulses), and that these should be people close to the subject and good communicators. She advised that proposals for special ambassadors can be sent to the FAO Office of the Director-General.
- [5] She further reminded that an action plan should be developed by the steering committee in consultation with all different constituencies, suggesting that by the time that the year is launched, there is already a very solid base, including planned activities like research symposia, general activities engaging the public, and targeted activities for specific stakeholders. She suggested that the active role and support of OCC has been essential, both to develop materials and target relevant audiences. She noted that FAO acts as secretariat for international years, calling experts to advice on technical contents for materials and activities. She further highlighted that once the year ends, the legacy of the year comes up (e.g. through the production of the legacy document, or online platform in the case of family farming).
- [6] Ms VILLARREAL confirmed that the new steering committee which will be established by FAO after the IYPH proclamation will be based on the current one, also building on the experience and work plan

being developed by the IYPH StC. She suggested to involve more stakeholders like farmers organizations, civil society, and private sector, offering the DPS advise to reach them out. She concluded that the impact of international years depend on allocated budgets, and the target of one million is a good one that can contribute to the success of the year, but she did not exclude the possibility to aim at a higher target.

[7] Ms Clara VELEZ FRAGA, Director of the FAO Office for Corporate Communication (OCC), Outreach and Promotion Branch, also welcomed participants, and clarified that the role of OCC is to support the DPS and the technical units in the successful delivery of international years. She suggested that FAO considers international years as an opportunity to create awareness on global issues, to target large audiences and change perception on the issues discussed. She highlighted that global issues having an impact on our daily life become of interest to the public even if not specialized, mentioning the success of the FAO outreach activities at the 2015 Milan EXPO. She also advised that early preparation is essential for international years, and that a large group of partners must be ready to work, with all active. For the World Food Day (WFD), she explained, FAO takes the annually relevant technical message and translates it into something that can be sold to large audiences. She stressed that it is important to create technical content with non-technical language. She also explained that it is important to create practical and down to earth stories on how plant pests affect people's lives.

[8] She also shared the World Food Day Communications handbook as a good practice and suggested that such a communications handbook should be prepared once the IYPH StC defines a communications strategy and plan. She offered that OCC could translate ideas into communication objectives and products. From the media point of view, she advised to focus on few big events that can contribute to a global outreach and can be re-used by other media groups. She informed that for WFD 2017, FAO produced a communications package, which was picked up by huge TV networks, and that OCC is also responsible for the website and logo for international years. She recommended to develop contents for young audiences, which helps reaching out larger audiences than just youth (e.g. teachers, parents, schools, academia). She suggested to consider using pro-bono services (e.g. free institutional advertising of cities), and that more generally while funding is essential, in-kind contributions should also exploited.

[9] Ms VELEZ FRAGA informed that a logo competition could be launched through OCC, although the experience of family farming was not very successful. She also informed that a slogan should be presented to the FAO Director-General for approval, with several options. She suggested to work with preliminary IPPC branding from now until the proclamation, and work on the IYPH logo afterwards. Ms VELEZ FRAGA concluded that the OCC will be responsible for IYPH communication activities once the year is proclaimed in order to ensure the high standards of FAO because reputation is the most important asset for UN communications. Consequently, the IYPH StC Chairperson invited an OCC representative to attend the next meetings, and this was well received.

[10] Mr Michael Keller, Secretary General of the International Seed Federation (ISF), took the floor in representation of the seed industry at the global level. He informed that ISF has 62 member national associations, and it is actively collaborating with FAO and the IPPC in their mission to achieve healthy plants, which also means healthy seeds. He reminded that ISF contributed financially to the IYPH in 2017, and offered his further collaboration to promote IYPH and implement relevant activities, mentioning the World Seed Congress as a possible outreach opportunity (through a booth or side event).

## **2. Meeting arrangements**

[11] The IYPH StC amended and adopted the Agenda (Appendix 1).

[12] The IYPH StC welcomed and accepted the offer of Mr Lucien KOUAME KONAN (Cote d'Ivoire) to serve as Rapporteur.

### 3. Administrative Matters

- [13] The IYPH StC noted the documents list, the participants list (Appendix 2), and the local information document<sup>1</sup>.
- [14] The membership list<sup>2</sup> was also noted, and if applicable, notification of a new member in the North American region would be presented to CPM-13 (2018). Stephanie BLOEM (NAPPO) informed that at the TC-RPPOs Regional Plant Protection Organizations decided that regional representatives would rotate, and subsequently the present meeting would be the last one attended by NAPPO, while EPPO would join the next meeting. The IYPH StC noted that African member and alternate could not be present, and urged for an African representative to attend the next meeting, for which invitations will be sent in advance.

### 4. Status of IYPH proclamation

- [15] The Chairperson reported one major development since the last meeting of the IYPH StC, namely the endorsement of the IYPH resolution by the 40th Session of the FAO Conference (3-8 July 2017), in Rome. He also informed that before the discussion of the IYPH agenda item at the FAO Conference, Finland and the IPPC Secretariat had organized an evening reception to support the proclamation, at the presence of HE the Minister of Agriculture of Ireland, the FAO Assistant Director General, the Finnish Deputy-Ambassador to UN Agencies in Rome, the IPPC Secretary, and the IYPH StC Chairperson. The reception was very well attended and successful and persuaded national delegates of the importance of the IYPH proclamation.
- [16] He also informed that, following the FAO Conference, the FAO Director General sent a letter to the UN Secretary-General to request that the draft IYPH resolution would be discussed at the 72<sup>nd</sup> Session of the United Nations General Assembly (UNGA).
- [17] Following discussions with the Finnish Ministry of Foreign Affairs and the FAO Liaison Office in New York, it was decided that a draft resolution would be tabled at the 73<sup>rd</sup> Session of the UNGA in its Second Committee in 2018. The resolution will be prepared by summer 2018, with the intention to secure its approval by the closing of the Second Committee (end of November 2018).
- [18] He informed of the need to have a number of developing countries openly supporting and co-sponsoring the proclamation of the year, and recalled IYPH StC members to contact their governments to request this support or co-sponsoring.
- [19] The Chairperson reminded that international years to be approved by UNGA, they should be funded through extra-budgetary resources, and consequently he invited IYPH StC members, ISF and other partner organizations to be active in resource mobilization through soliciting the support of their relevant government authorities or relevant organizations to support the IYPH proclamation process and the IYPH funding.
- [20] The IPPC Secretariat recalled the actions needed to support the IYPH proclamation process, including awareness raising activities, like the presentation made at the recent Arab Congress of Plant Protection and the upcoming COP23 side event in Bonn. In this context one member informed the committee that at the 2017 TC-RPPOs several RPPOs from the America's had met and agreed to develop a general power point slide that all RPPO representatives may use to promote the IYPH in 2020 for presentations in all their meetings. In addition, the IPPC Secretariat informed that the CPM Bureau and SPG also discussed the issue to develop an IYPH messaging to support the IYPH proclamation process and funding. The IYPH StC noted that this links to the need to develop a slogan and a common message for all presentations, and to translate materials and the video into UN Official Languages.

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<sup>1</sup>[Link to Local information](#)

<sup>2</sup>[Link to Membership list](#)

[21] The IYPH StC believed that the public awareness activities to promote the proclamation process should be continued. It also thought to involve diverse organizations in supporting the proclamation process. In this regard, the IYPH StC noted that the IYPH will be promoted at the following events: COP23 side event on climate change impact on plant health on 12 November 2017 in Bonn (Germany); Concurrent session on international plant health at the International Conference on Plant Pathology in Boston (USA) in July 2018.

[22] The IYPH StC:

- (1) *Noted* the progress made towards the IYPH proclamation and relevant public awareness events organized in this regard.
- (2) *Pledged* to contact respective governments to support and possibly co-sponsor the IYPH resolution that will be presented at the UNGA in 2018.
- (3) *Welcomed* the offer of the ISF to brief its members and other stakeholders about the importance of IYPH and thus mustering stakeholder support for the IYPH.
- (4) *Agreed* to develop a Powerpoint slide to be used as a communication tool.

## **5. Follow-up actions arising from previous IPPC IYPH Steering Committee meetings**

[23] The IYPH StC reviewed the actions arising from the first and second IYPH StC meetings.<sup>3</sup> It noted that considerable progress has been made since the first and second meeting. It also identified a number of activities, primarily on financial matters, contacting, securing partners and programme development which need to be addressed in the near future.

[24] In order to facilitate the smooth working of the IYPH StC the group decided that an action list should be developed and presented for each meeting. IYPH StC also requested the IPPC Secretariat to make IYPH StC working papers available in Word version.

[25] The IYPH StC welcomed information that the IYPH advocacy document was translated into Arabic by the Near East Plant Protection Organization (NEPPO) and would be made available to the IPPC Secretariat for posting to the IYPH web page.

[26] The IYPH StC:

- (1) *Noted* that relevant progress had been made.
- (2) *Agreed* to develop an action list for each IYPH StC meeting, and to make IYPH StC working papers available in Word format.

## **6. IYPH Communication and Partnerships**

### **6.1 Review of Communications Work Plan**

[27] The IYPH StC discussed thoroughly the IYPH Communications Work Plan as revised by the IPPC Secretariat between the second and third IYPH StC meetings.

[28] The IPPC Secretariat explained that the plan had been modified to take into account input received by relevant stakeholders, to assign responsibilities and relevant resources, and to include communications objectives, target audience and the relevant outputs, including: 1) develop IYPH campaign material and events; 2) develop IYPH media presence; and 3) develop IYPH social media presence.

[29] FAO explained that the following elements should be clarified before implementing the plan: target audiences, what to communicate, and how to communicate it.

[30] The IYPH StC discussed the draft communication work plan in detail. A considerable part of the discussions focused on the financial estimations provided in the Secretariat draft. The original

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<sup>3</sup> [Report of First IYPH StC meeting](#) and [Report of Second IYPH StC meeting](#).



communication work plan, which had been discussed and agreed on at the 2<sup>nd</sup> meeting of the IYPH StC, had included detailed estimates about the cost of each individual communication activity. In the new work plan, however, the Secretariat had removed the estimations for detailed costs and replaced them with generic estimates for needed staff resources in the Secretariat. The IYPH StC considered that this approach is not helpful. Especially potential donors would very much like to know, and possibly decide, which activity they would like to support or sponsor. The IYPH StC believed that generic staff costs would also take not into account possibilities of donors to provide assistance in-kind. The IYPH StC consequently decided that the budget estimates for the activities in the communication work plan should not be based on generic staff cost estimates, but be reverted to actual costs including activity related specified costs for staff. The IYPH StC agreed that the budget estimates are not approved and should be discussed again at the next meeting of the group.

[31] The IYPH StC expressed appreciation for the revised plan, assigning responsibilities for the majority of expected activities, suggesting that budget allocation should be carefully considered, and that all materials should be reviewed by technical experts.

[32] The IYPH StC discussed a number of communication activities which could be undertaken within the next year. With regard to audio/visual communication the group believed that a new video about the IYPH should be produced. The video should be designed from the standpoint that the IYPH 2020 is approved by the UNGA. The group also thought the current web-site of the IYPH on the IPPC could be improved. With regard to the quarterly newsletter of the IYPH StC communication subgroup it was thought that this activity should now be undertaken and that submissions for the newsletter, short news articles, should be sent to the IPPC Secretariat and the communication subgroup by the end of December 2017 in order to enable the publication of the newsletter by the next CPM.

[33] With regard to the social media activities the IYPH StC thought that social media is becoming more and more important for communication activities. Social media presence is, however, a time intensive undertaking requiring sufficient resources. The IYPH StC thought that currently the purchase of specified boosting support or software is not necessary. To save costs and to comply with internal FAO publication requirements the current social media accounts of the IPPC should be rebranded to include plant health identification. In addition it was thought necessary that social media conscientious members of the IYPH StC should support the IPPC Secretariat by posting IYPH relevant content on the IPPC social media channels.

[34] The IYPH StC also discussed the possibility to undertake a TED talk in 2020. TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks. These talks are usually streamed live to an audience of millions of followers. The group thought that such a TED talk would help to promote the concept of plant health to a large global public audience. A volunteer would be needed to be the designated speaker and the basic content of the talk would have to be assembled and submitted to the TED organization. The IYPH StC decided that the Secretariat would get more detailed information from the TED organization and that a speaker (volunteer) should be solicited from the contracting parties.

[35] Recalling the explanations by the FAO representative from the FAO Office for Corporate Communication the IYPH StC found it desirable to prepare a Communication Handbook for the IYPH. This would allow for streamlined communication activities by a multitude of global, regional and national players.

[36] The IYPH StC:

- (1) *Agreed to* the revised plan, excluding resource estimations, as shown in Appendix 3.
- (2) *Agreed to* discuss financial implications more thoroughly at their next meeting, based on a further break-down of costs by the IPPC Secretariat.
- (3) *Requested* the IPPC Secretariat to develop a new IYPH video by November 2018, to support the publication of a revised IYPH factsheet by April 2018 and the implementation of a IYPH quarterly

newsletter to be started in 2018, to improve the IYPH web page look and feel, and to follow-up on the possibility to organize a TED talk.

- (4) *Suggested* to use existing IPPC social media accounts and re-brand them (e.g. including “plant health” in their titles) once IYPH is proclaimed, and *agreed* to consider appointing two or more IYPH StC members in charge to support the development and posting of IYPH-related contents on social media at the next IYPH StC meeting.
- (5) *Agreed* that the IYPH logo will be developed by FAO as soon as possible and that the IPPC logo and branding in addition to the slogan “Healthy plants for a sustainable planet” should be used for IYPH-related promotional material until then.
- (6) *Requested* the IPPC Secretariat to share the relevant suggested actions with FAO, in order to plan for their support towards the development of a communications handbook and the full implementation of the IYPH communications work plan.

## 6.2 Review of IYPH factsheet

[37] The IPPC Secretariat introduced agenda item 6.2 on the development of a factsheet to support the IYPH proclamation process. The FAQ-type factsheet developed by Finland was presented and discussed as an example. The purpose of the factsheet is to use it as informative advocacy material distributed at major meetings. It is intended to be the primary information about the IYPH 2020 distributed at all kinds of meetings and other occasions.

[38] The group thought that the factsheet should not be designed as a “Frequently Asked Questions” leaflet. Instead it should be an easily understandable and informative brochure appealing to wide and diverse audiences. The IYPH StC agreed to use IPPC graphic elements and branding until an IYPH logo is developed. The graphic design of the factsheet should be pleasing (including easily understandable graphics) and be structured according to the following elements:

- Detailing the importance of plant health and the threat pests pose.
- Providing some history about the IYPH, including the reasons for the IYPH.
- Details what readers can do to support the IYPH.
- Details on how the IYPH contributes to the realization of the major UN SDGs.

[39] The member for Asia informed the participants that the Republic of Korea will investigate the possibility of printing 1000 copies of the revised factsheet as an in-kind contribution.

[40] The IYPH StC:

- (1) *Agreed* that the IPPC Secretariat and the IYPH StC communications and partnerships working group review the IYPH factsheet and share the revised draft text with the IYPH StC through the OCS by the end of December 2017, setting a month time to review it, before it is further processed by the IPPC and FAO.
- (2) *Decided* that the factsheet should be ready for distribution at CPM-13 (2018).

## 6.3 IYPH Partnerships: current list

[41] The IPPC Secretariat presented the partnerships list developed during the first IYPH StC meeting.<sup>4</sup>

[42] The Chairperson recalled that the IYPH StC meeting had decided at its first meeting to wait with the approach of potential partners until the FAO Conference had officially approved the resolution to declare 2020 as the international year of plant health.

[43] The IYPH StC discussed and reviewed the list. It amended the list by adding several potential partner organizations and stressed the need to include more private stakeholder organizations. It also stressed

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<sup>4</sup> 06\_IYPH-StC\_2017\_Nov



that the list is not a definite account of potential partner organization and could therefore be updated continuously.

[44] The IYPH StC structured the list “*Potential partners for the International Year of Plant Health*” according to the following headings:

- United Nations Organizations
- Intergovernmental organizations
- Private sector organizations
- Professional organizations
- Research and academia
- Civil society organizations

#### **6.4 IYPH Partnerships plans**

[45] The IYPH StC noted that potential supporters for the IYPH proclamation process were already informally approached by the Chairperson, including SPS Secretariat, STDF Secretariat, and Convention on Biological Diversity, and that they all had indicated support, also in the framework of the closing of the United Nations Decade of Biodiversity in 2020. The IYPH StC discussed what organizations should be officially approached in view of supporting the proclamation process and agreed that primary targets should be Biodiversity Liaison Group (BLG) members:

- Convention on International Trade in Endangered Species in Wild Fauna and Flora (CITES)
- Convention on Biological Diversity (CBD)
- International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- Ramsar Convention on Wetlands (Ramsar)
- UNESCO World Heritage Convention (WHC)
- Convention on the Conservation of Migratory Species of Wild Animals (CMS)
- as well as UN Environment Programme (UNEP).

[46] The IYPH StC discussed the possibility to prepare a one-page paper requesting other BLG members to support the IYPH proclamation process at the next BLG meeting in November 2017, recalling that international years were mentioned as examples of joint activities in the report of the Workshop on synergies among the biodiversity-related conventions held in Geneva on 8-11 February 2016.

[47] In addition to BLG members, the IYPH StC decided to contact the following organizations for the purpose of supporting the IYPH proclamation:

- World Health Organization (WHO), e.g. for concept of “One Health”
- FAO/IAEA Joint Division on Nuclear Techniques in Agriculture
- International Maritime Organization (IMO)
- World Customs Organization (WCO)
- World Organization for Animal Health (OIE)
- World Trade Organization (WTO)
- World Bank Group (WBG), including Climate change division and Enabling business in agriculture programme
- United Nations Framework Convention on Climate Change (UNFCCC)

- International Labour Organization (ILO), e.g. for work in agriculture
- Organization for Economic Cooperation and Development (OECD)
- International Fund on Agricultural Development (IFAD)
- World Food Programme (WFP).

[48] The IYPH StC discussed the possibility to draft individual letters to UN organizations including relevant paragraphs on the potential interest of the relevant organization for plant health. The IYPH StC chairperson offered to draft a general letter for identified UN organizations and one for private sector, to be sent by the IPPC Secretary.

[49] Some members thought it would be beneficial to inform potential partner organizations about the IYPH and to solicit their advice. In this context it was thought that the organization of an initial IYPH partners information meeting at CPM-13 (2018) might be most effective. It was estimated that the Friday morning of CPM-13 (20 April 2018) maybe most appropriate.

[50] The IYPH StC:

- (1) *Requested* the IPPC Secretariat to ask the FAO DPS in which form the support by other international organizations must be declared (e.g. in writing in the official declaration), and if it is possible to pre-engage partners through initial IYPH partners information meeting.
- (2) *Welcomed* the Chairperson's offer to draft letters for selected UN organizations to support the proclamation process, to be sent by the IPPC Secretary.
- (3) *Asked* the IPPC Secretariat to draft invitation letters for all identified IYPH partner organizations, to be sent by the end of 2017, inviting them to the first IYPH partners information meeting, to be held on Friday 20 April during CPM-13 (2018).

## 6.5 Cooperation with IPPC Subsidiary Bodies and RPPOs

[51] The IYPH StC discussed possibilities on how IPPC Subsidiary Bodies (including Standards Committee and Implementation and Capacity Development Committee) could contribute to the IYPH. It was thought that they could produce advocacy material for the public on their activities and their contribution to the public good of plant health. An important aspect for their involvement in the IYPH was thought to be their technical and scientific expertise. The IYPH StC believed that the subsidiary bodies of the CPM could function as a pool of experts willing to provide technical expertise to contribute to and review technical information and material produced in 2019 and 2020. Some members also believed that the SC and IC members can contribute to the IYPH promotion by informing their colleagues on national and regional levels about the IYPH.

[52] The IYPH StC also believed that RPPOs could play a substantial role in the promotion, planning and organization of the IYPH. In this context the RPPO representative briefed participants on the recent Technical Consultation amongst RPPO (TC-RPPO) meeting. In this meeting the European and Mediterranean Plant Protection Organization (EPPO) suggested a global conference on plant health and science with possible EU inputs and funding to be organized in Europe. Other suggestions made were a technical conference which could be organized in different regions on diagnoses and fellowship funds on an annual basis for young people to get exposure to international phytosanitary work.

[53] The IYPH StC was informed that the TC-RPPO had agreed that:

- Advocacy efforts could be made at high level meetings where RPPOs attend to present the IYPH initiative.
- Training of journalists on plant health and related topics should be considered in preparation for the IYPH
- The RPPOs of the inter-American group for cooperation in plant health (GICSV) shall post the same banner on their websites and will use the IYPH logo when possible.

- One Powerpoint slide would be prepared to promote the IYPH for use by all RPPOs in all the presentations they deliver at every possible fora.
- Daily communication in banners and email signatures may also include the logo to promote the IYPH.

[54] The IYPH StC noted that EPPO is undertaking a very ambitious programme for IYPH and was informed that EPPO shall represent RPPOs at the first IYPH Steering Committee in 2018. One member noted that the structure and functioning of RPPOs are very different, with different degrees of flexibility. Because of these differences in functioning the IYPH StC concluded that it is not possible to assign precise tasks in relation to IYPH to RPPOs at this stage, but agreed to ask RPPOs about their preliminary planning for IYPH, and to request them to review the IYPH potential partnership list, suggesting any addition they may find relevant.

[55] The IYPH StC:

(1) *Asked SC and IC to:*

- establish a pool of volunteers willing to provide technical expertise to contribute to and review technical information and material produced in 2019 and 2020;
- contribute to IYPH promotion when participating to meetings, making use of available material (e.g. IYPH promotional slide); and
- report on IYPH promotional events in their country/region through their representatives in the IYPH StC.

(2) *Asked RPPOs to share their IYPH initial planning and to review the list of IYPH potential partners.*

## **7. IYPH Finances and Budget**

### **7.1 Report of current financial situation**

[56] The IPPC Secretariat presented the Report of the current financial situation for IYPH, noting the contributions provided across the years 2015-2017 from Ireland, the Republic of Korea, USA/NAPPO and ISF, and the expenses related to staff/consultants and operational costs.

[57] Several members noted that during the second IYPH StC the IPPC Secretary informed that 100.000 USD would be contributed by the China project, and that this information was also included in the previous IYPH StC report. Members also noted that the IYPH financial contributions were not aligned with the IPPC Secretariat Work Plan and Budget for 2018 presented to the Bureau, and that all funds earmarked as IYPH should be exclusively used for IYPH-related activities.

[58] The Chairperson also recalled that at CPM-12 (2017) the IYPH StC had requested the CPM to consider whether the IYPH should be funded through additional staff, or through re-aligning priorities of existing extra-budgetary funded staff within the IPPC Secretariat. Unfortunately CPM-12 had not provided an answer to the question posed by the IYPH StC. He noted that when going to New York, it must be possible to demonstrate that the IYPH will be funded through extra-budgetary contributions. Approximately 260.000 USD (including the contributions from China) have been already earmarked for IYPH purposes. These generous contributions can be used to demonstrate to the UNGA that the extra-budgetary financing is on a very good way and that a substantial amount of the needed resources are already provided. The IYPH StC noted that organizing an IYPH is as much beneficial to NPPOs as for the IPPC Secretariat. Consequently it would be short sighted to diminish already earmarked IYPH resources to compensate for short term staff funding deficiencies.

[59] The IPPC Secretariat noted the discussions and informed that the 100.000 USD from China were available, and would be included in the updated budget. It also clarified that most IPPC Secretariat members rely on extra-budgetary resources to have their contracts renewed, and losing their contribution might be disruptive.

[60] The IYPH StC also asked to identify the impact of different expenses, and that the budget should also be a bit more specific on travel costs, on communication and logistic costs.

[61] The IYPH StC:

- (1) *Reviewed* the financial report, asking to update it to include the 100.000 USD contribution from China, to exclude IPPC Secretariat costs for staff and consultants for the proclamation process, and requesting to update the IPPC work plan and budget for 2018 accordingly, reporting this to the next Bureau meeting.

## 7.2 Rough budget overview to be communicated to FAO LON

[62] The IYPH StC discussed the IYPH budget estimates to be communicated to the FAO Liaison Office in New York. The IPPC Secretariat believed that the estimate costs for IYPH could be approximately one million USD, half of which relating to staff costs, and half of which relating operational costs.

[63] Some members noted that presenting such a high estimate for staff costs would not be acceptable by most donors, as operational costs should usually be around 70%. It was also thought to set realistic targets for every year from now to 2020. In this context the IYPH StC reviewed the costs associated to the communications plan from beginning of 2019 to end 2020, as well as the costs associated to skeleton activities for IYPH in 2019 and 2020.

[64] The IYPH StC:

- (1) *Decided* to communicate to the FAO Liaison Office in New York (LON) that the rough budget estimate for IYPH will be of approximately 600.000 USD, including: 75.000 USD for the opening and closing event each, 100.000 USD for extra costs associated to the Ministerial-level CPM, 150.000 USD for an international conference and 200.000 USD for communication activities.
- (2) *Requested* the IPPC Secretariat to calculate a more detailed budget for the suggested skeleton activities by the next IYPH StC meeting, in order to allow the IYPH StC working group on finances to prepare a relevant resource mobilization strategy.

## 8. IYPH 2020 Programme Development

### 8.1 Feedback from 2017 IPPC Regional Workshops

[65] The IPPC Secretariat provided feedback from the Regional workshops undertaken by the Secretariat in 2017. The Regional Workshops had discussed possible IYPH events to be undertaken on national, regional and global levels. The subject was discussed in some of the Regional Workshops very lively and a number of possible ideas for activities had been summarized by the IPPC Secretariat and which include:

- Near East: international conference in 2020 on the topics of plant health and human health, food security and economic development, promotional activities at the national level.
- Latin America: translation of IYPH material into Spanish; sharing IYPH material on NPPO websites.
- Southwest Pacific: participation at side event at Ministers meeting in Vanuatu in end 2017 and COP23 side event on plant health and climate change; prominence of climate change as a topic for the international conference.
- Central and Eastern Europe and Central Asia: letters to be sent to governments; link IYPH with SGDs; suggested topics for IYPH conferences: new technologies, food safety, use of plant protection products, biosafety/biotechnology, emphasize the importance of phytosanitary policy, threat of the spread of pests, role of phytosanitary services; plant health bus, involvement of different target groups at the national level; photos contest.
- Asia: ministerial meeting; IYPH StC to develop guidance on the IYPH activities.

- Caribbean: dedicate week of plant health in 2020, then a world plant health day; develop a logo; topics for an international conference in 2020: food safety / food security, pesticides alternatives, tourism and spread of pests, and trade and market access; use of mass media; initiate national activities at the national level.
- Africa: need to mobilize resources for the IYPH.

[66] The IYPH StC:

(1) *Welcomed* the comprehensive report compiled by the IPPC Secretariat in relation to IYPH.

## **8.2 Identification of possible IPPC flagship and other events 2020 and 8.3 Development of a list of proposed events and activities at the regional and national levels**

[67] The IYPH StC discussed the potential programme and flagship activities for the IYPH 2020. With regard for an International Conference it was discussed if there should be an innovative approach by holding a joint IPPC/RPPO conference. Also the possibility to organize concurrent conferences in different areas of the world and connect them via video conference at the same time was found innovative.

[68] The IYPH StC also discussed the publication of a flagship publication the “Status of Plant Protection in the World”. It was suggested that this publication would be envisaged for 2020. In order to succeed with the publication a number of activities and their timelines would need to be undertaken. These were identified as

- 2018 - Focus group to discuss structure and content.
- 2018 - Discussion at the following groups: SPG, TC-RPPO, SC, IC.
- 2019 authors contracted, drafts delivered and peer reviewed.
- 2020 publication.

[69] The IYPH StC discussed the possibility to organize the following skeleton activities for IYPH:

- IYPH launch event (November/December 2019 in Rome and/or in New York), organized by FAO in collaboration with IPPC Secretariat and IYPH StC, with a celebration and information character, also appointment of a Global Goodwill Ambassador for the IYPH 2020 and Special Ambassadors. Two seminars were suggested for the one-day opening event.
- Launch of IYPH photo and video competitions (January 2020 in Rome), accompanied by a press release, organized by FAO and the IPPC Secretariat.
- Ministerial CPM meeting (April 2020 in Rome), organized by the IPPC Secretariat, also involving special ambassadors.
- Regional dialogues (between April and November 2020), organized by FAO and RPPOs with support by IPPC Secretariat and IYPH StC.
- World Food Day (16 October 2020) and other relevant FAO activities could be focused on the topic of Plant Health.
- International Global Conference (November 2020), on topic to be decided with presentation of scientific papers and closing and award ceremony of photo and video competitions.
- Side events and presentations might also be organized for International Congress on Entomology in Helsinki in 2020 and other relevant major international gatherings.
- IYPH closing event (January 2021), including a seminar capturing the legacy of the year, with relevant stakeholders invited.
- Scientific publication on status of plant protection in the world drafted by consultants or authors and published through FAO process. Structure should be decided by first half of 2018, to be

decided by CPM, with text ready by end 2018, and peer-review done by mid-2019, with the intent to publish it by 2020.

[70] The IYPH StC:

- (1) *Requested* the IPPC Secretariat to launch a survey with RPPO and NPPO contact points to request feedback on the compiled draft national, regional and global IYPH event ideas and requesting additional input by end November 2017 to be compiled by February 2018.
- (2) *Agreed* to the following skeleton of events:
  - IYPH launch (November/December 2019);
  - Launch of IYPH photo and video competition (January 2020);
  - Ministerial CPM meeting (April 2020);
  - World Food Day with focus on Plant Health (16 October 2020);
  - International Global Conference (November 2020);
  - IYPH closing event (January 2021).
- (3) *Agreed* to propose to CPM-13 (2018) the publication on the status of plant protection in the world in 2020 according to the procedure identified above.
- (4) *Suggested* to organize the global international conference through the IPPC Secretariat, taking into account topics related to emerging issues and links to IPPC strategic framework, with research community as a target, while trying to find out whether it would be possible to organize a “scientific plant health marathon” in cooperation with RPPOs, with several conferences being held in different areas at the same time.

#### **8.4 Development of guidelines for IYPH events and activities**

[71] The IYPH StC discussed the need to develop guidelines for IYPH events and activities at the regional and national level. Some members recalled that the FAO produces a communication handbook for the World Food Day, detailing objectives, messaging, tools and activities.

[72] Guidelines should include: making sure that your activity targets different audiences, what are the possible topics and sub-topics, guidance on the branding, examples of activities, etc.

[73] A group of IYPH StC members agreed to develop draft guidelines and share them electronically by December 2017.

[74] The IYPH StC:

- (1) *Requested* a small group to develop draft guidelines by December 2017, and *decided* to include a budget component by its next meeting.

### **9. Other Business**

[75] The Standards Committee representative presented three versions of a factsheet developed by the SC on the importance of plant health standards, requesting guidance to IYPH StC on how to proceed. The IYPH StC reviewed the factsheet and provided advice which was mainly focused on the adjusting the language and the messages to the target audiences which are anticipate. The IYPH StC also offered to review the factsheet through the OCS after it is revised by the SC and IC, prior to the SC 2018 May meeting.

### **10. Date and venue of the next IYPH StC meeting**

[76] The next meeting of the IYPH StC is planned after CPM-13 (2018), from 23 to 25 April 2018 in Rome.



**11. Close of the meeting**

- [77] The Chairperson closed the meeting, thanking all members and the IPPC Secretariat for their active participation, innovative thinking and positive contribution.
- [78] The IPPC Secretariat also thanked all participants and Chairperson for their ongoing efforts towards IYPH proclamation.

**Appendix 01 – Agenda****THIRD MEETING OF THE IPPC IYPH STEERING COMMITTEE****India Room A-327, FAO Headquarters, Rome, Italy****8-10 November 2017, 9:00 to 17:00****PROVISIONAL AGENDA***(Updated 2017-11-09)*

<b>AGENDA ITEM</b>	<b>DOCUMENT NO.</b>	<b>PRESENTER</b>
<b>1. Opening of the meeting</b>		Al-Dobai
1.1 Welcome by the IPPC Secretariat	--	Al-Dobai
1.2 Remarks by Director of FAO Partnerships and South-South Cooperation Division - Briefing on the process after IYPH proclamation	--	Villarreal
1.3 Remarks by Director of FAO Office for Corporate Communication – Outreach and Promotion Branch	--	Velez Fraga
<b>2. Meeting Arrangements</b>		
2.1 Adoption of the Agenda	01_IYPH-StC_2017_Nov	Lopian
2.2 Election of a Rapporteur	--	Lopian
<b>3. Administrative Matters</b>		
3.1 Documents List	02_IYPH-StC_2017_Nov	Montuori
3.2 Participants List	03_IYPH-StC_2017_Nov	Montuori
3.3 Membership List	<a href="#">Link to the membership list</a>	Montuori
3.4 Local Information	<a href="#">Link to the local information document</a>	Montuori
<b>4. Status of IYPH Proclamation</b>		
4.1 Update on IYPH Proclamation process	--	Lopian
4.2 Actions to support IYPH Proclamation at UNGA	--	Lopian/Al-Dobai
<b>5. Follow-up actions arising from previous IPPC IYPH Steering Committee meetings</b>	<a href="#">Link to report of first meeting (with action list)</a> <a href="#">Link to report of second meeting</a>	Montuori/Lopian
<b>6. IYPH Communication and Partnerships</b>		
6.1 Review of Communications Work Plan	04_IYPH-StC_2017_Nov	Montuori/Rowan
6.2 Review of IYPH factsheet	05_IYPH-StC_2017_Nov	Al-Dobai
6.3 IYPH partnerships: current list	06_IYPH-StC_2017_Nov	Al-Dobai

AGENDA ITEM		DOCUMENT NO.	PRESENTER
6.4	IYPH partnerships plans	--	Al-Dobai/all
6.5	Cooperation with IPPC Subsidiary Bodies and RPPOs	--	Al-Dobai/all
<b>7.</b>	<b>IYPH Finances and Budget</b>		
7.1	Report of current financial situation	07_IYPH-StC_2017_Nov	Benovic/Montuori
7.2	Rough budget overview to be communicated to FAO LON	--	Lopian
<b>8.</b>	<b>IYPH 2020 programme development</b>		
8.1	Feedback from 2017 IPPC Regional Workshops	08_IYPH-StC_2017_Nov	Brunel
8.2	Identification of possible IPPC flagship and other events 2020	--	Lopian
8.3	Development of a list of proposed events and activities at the regional and national levels	--	Lopian
8.4	Development of guidelines for IYPH events and activities	--	Lopian
<b>9.</b>	<b>Other business</b>		Lopian
<b>10.</b>	<b>Date and venue of the next IYPH StC Meeting</b>		Al-Dobai
<b>11.</b>	<b>Close of the meeting</b>		Lopian

**Appendix 02 – Participants list****THIRD MEETING OF THE IPPC IYPH STEERING COMMITTEE****PARTICIPANTS LIST***(Updated 2017-11-06)*

<b>Region</b>	<b>Name</b>	<b>Email address</b>	<b>Status</b>
Asia	<b>Ms Kyu-ock YIM</b> Senior Researcher Department of Plant Quarantine, Animal and Plant Quarantine Agency Ministry of Agriculture, Food and Rural Affairs 177, Hyeoksin 8-ro, Gimcheon-si Republic of Korea Phone: (+82) 549120627 Fax: (+82) 549120635 <b>REPUBLIC OF KOREA</b>	<a href="mailto:koyim@korea.kr">koyim@korea.kr</a>	Asia Member
Europe	<b>Mr Ralf LOPIAN</b> Senior Advisor International Affairs IPPC Official Contact Point Food Department/ Animal and Plant Health Unit Ministry of Agriculture and Forestry Mariankatu 11, Helsinki Phone: (+358) 295 162329 <b>FINLAND</b>	<a href="mailto:ralf.lopian@mmm.fi">ralf.lopian@mmm.fi</a>	Europe Member
Europe	<b>Ms Christine HERMENING</b> Plant Health Department Federal Ministry for Food and Agriculture Rochusstr. 1D-53123 Bonn, Germany Phone: (+49) 228 995294484 <b>GERMANY</b>	<a href="mailto:Christine.hermening@bmel.bund.de">Christine.hermening@bmel.bund.de</a>	Europe Alternate
Latin America and Caribbean	<b>Mr Álvaro SEPÚLVEDA LUQUE</b> Encargado Temas Agrícolas Multilaterales DPAF División Protección Agrícola y Forestal Servicio Agrícola y Ganadero Av. Presidente Bulnes 140 Santiago de Chile Phone: (+56) 2 26996452 <b>CHILE</b>	<a href="mailto:alvaro.sepulveda@sag.gob.cl">alvaro.sepulveda@sag.gob.cl</a>	Latin America and Caribbean Member
Near East	<b>Ms Pauline EID</b> Agriculture Engineer Plant Protection Department Lebanese Ministry of Agriculture Representative of the Near East and North Africa Region in the International Year of Plant Health Steering Committee Beirut <b>LEBANON</b>	<a href="mailto:peid@agriculture.gov.lb">peid@agriculture.gov.lb</a> <a href="mailto:pauline.eid@gmail.com">pauline.eid@gmail.com</a>	Near East Member
North America	<b>Ms Stephanie DUBON</b> IPS Deputy Technical Director Plant Protection and Quarantine Animal and Plant Health Inspection Service United States Department of Agriculture	<a href="mailto:Stephanie.M.Dubon@aphis.usda.gov">Stephanie.M.Dubon@aphis.usda.gov</a>	North America Alternate

	4700 River Road   5C-03.33, Unit 130   Riverdale, MD 20737 <b>UNITED STATES OF AMERICA</b>		
Southwest Pacific	<b>Mr Viliami KAMI</b> Head of Quarantine and Quality Management Division Ministry of Agriculture, Food, Forestry, and Fisheries Nuku'alofa <b>TONGA</b>	<a href="mailto:maf-ento@kalianet.to">maf-ento@kalianet.to</a>	Southwest Pacific Member
NAPPO	<b>Ms Stephanie BLOEM</b> Executive Director North American Plant Protection Organization – NAPPO 1730 Varsity Drive, Suite 145 Raleigh, NC 27606 Phone: (+1) 9196174040	<a href="mailto:Stephanie.Bloem@napo.org">Stephanie.Bloem@napo.org</a>	RPPO Member
CPM Bureau	<b>Mr Lucien KOUAME KONAN</b> Inspecteur Direction de la Protection des Végétaux, du Contrôle et de la Qualité Ministère de l'Agriculture B.P. V7 Abidjan, Côte d'Ivoire Phone: (+225) 07 903754 Fax: (+225) 20 212032	<a href="mailto:l_kouame@yahoo.fr">l_kouame@yahoo.fr</a>	CPM Bureau Member
SC	<b>Ms Shaza OMAR</b> Phytosanitary Specialist Central Administration for Plant Quarantine Ministry of Agriculture 1 Nadi al Said Street Dokki, Giza, Mobile: +201014000813 <b>EGYPT</b>	<a href="mailto:shaza.roshdy@gmail.com">shaza.roshdy@gmail.com</a>	SC Member
<b>Invited stakeholders</b>			
FAO	<b>Ms Marcela VILLARREAL</b> Director, Partnerships and South-South Cooperation Division (DPS) Viale delle Terme di Caracalla 00153 Rome, Italy <b>Food and Agriculture Organization of the United Nations</b>	<a href="mailto:DPS-Director@fao.org">DPS-Director@fao.org</a>	Invited stakeholder
FAO	<b>Mr Clara VELEZ FRAGA</b> Director, Office for Corporate Communication, Outreach and Promotion Branch Viale delle Terme di Caracalla 00153 Rome, Italy <b>Food and Agriculture Organization of the United Nations</b>	<a href="mailto:Clara.VelezFraga@fao.org">Clara.VelezFraga@fao.org</a>	Invited stakeholder
FAO	<b>Ms Mia ROWAN</b> Programme Officer (Communication), Department of Agriculture and Consumer Protection Viale delle Terme di Caracalla 00153 Rome, Italy <b>Food and Agriculture Organization of the United Nations</b>	<a href="mailto:Mia.Rowan@fao.org">Mia.Rowan@fao.org</a>	Invited stakeholder
ISF	<b>Mr Michael KELLER</b> Chemin du Reposoir 7 1260 Nyon, Switzerland <b>International Seed Federation</b>	<a href="mailto:M.Keller@worldseed.org">M.Keller@worldseed.org</a>	Invited stakeholder

IPPC Secretariat Support			
IPPC Secretariat ✓	<b>Mr Shoki ALDOBAI</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Shoki.Aldobai@fao.org">Shoki.Aldobai@fao.org</a>	IPPC Secretariat Support
IPPC Secretariat ✓	<b>Mr Mirko MONTUORI</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Mirko.Montuori@fao.org">Mirko.Montuori@fao.org</a>	IPPC Secretariat Support / Report writer
IPPC Secretariat ✓	<b>Ms Sarah BRUNEL</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Sarah.Brunel@fao.org">Sarah.Brunel@fao.org</a>	IPPC Secretariat Support
IPPC Secretariat ✓	<b>Ms Hechu ZHU</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Hechu.Zhu@fao.org">Hechu.Zhu@fao.org</a>	IPPC Secretariat Support
IPPC Secretariat ✓	<b>Ms Laura VICARIA LOPEZ</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Laura.VicariaLopez@fao.org">Laura.VicariaLopez@fao.org</a>	IPPC Secretariat Support

**Not attending**

Africa	<b>Mr Kenneth Kajarayekha MSISKA</b> Principal Agriculture Research Officer Zambia Agriculture Research Institute Plant Quarantine and Phytosanitary Service P/Bag 7 Chilanga Lusaka Mobile: (+260) 977 771503 <b>ZAMBIA</b>	<a href="mailto:msiska12@yahoo.co.uk">msiska12@yahoo.co.uk</a>	Africa Member
Africa	<b>Mr Abdoulaye Moussa ABDERAMAN</b> Direction de la Protection des Végétaux et du Conditionnement, Ministère de l'Agriculture B.P. 1551, N'Djamena, <b>REPUBLIQUE DU TCHAD</b> Phone: (+235) 66325252 / 99325252 / 22524509	<a href="mailto:charafa2009@gmail.com">charafa2009@gmail.com</a> or <a href="mailto:abdoul_moussahag@yahoo.fr">abdoul_moussahag@yahoo.fr</a>	Africa Alternate
Latin America and Caribbean	<b>Mr Ryan ANSELM</b> Head of Plant Protection and Quarantine Plant Protection and Quarantine Unit Ministry of Agriculture and Fisheries Botanical Gardens Roseau Tel: (+767) 2663803 Phone: (+767) 6160975 Fax: (+767) 4488632 <b>DOMINICA</b>	<a href="mailto:rlanselm@gmail.com">rlanselm@gmail.com</a>	Latin America and Caribbean Alternate
Near East	<b>Mr Gamil Anwar Mohammed RAMADHAN</b> Director General of Plant Protection Department Ministry of Agriculture and Irrigation <b>REPUBLIC OF YEMEN</b>	<a href="mailto:abuameerm21@gmail.com">abuameerm21@gmail.com</a>	Near East Alternate



Southwest Pacific	<b>Ms Lois RANSOM</b> Assistant Secretary Plant Import Operations Department of Agriculture and Water Resources 18 Marcus Clarke Street Canberra ACT 2601 <b>AUSTRALIA</b>	<a href="mailto:lois.ransom@agriculture.gov.au">lois.ransom@agriculture.gov.au</a>	Southwest Pacific Alternate
NEPPO	<b>Mr Mekki CHOUIBANI</b> Executive Director Near East Plant Protection Organization (NEPPO) Bâtiment C de l'INRA, Angle des Avenues Ibn Al Ouazzane et Hassan II. Rabat. Tél.: +212 (0) 537 704 810 Fax: +212 (0) 537 708 763 GSM: + 212 (0) 673 997 808 <b>MOROCCO</b>	<a href="mailto:hq.neppo@gmail.com">hq.neppo@gmail.com</a> <a href="mailto:m.chouibani@neppo.org">m.chouibani@neppo.org</a>	RPPO Alternate
SC	<b>Mr Jesulindo NERY DE SOUZA JUNIOR</b> Technical Assistant Plant Health Department Animal and Plant Health Secretariat Ministry of Agriculture, Livestock and Food Supply <b>BRAZIL</b>	<a href="mailto:jesulindo.junior@agricultura.gov.br">jesulindo.junior@agricultura.gov.br</a>	SC Alternate
IPPC Secretariat	<b>Mr Craig FEDCHOCK</b> FAO - Viale delle Terme di Caracalla 00153 Rome, Italy <b>IPPC Secretariat</b>	<a href="mailto:Craig.Fedchock@fao.org">Craig.Fedchock@fao.org</a>	IPPC Secretariat Member

### Appendix 03 – IYPH Communications Work Plan

The IYPH Communications Work Plan has been drafted in the second meeting of the International Year of Plant Health Steering Committee (IYPH StC) held in Incheon, Republic of Korea, on 12-13 April 2017. As a living document, it has since then been reviewed at the third IYPH StC meeting as follows.

#### Communication objectives

The objectives of this communication work plan are to:

1. Rally support for the proclamation of the International Year of Plant Health (IYPH) in 2020.
2. Inform relevant stakeholders about the importance of plant health to eradicating hunger, improving livelihoods, facilitating trade and protecting the environment, in view of celebrating IYPH in 2020.

Relevant objective	Phase	Target Audience	Outcomes
1	Phase 1 (until end of 2018)	IPPC contracting parties and other decision makers	Assume an active role in the campaign to promote IYPH
1 and 2	Phase 1 (until end of 2018) and 2 (from end of 2018 to 2021)	Private sector	Promote good practices that enhance plant health
2	Phase 2 (from end of 2018 to 2021)	IPPC contracting parties and other decision makers	Raise awareness of the importance of plant health towards UN SDGs and major topics in the international agenda
2	Phase 2 (from end of 2018 to 2021)	Experts, scientists and academics	Enhance dialogue and stakeholder engagement; disseminate information about the state of plant protection
2	Phase 2 (from end of 2018 to 2021)	Media professionals	Be aware of importance of plant health and promote IYPH messaging
2	Phase 2 (from end of 2018 to 2021)	General public	Increase awareness and knowledge of plant health and how it affects their daily lives

The detailed table of activities can be found in the following pages.

## Table of activities

This table lists all planned activities to achieve the two communication objectives through three major outputs:

- Output 1: Develop IYPH campaign material and events
- Output 2: Develop IYPH media presence
- Output 3: Develop IYPH social media presence

Activities under all outputs will be initiated under the responsibility of the IPPC community (or IYPH StC, the IPPC Secretariat, national plant protection organizations, and regional plant protection organizations), or FAO. The responsibility for the implementation of the planned activities lays mostly with NPPOs and RPPOs, supported by the IYPH StC, the IPPC Secretariat, and FAO.

The resources needed to implement the following table include: 2 part-time resources (from the IPPC Secretariat and FAO), plus some time of a webmaster and a graphic designer (also from the IPPC Secretariat and FAO), plus costs associated to events, travel, translations, printing, PSAs, and social media.

Activity	Activity description	Timeline	Resources	Responsibility	Indicators
<b>Output 1: Develop IYPH campaign material and events</b>					
1.1: Develop IYPH logo	1.1.2: Develop IYPH logo for promotional material and activities.	November 2017 to 2018	FAO OCC	1.1.1: IPPC Sec, FAO OCC	1.1.1: IYPH 2020 logo is developed
1.2: Develop support material for IYPH proclamation	<del>1.2.1: Develop briefing papers for FAO meetings.</del> 1.2.1: Develop generic IYPH 2020 briefing memo to NPPOs. 1.2.2: Develop generic IYPH support letters to UN agencies	<del>By July 2017 – done</del> By January 2018 By December 2017		1.2.1: IPPC Sec 1.2.1: IYPH StC 1.2.2 IYPH StC Chair / IPPC Sec	<del>1.2.1: Documents for FAO meetings are prepared on time.</del> 1.2.1: Memo is made available by December 2017. 1.2.2: IYPH support letter is distributed by IPPC Secretariat by December 2017.
1.3: Develop IYPH promotion "Tool-kit"	1.3.1: Revise PPT presentation on IYPH 2020. 1.3.2: Update the IYPH FAQs on IYPH web page. 1.3.3: Develop generic press release to be used for major events. 1.3.4: Develop Factsheets: IYPH.	1.3.1: By Sep 2018 1.3.2: By Dec 2018 1.3.3: By May 2018  1.3.4: By April 2018	IPPC Sec / FAO costs (2 part-time resources) for drafting and managing publication process + 300 USD for graphic designer + 2000 USD for translations (in-kind for Arabic (Lebanon), Chinese (IPPC Sec), French (Côte d'Ivoire),	1.3.1 IYPH StC chair, IPPC Sec 1.3.2 IYPH StC chair 1.3.3 IPPC Sec 1.3.4 IPPC Sec, but first draft on IYPH by IYPH StC	1.3.1 Updated PPT on IYPH is available on IYPH web page in all FAO languages. 1.3.2 Updated IYPH FAQs in English is available on IYPH web page. 1.3.3 Generic press release is available on IYPH web page in English.

			Spanish (NAPPO)) + In-kind (Republic of Korea) for printing costs.		1.3.4 Factsheets are developed in accordance with plan.
1.4: Plan and disseminate IYPH outreach events and activities	1.4.1: Develop online list of IYPH events and activities. 1.4.2: Develop template with guidelines for IYPH events and activities. 1.4.3: Organize two events at global level to promote IYPH.	1.4.1: Since Nov 2017 1.4.2: Jan 2018 1.4.3: By 2020	IPPC Sec / FAO costs (2 part-time resources) + costs associated to two events.	1.4.1: IYPH StC to collect feedback from RPPOs and NPPOs; IPPC Secretariat to make list available. 1.4.2: IYPH StC to develop template. 1.4.3: IPPC Sec, FAO, IYPH StC.	1.4.1: An online list of IYPH events and activities is posted on IYPH web page. 1.4.2: A relevant template is posted on IYPH web page. 1.4.3: Two global events to promote IYPH are organized.
1.5: Develop presence on IPPC and contracting parties websites	1.5.1: Develop IYPH-related news articles. 1.5.2: Continuously improve IYPH web page design and operation, including news, chronology and list of events and activities, IYPH StC information, and IYPH promotion Tool-kit. 1.5.3: Continuously update the chronology of all IYPH 2020 developments. 1.5.4: Develop "Road to IYPH" quarterly online newsletter (sections: what an international year is, current status of the year and plans, news and events). 1.5.5: Develop IYPH App.	1.5.1: Jan 2018 – Dec 2020 1.5.2: Since 2016 1.5.3: Since 2016 1.5.4: December 2018, 1.5.5: By end 2019	IPPC Sec / FAO costs (3 part-time resources, including webmaster) + 1000 USD for graphic designer (web page), xx for newsletter provider.	1.5.1: IPPC Sec, NPPOs & RPPOs 1.5.2: IPPC Sec 1.5.3: IPPC Sec, IYPH StC 1.5.4: Compiled by Alvaro with contributions from IYPH StC, compilation by IPPC Sec (Mirko/Shoki) 1.5.5: Call for students to develop app, IPPC Sec and IYPH StC provide content	1.5.1: At least 5 news are posted on IYPH web page every year. 1.5.2: IYPH web page includes all relevant IYPH information and is up-to-date. 1.5.3: IYPH chronology of events and activities is up-to-date. 1.5.4: IYPH quarterly newsletter is developed and shared with IPPC community. 1.5.5: IYPH web app is developed.
1.6: Develop IYPH awareness amongst IPPC community, FAO and relevant partners	1.6.1: Coordinate and hold meetings with FAO Divisions/Departments with substantive interest in IYPH: e.g. AG Department (AG Management, AG Comms Group, AGP, EMPRES), Office for Corporate Communication, Partnerships and SSC Division, Forestry Department, FAO Regional and Sub-Regional Offices. 1.6.2: Hold unofficial consultations with identified intergovernmental and UN organizations.	1.6.1: By Dec 2018  1.6.2: By Dec 2018  1.6.3: Categorize by June 2017, approach by Dec 2017	IPPC Sec / FAO costs (2 part-time resources), including 10 duty travels (7000 USD).	1.6.1: IPPC Sec 1.6.2: IPPC Sec, IYPH StC chair 1.6.3: IYPH StC, IPPC Sec	1.6.1: At least two FAO divisions are involved in IYPH planning. 1.6.2: At least two partners participate in IYPH StC. 1.6.3: Potential IYPH partners are identified; at least 10 of them are contacted.

	1.6.3: Categorize IYPH partners and officially approach them.				
1.7: Develop IYPH photo and video competitions	1.7.1: Run IYPH photo competition (including different categories and themes, with national competitions managed by NPPOs). 1.7.2: Run IYPH video competition.	1.7.1: By 2020 1.7.2: By 2020	IPPC Sec / FAO costs (2 part-time resources) + costs for awards (e.g. 2 paid travels to field, 2000 USD).	1.7.1: IPPC Sec (participation by NPPOs & RPPOs) 1.7.2: IPPC Sec (participation by NPPOs & RPPOs)	1.7.1: At least one photo completion is organized. 1.7.2: At least one video competition is organized.
<b>Output 2: Develop IYPH media presence</b>					
2.1: Develop video presence	2.1.1: Develop IYPH promotional videos.  2.1.2: Broadcast a video interview. 2.1.3: Develop a video Public Service Announcement (PSA). 2.1.4: TED Talk.	2.1.1: First done, second by Sep 2018 2.1.2: By 2020 2.1.3 & 2.1.4: 2019 or 2020 (preparation, including contacting TED, selecting speaker through a call on IPP – selection finalized at next IYPH StC meeting and drafting topic - to start in Jan 2018)	IPPC Sec / FAO costs (2 part-time resources) + 10000 USD (2 videos, 1 in 6 languages) + 10000 USD (PSA) + 10000 USD (TED talk).	2.1.1: IPPC Sec, FAO 2.1.2: IPPC Sec, FAO, NPPOs 2.1.3: IPPC Sec FAO, IYPH StC, NPPOs 2.1.4: IPPC Sec (Mirko to contact TED and make call on IPP), FAO, IYPH StC, NPPOs	2.1.1: At least two videos (one in 6 languages) are published. 2.1.2: At least one video interview on national or global TV channel is broadcast. 2.1.3: At least one PSA on IYPH is created and broadcast on national TV channels. 2.1.4: One TED talk is released.
2.2: Develop radio presence	2.2.1: Broadcast a radio interview. 2.2.2: Develop a radio Public Service Announcement (PSA). 2.2.3 Develop a plan for podcasts/series.	2.2.1: 2019 or 2020 2.2.2: By 2020 2.2.3: By 2020	IPPC Sec / FAO costs (2 part-time resources) + 10000 USD (PSA).	2.2.1: IPPC Sec, FAO, IYPH StC, NPPOs 2.2.2: IPPC Sec, FAO, IYPH StC, NPPOs 2.2.3 IPPC Sec, FAO, IYPH StC, NPPOs	2.2.1: At least one PSA on IYPH is created and broadcast on national radio channels. 2.2.2: At least one public service announcement on IYPH is created and distributed on radio channels. 2.2.3: At least one podcast on IYPH is created.
2.3: Develop presence on print media (magazines and newspapers)	2.3.1: Publish editorials and news articles.  2.3.2: Develop press releases (for a new product or an event).	2.3.1: Jan 2018 to 2020 2.3.2: Oct 2018 to 2020	IPPC Sec / FAO costs (2 part-time resources) + 2 meetings with the press (5000 USD)	2.3.1: IPPC Sec, FAO  2.3.2: IPPC Sec, FAO	2.3.1: At least one editorial on IYPH is published on international magazines or newspapers; at least ten articles are posted on external press.

					2.3.2: At least five press releases on IYPH activities are distributed by 2020.
2.4: Develop IYPH Communications Handbook	2.4.1: Develop IYPH Media-kit, including factsheets, Q&A, list of experts available for interviews.	2.4.1: By Nov 2018	IPPC Sec / FAO costs (2 part-time resources).	2.4.1: IPPC Sec, FAO	2.4.1: IYPH Media-kit is finalized and constantly updated.
2.5: Develop list of IYPH spokespersons	2.5.1: Identify, validate and publish list of spokespersons.	2.5.1: 2019 and 2020	IPPC Sec / FAO costs (2 part-time resources).	2.5.1: IYPH StC, IPPC Sec, FAO	2.5.1: A list of spokespersons is developed by June 2018; spokespersons are contacted and trained by January 2019.
2.6: Identify and approach Special Ambassadors for IYPH 2020	2.6.1: Identify potential Special Ambassadors. 2.6.2: IPPC Secretariat presents a list of potential IYPH Special Ambassadors to FAO Director-General.	2.6.1: By Apr 2018 2.6.2: By Dec 2018	IPPC Sec / FAO costs (2 part-time resources) + 10000 USD for Ambassadors travel.	2.6.1: IYPH StC, IPPC Sec 2.6.2: IPPC Sec, IYPH StC chair, FAO	2.6: At least one IYPH Special Ambassador is nominated.
<b>Output 3: Develop IYPH social media presence</b>					
3.1: Use current IPPC Twitter account, develop and launch new IYPH Twitter account	3.1.1: Use IPPC Twitter account to promote IYPH-related content, including: -Developing a check list of relevant Twitter users and identifying potential followers. -Identifying targets and indicators. -Developing a social media posting calendar. -Implementing social media posting calendar. 3.1.2: Re-brand IPPC Twitter account (e.g. "Plant Health News"), including: -Identifying new targets and indicators, and measuring account's success. -Developing new social media posting calendar. -Implementing new calendar and expanding audience. -Promoting communications material and other social networking activities.	3.1.1: Ongoing 3.1.2: Since 2019	IPPC Sec / FAO costs (2 part-time resources) + Since 2019 (to be confirmed): 5000 USD for licenses (Meltwater, Hootsuite) and to boost posts.	3.1.1: IPPC Sec, FAO 3.1.2: IPPC Sec, FAO	3.1.1: IPPC Twitter account is used. -Check list is developed. -Targets and indicators are identified (including number of retweets and likes and number of visitors to IYPH web page compared to 2016 and 2017). -Social media posting calendar is developed.
3.2: Use current IPPC Facebook account, develop and launch new IYPH Facebook account	3.2.1: Use IPPC Facebook account to promote IYPH-related content, including: -Developing a check list of relevant Facebook pages and identify potential followers. -Identifying targets and indicators. -Developing a social media posting calendar.		IPPC Sec / FAO costs (2 part-time resources) + Since 2019 (to be confirmed): 5000 USD to boost posts.	3.2.1: IPPC Sec, FAO 3.2.2: IPPC Sec, FAO	3.2.1: IPPC Facebook account is used. -Check list is developed. -Targets and indicators are identified (including number of fans and likes and number of visitors to IYPH web page compared to 2016 and 2017).



	<ul style="list-style-type: none"> <li>-Implementing social media posting calendar.</li> <li>3.2.2: Re-brand IPPC Facebook page (e.g. "Plant Health"), including: <ul style="list-style-type: none"> <li>-Evaluating page efficiency.</li> <li>-Developing new social media posting calendar.</li> <li>-Implementing new calendar, creating Facebook page and expanding audience.</li> <li>-Promoting communications material and other social networking activities.</li> </ul> </li> </ul>				<ul style="list-style-type: none"> <li>-Social media posting calendar is developed.</li> <li>-Social media posting calendar is followed and reports are analysed.</li> <li>3.2.2: Re-branded Facebook page with logo is available.</li> <li>-Targets are measured (including number of fans and likes and number of visitors to IYPH web page compared to 2016 and 2017).</li> <li>-New social media posting calendar is developed.</li> <li>-Report on implementation and review of indicators.</li> <li>-Number of communication materials and report on activities.</li> </ul>
3.3: Develop and launch LinkedIn group (IYPH Promotion, later IYPH)	<p>3.3.1: Establish group, including:</p> <ul style="list-style-type: none"> <li>-Developing a check list of relevant professionals and organizations on LinkedIn and identifying potential contributors.</li> <li>-Developing and implementing social media posting calendar (post one news per week).</li> <li>-Evaluating group efficiency.</li> <li>-Adjusting plan, developing and implementing new social media posting calendar.</li> <li>-Implementing adjusted plan and expanding audience.</li> </ul>	3.3.1: Ongoing until 2020	IPPC Sec / FAO costs (2 part-time resources).	3.3.1: IPPC Sec, FAO	<p>3.3.1: LinkedIn group is accessible to audience (stakeholders).</p> <ul style="list-style-type: none"> <li>-Copy of check list produced and made available to IYPH StC members.</li> <li>-Social media posting calendar is developed.</li> <li>-Report on Number of group members, likes, shares, and comments.</li> <li>-Copy of adjusted plan and social media posting calendar available.</li> <li>-Report on implementation and review of indicators.</li> </ul>
3.4: Develop and launch IYPH Instagram account	<p>3.4.1: Establish account, including:</p> <ul style="list-style-type: none"> <li>-Follow relevant profiles.</li> <li>-Develop and implement a plan for hashtags.</li> <li>-Define and measure account's success.</li> <li>-Adjust plan, develop and use new hashtags for photos.</li> </ul>	3.4.1: 2019-2020	IPPC Sec / FAO costs (2 part-time resources) + 1500 USD for Instagram premium.	3.4.1: IPPC Sec, FAO	<p>3.4.1: IYPH account is established.</p> <p>At least 50 relevant profiles are followed.</p> <p>Hashtag plan is implemented.</p> <p>Report on implementation and review of indicators.</p>

	-Implement adjusted plan and expand audience.				New plan implemented.
3.5: Develop new playlist on FAO YouTube account	3.5.1: Develop new playlist on FAO YouTube channel to promote IYPH-related contentmaking sure that plant health-related videos in the FAO playlist come up in searches before others	3.5.1: End 2017	IPPC Sec / FAO costs (2 part-time resources) + 1500 USD to boost video views.	3.5.1: IPPC Sec, FAO	3.5.1: At least two IYPH-related videos are posted on FAO YouTube channel.

**Appendix 04 – Potential partners for the International Year of Plant Health**

Category	Organization	Acronym	Contact to support IYPH proclamation?	Notes
Intergovernmental and United Nations organizations	World Health Organization	WHO	Y	e.g. for concept of “One Health” and Codex Alimentarius
Intergovernmental and United Nations organizations	International Maritime Organization	IMO	Y	Related to sea containers
Intergovernmental and United Nations organizations	International Atomic Energy Agency	IAEA	Y	Particularly FAO/IAEA Joint Division on Nuclear Techniques in Agriculture
Intergovernmental and United Nations organizations	World Customs Organization	WCO	Y	Related to sea containers, ePhyto, TFA
Intergovernmental and United Nations organizations	World Organization for Animal Health	OIE	Y	
Intergovernmental and United Nations organizations	World Trade Organization	WTO	Y	Particularly SPS, STDF and TFA
Intergovernmental and United Nations organizations	World Bank Group	WBG	Y	Including Climate change division and Enabling business in agriculture programme.
Intergovernmental and United Nations organizations	United Nations Framework Convention on Climate Change	UNFCCC	Y	
Intergovernmental and United Nations organizations	International Labour Organization	ILO	Y	e.g. for work in agriculture
Intergovernmental and United Nations organizations	Organization for Economic Cooperation and Development	OECD	Y	
Intergovernmental and United Nations organizations	International Fund on Agricultural Development	IFAD	Y	
Intergovernmental and United Nations organizations	World Food Programme	WFP	Y	
Intergovernmental and United Nations organizations	Convention in International Trade in Endangered Species in Wild Fauna and Flora	CITES	Y	BLG member
Intergovernmental and United Nations organizations	Convention on Biological Diversity	CBD	Y	BLG member
Intergovernmental and United Nations organizations	International Treaty on Plant Genetic Resources for Food and Agriculture	ITPGRFA	Y	BLG member
Intergovernmental and United Nations organizations	Ramsar Convention on Wetlands	Ramsar	Y	BLG member
Intergovernmental and United Nations organizations	UNESCO World Heritage Convention	WHC	Y	BLG member

Intergovernmental and United Nations organizations	Convention on the Conservation of Migratory Species of Wild Animals	CMS	Y	BLG member
Intergovernmental and United Nations organizations	United Nations Environmental Programme	UNEP	Y	Related to biodiversity, including UN Environment Secretariat, Ozone Secretariat and GEF
Intergovernmental and United Nations organizations	Bioversity International	BI		
Intergovernmental and United Nations organizations	International Civil Aviation Organization	ICAO		
Intergovernmental and United Nations organizations	International Seed Testing Association	ISTA		
Intergovernmental and United Nations organizations	International Organization for Standardization	ISO		
Intergovernmental and United Nations organizations	Committee on World Food Security	CFS		
Intergovernmental and United Nations organizations	United Nations Economic Commission for Europe	UNECE		
Intergovernmental and United Nations organizations	Standards and Trade Development Facility	STDF		
Intergovernmental and United Nations organizations	International Union for Conservation of Nature	IUCN		Related to biodiversity
Intergovernmental and United Nations organizations	United Nations International Computing Center	UNICC		
Intergovernmental and United Nations organizations	United Nations Department of Peacekeeping Operations	UNDPKO		
Intergovernmental and United Nations organizations	United Nations Industrial Development Organization	UNIDO		
Intergovernmental and United Nations organizations	United Nations Conference on Trade and Development	UNCTAD		
Intergovernmental and United Nations organizations	International Union for the Protection of New Varieties of Plants	UOPVP		
Intergovernmental and United Nations organizations	International Cocoa Organization	ICCO		
Intergovernmental and United Nations organizations	International Organization of Vine and Wine	OIV		
Intergovernmental and United Nations organizations	International Olive Council	IOC		Contacted at 2017 Codex Alimentarius Commission, relevant to work on Xylella fastidiosa
Intergovernmental and United Nations organizations	Inter-American Institute for Cooperation on Agriculture	IICA		

Intergovernmental and United Nations organizations	International Centre for Agricultural Research in the Dry Areas	ICARDA	
Intergovernmental and United Nations organizations	Arab Organization for Agricultural Development	AOAD	Under Arab League
Intergovernmental and United Nations organizations	Arab Centre for the Studies of Arid Zones and Dry land	ACSAD	Under Arab League
Intergovernmental and United Nations organizations	Arab Maghreb Union	UMA	
Private sector	Containers Owners Association	COA	Related to sea containers
Private sector	International Air Transport Association	IATA	
Private sector	International Chamber of Shipping	ICS	
Private sector	International Grain Trade Coalition	ICGT	
Private sector	International Seed Federation	ISF	Attended 3rd IYPH StC meeting, first partner contributor
Private sector	World Shipping Council	WSC	Relevant to sea containers
Private sector	Global Express Association	GSA	Relevant to e-Commerce
Private sector	International Agri-Food Network	IAFN	
Private sector	International and regional development banks		
Private sector	Regional Economic Communities		
Private sector	Uniflora		
Private sector	Safe Supply of Affordable Food Everywhere	SSAFE	Relevant to e-Commerce
Professional, research and academia	Center for Agriculture and Bioscience International	CABI	Especially Plantwise programme
Professional, research and academia	Consortium of International Agriculture Research Center	CGIAR	
Professional, research and academia	International Forest Quarantine Research Group	IFQRG	
Professional, research and academia	International Advisory Group on Pest Risk Analysis	IAGPRA	
Professional, research and academia	Phytosanitary Measures Research Group	PMRG	
Professional, research and academia	International Society of Plant Pathology	ISPP	

Professional, research and academia	International Society of Entomology	ISE	
Professional, research and academia	International Rice Research Institute	IRRI	
Professional, research and academia	International Potato Centre	CIP	
Professional, research and academia	Phytosanitary Measures Research Group	PMRG	
Professional, research and academia	Agricultural Research for Development in Africa	IITA	
Professional, research and academia	World Banana Forum	WBF	
Professional, research and academia	Technical Centre for Agricultural and Rural Cooperation	CTA	
Professional, research and academia	World Research Institute	WRI	
Professional, research and academia	Association of Agricultural Research Institutions in the Near East and North Africa	AARINENA	
Professional, research and academia	International Association of Students in Agricultural and Related Sciences	IAAS	
Professional, research and academia	Relevant universities		To be contacted individually
Professional, research and academia	Khalifa International Award for Date Palm and Agricultural Innovation		
Professional, research and academia	IPM Innovation Lab Virginia Polytechnic Institute and State University		
Professional, research and academia	European Commission Health Direction		
Professional, research and academia	Arab Society for Plant Protection		
Civil society	To be identified		
Potential Donors	Italian Development Cooperation		
Potential Donors	United States Agency for International Development	USAID	
Potential Donors	UK Department for International Development	DFID	
Potential Donors	Swedish International Development Cooperation Agency	SIDA	
Potential Donors	Japan International Cooperation Agency	JICA	



Potential Donors	Swiss Agency for Development Cooperation	SDC
Potential Donors	Global Affairs Canada	GAC
Potential Donors	Australian Aid	
Potential Donors	Islamic Development Bank	
Potential Donors	Asian Development Bank	
Potential Donors	African Development Bank	
Potential Donors	African Union	AU
Potential Donors	Common Market for Eastern and Southern Africa	
Potential Donors	Communauté des états Sahelo- Sahariens	
Potential Donors	Communauté Économique des États de L'Afrique Centrale	
Potential Donors	Comunidad Andina	CAN
Potential Donors	East African Community	
Potential Donors	Economic Community of West African States	
Potential Donors	Intergovernmental Authority on Development	
Potential Donors	Southern African Development Community	
Potential Donors	Eurasian Economic Commission	EEC

**Appendix 05 – Action list**

<b>Item</b>	<b>Lead / Support</b>	<b>Deadline</b>
IYPH StC Chairperson to draft letter for government officials to support IYPH proclamation at UNGA, to be shared with NPPOs.	IYPH StC Chairperson / IPPC Secretariat	January 2018
Communicate with respective governments to support and possibly co-sponsor the IYPH resolution that will be presented at the UNGA in 2018.	IYPH StC / NPPOs	UNGA in 2018
Communicate to the FAO Liaison Office in New York (LON) that the rough budget for IYPH will be of approximately 600.000 USD, including: 75.000 USD for the opening and closing event, 100.000 USD for extra costs associated to the Ministerial-level CPM, 150.000 USD for an international conference and 200.000 USD for communication activities.	IPPC Secretariat	End of November 2017
Update the IYPH financial report, based on the new financial contributions.	IPPC Secretariat	Bureau meeting in December 2017
Review IYPH financial report with additional details on break-downs of budget items and contributions of IPPC.	IPPC Secretariat	April 2018
Consult with the FAO DPS on the way to communicate with international organizations to solicit their support of the IYPH proclamation at UNGA.	IPPC Secretariat	January 2018
Draft letters for selected UN organizations to support the proclamation process, to be sent by the IPPC Secretary.	IYPH StC Chairperson	December 2017
Communicate with selected UN organizations to support the IYPH resolution that will be presented at the UNGA in 2018.	IPPC Secretariat	January 2018
Share the relevant suggested actions with FAO, in order to plan for their support towards the development of a communications handbook and the full implementation of the IYPH communications work plan.	IPPC Secretariat	December 2017
Explore the possibility to promote IYPH proclamation at FAO Regional Conferences through side events, presentations, info notes and promotional material.	IPPC Secretariat	December 2017
Regularly update AG and other FAO divisions and regional offices on the IYPH proclamation process.	IPPC Secretariat	Ongoing
Ask ISF to brief its members and other stakeholders about the importance of IYPH and convey the message to governments that they should endorse the IYPH UNGA resolution in 2018.	IPPC Secretariat / ISF	March 2018
Develop a PPT slide to be used as a communication tool.	IYPH StC	December 2017
Develop a one-page IYPH support document for communication with partners.	IYPH StC	December 2017
Develop an action list for each IYPH StC meeting, and make IYPH StC working papers available in Word format.	IPPC Secretariat	Ongoing

Implementation of a IYPH quarterly newsletter to be started in 2018.	IYPH StC communication and partnerships working group / IPPC Secretariat	2018-2020 (starting from January 2018)
Publish a revised IYPH factsheet (to be reviewed by IYPH StC via OCS and run through FAO PWS).	IYPH StC / IPPC Secretariat	April 2018
Develop a new IYPH video by November 2018.	IPPC Secretariat	November 2018
Contract a graphic designer to improve the IYPH web page look and feel.	IPPC Secretariat	Graphic designer to be contracted by January 2018
Follow-up on the possibility to organize a TED talk.	IPPC Secretariat	TED talk information to be collected by December 2017, call to be launched in February 2018
Use existing IPPC social media accounts and re-brand them once IYPH is proclaimed, and consider appointing two or more IYPH StC members in charge to support the development and posting of IYPH-related contents on social media.	IYPH StC	When IYPH is proclaimed and at the next IYPH StC meeting
Use IPPC logo and branding in addition to the slogan "Healthy plants for a sustainable planet" for IYPH-related promotional material until IYPH logo is developed.	All	Ongoing, with new logo developed possibly by the UNGA in November 2018
Review the partnership list to include each organization on one line, spelling out acronyms and including additional details under the following new categories: intergovernmental and United Nations organizations; private sector; professional, research and academia; and civil society.	IPPC Secretariat	End of November 2017
Keep updating the partnerships list, keeping in mind that the list is to be considered as a living document.	IPPC Secretariat	Ongoing
Organize IYPH side event at CPM-13 (2018) for IYPH partner organizations.	IPPC Secretariat	Event to be held on Friday 20 April (morning) during CPM-13 (2018).
Expected contribution of SC and IC members: <ul style="list-style-type: none"> <li>to provide technical expertise to contribute to and review technical information and material produced in 2019 and 2020;</li> <li>to contribute to IYPH promotion when participating to meetings, making use of available material (e.g. IYPH promotional slide);</li> <li>to report on IYPH promotional events in their country/region through the SC representative in the IYPH StC.</li> </ul>	SC and IC	Pool to be developed by 2019. Other activities: ongoing.
Develop a survey for RPPO and NPPO contact points to request feedback on the proposed IYPH global programme, and additional input activities to be held at the national and regional level.	IPPC Secretariat	Will be shared by end November 2017 and compiled by February 2018.
Agree to the following skeleton of events: <ul style="list-style-type: none"> <li>IYPH launch (November/December 2019);</li> <li>launch of IYPH photo and video competition (January 2020);</li> <li>Ministerial CPM meeting (April 2020);</li> <li>World Food Day with focus on Plant Health (16 October 2020);</li> </ul>	IYPH StC	2019-2020

<ul style="list-style-type: none"> <li>• International Global Conference (November 2020);</li> <li>• IYPH closing event (January 2021).</li> </ul>		
Propose CPM-13 (2018) to publish a publication on the status of plant protection in the world should be developed, also proposing a timeline and a procedure for it. Focus group to discuss it, then SPG, TC-RPPOs, SC and IC (all in 2018), with authors contracted and peer review held and publication launched.	IYPH StC	Publication proposal to be submitted to CPM-13 (April 2018). Publications to be launched in 2020.
Consult with FAO on the possibility to organize a global international conference, taking into account topics related to emerging issues and links to IPPC strategic framework, with research community as a target, or alternatively a “scientific plant health marathon”, with several conferences held in different areas at the same time.	IPPC Secretariat	2020
Request a small group to develop draft guidelines on IYPH activities and include a budget component.	IYPH StC	April 2018