





## Review IPPC Regional Communications Networks and Steering Group TORs

### Contents

▶ IPPC Communications Strategy 2023-2030

▶ Communication milestones

▶ Publications

▶ New branding

▶ International Day of Plant Health

▶ IPPC Regional Communications Network



## Review IPPC Regional Communications Networks and Steering Group TORs

# IPPC Communications Strategy 2023-2030



- Raise global awareness on plant health.
- Advocate for investments and support
- Mobilize and engage stakeholders.

Developed by the  
CPM Focus Group on  
Communication and  
the IPPC Secretariat.

Aligned with the IPPC  
Strategic Framework  
2020-2030.

Adopted at CPM-17,  
March 2023.

Published in August  
2023.

IPPC Secretariat  
Annual  
Communications Plan  
(2023 and 2024)  
based on the global  
strategy.



## Review IPPC Regional Communications Networks and Steering Group TORs

# Communication Milestones: International Phytosanitary Portal (IPPC): Transform to a robust, user-centric platform



New and more robust content.

Redesigned a more agile interface  
and easy-to-find tools,  
materials and resources.

News.

Feature stories.

Success stories.

Blogs.

Q&As.

Profiles of notable members in the plant health community.

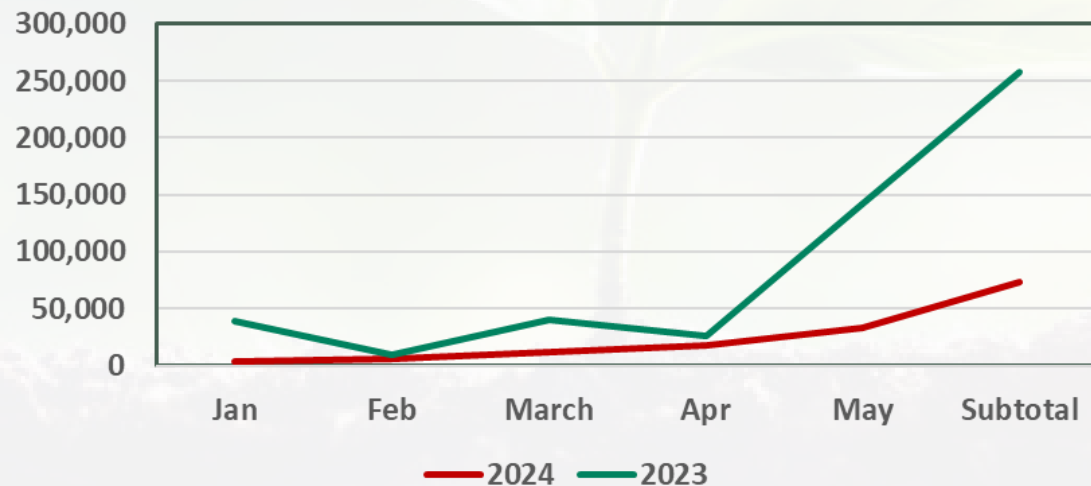


## Review IPPC Regional Communications Networks and Steering Group TORs

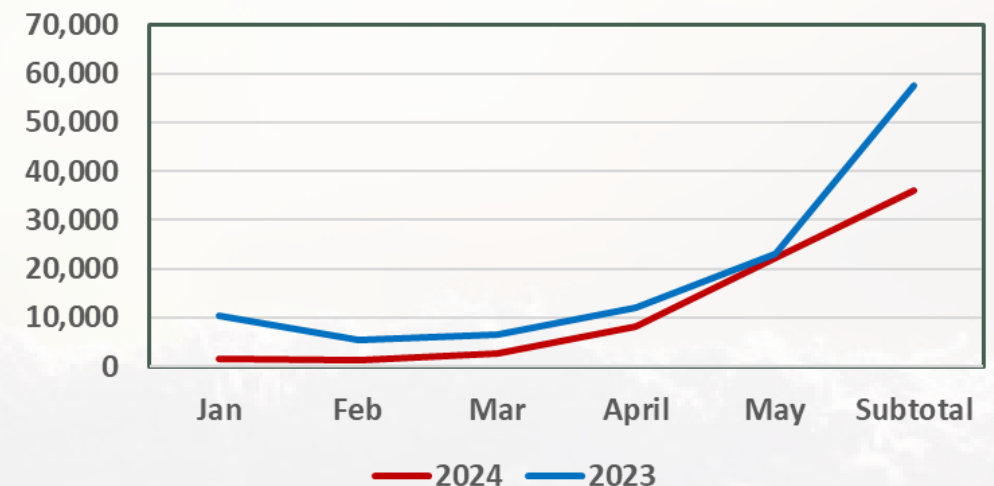
### Communication Milestones: Social media

Increase engagement and following: While X impressions and Facebook reach rose from Jan-May 2024, growth rate is significantly lower than in the same period in 2024.

X/Twitter impressions



Facebook reach





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: Social media

#### Strategy

A full-time Communications Specialist has been hired to develop engaging content and consistently manage accounts.

Implement a more robust social media plan.



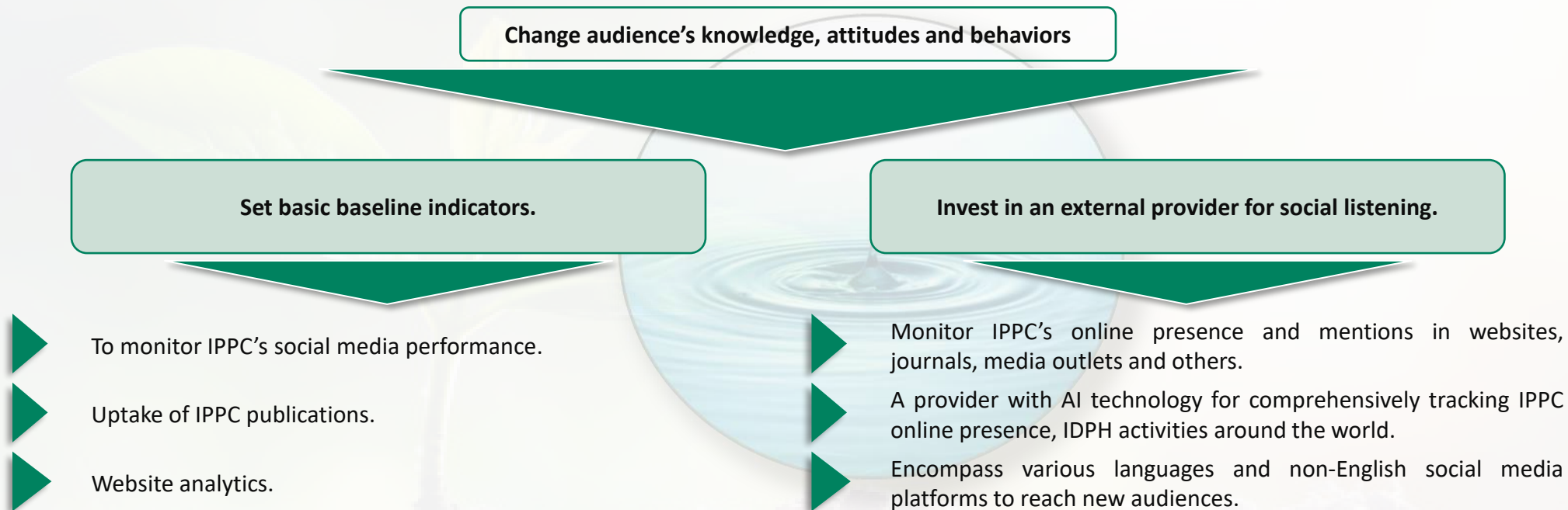
- Develop more short reels for greater interest and engagement.
- Re-purpose and re-promote IPPC publications.
- “Demystify” topics such as plant health standards (ISPMs) and the Convention.
- Post interesting topics/photos/reels e.g. most (in)famous plant pests.
- Popularize plant health issues around sea containers, e-commerce; plant health heroes (NPPOs), etc.





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: Measuring impact





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: IPPC Regional Communications Network

**Establish a two-way communication platform.**

Approved at CPM-18 in April 2024.

A more focused set-up so that different communication and advocacy needs, capacities and opportunities can be more aptly customized and addressed in each region.

Managed centrally at the IPPC Secretariat.

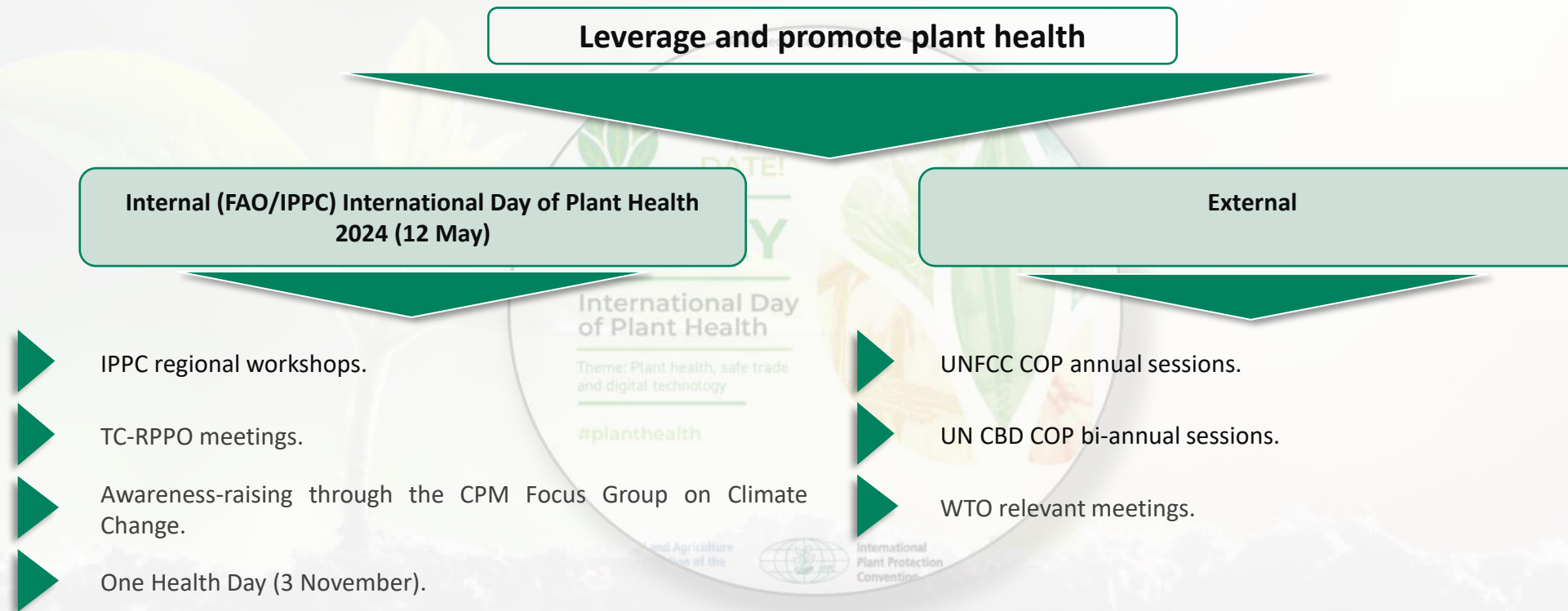
Recommended that a Steering Group be established (CPM-2018) **to provide guidance and strategic advice** on developing and implementing the annual workplan activities, and in the overall coordination of the Network.





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: International, regional and national events





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: International, regional and national events

Leverage and promote plant  
health

Cross-promoted social media content on plant health during the International Day of Forests, World Food Safety Day and the #planthealth4life (EFSA).

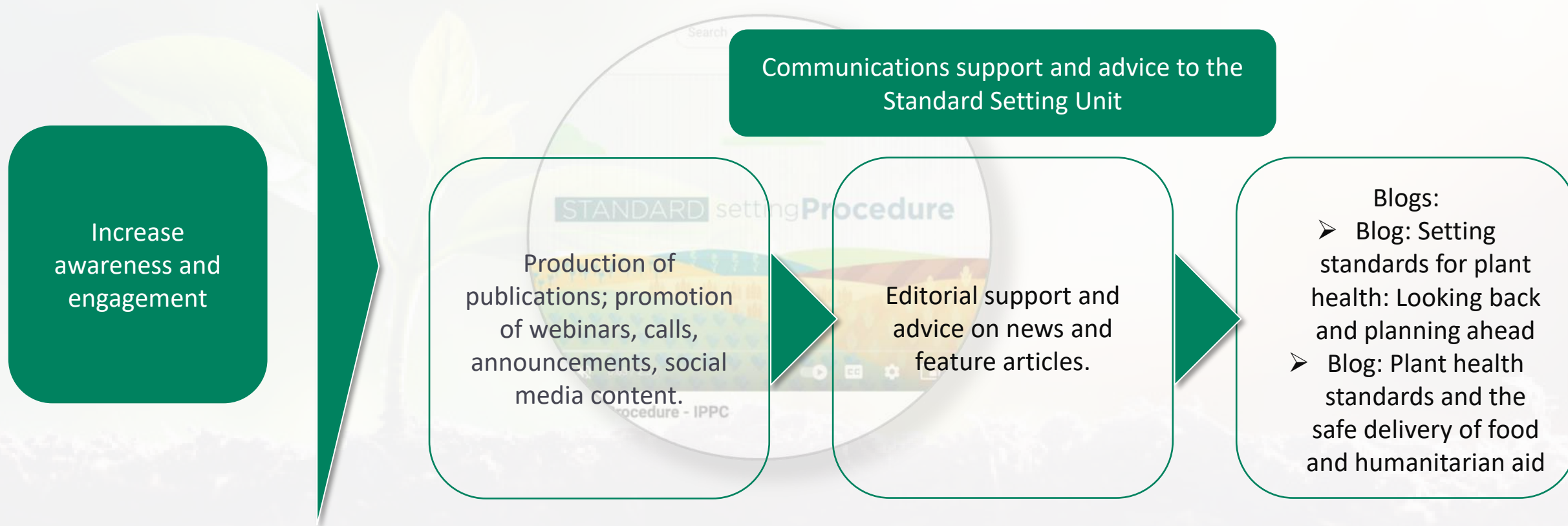
IYPH Activity Book published in Greek and Korean.

The IPPC Secretariat wishes to thank **Dr. Anthemis Melifronidou (Cyprus NPPO)** and **Dr. Mi Chi Yea (Korean NPPO)** for their generous contribution in translating the book.



## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: Standard setting process





## Review IPPC Regional Communications Networks and Steering Group TORs

# Communication Milestones: Implementation and capacity development

Increase awareness and uptake of ICD resources, i.e. ISPM guides, training materials, e-learning courses.

Editorial support and advice to the Implementation and Facilitation Unit.

Production and promotion of IPPC guides and training materials.

Writing news articles, feature stories, success stories, blogs.

Social media content and webinar materials.

BLOG: The IPPC Implementation and Capacity Development Committee (IC): Taking stock of (almost) six years of activities.







## Review IPPC Regional Communications Networks and Steering Group TORs

# Communication Milestones: Achievement of the development agenda items (DAIs)

Raise awareness  
on the DAIs  
through  
communication  
and advocacy.

Provided support in developing an overall  
communications approach in the ePhyto  
Strategic Implementation Plan 2024-2030.

Developed the Prospectus flyers on each DAI





## Review IPPC Regional Communications Networks and Steering Group TORs

### Communication Milestones: Africa Phytosanitary Programme

**Promote the programme to participating countries and potential donors**

Published APP brochure in EN and FR.  
Translated into Portuguese and ongoing process to produce it Arabic.

Developed and published APP webpage on the IPP.  
<https://www.ippc.int/en/about-app/>.

Stakeholder engagement:  
Developed content (website, photo albums, social media) on IPPC Secretary's mission to pilot countries to meet agriculture ministers and NPPOs

Coordinated documentation of APP training activities in pilot countries.

Produced stickers to enhance APP visibility and branding of tablet computers to be distributed to pilot countries.

Supported media engagement on APP in the Democratic Republic of Congo.





## Review IPPC Regional Communications Networks and Steering Group TORs

IPPC Publications: 25 publications – re-published, newly published or in draft/finalization in Q1 2024

▶ IPPC Convention text (1997) – 6 languages.

▶ IDPH Get Involved Guide – 3 languages updated; 3 new languages.

▶ Prospectus flyers (9 individual flyers).

▶ IPPC procedure manual on governance.

▶ CPM participation guide.

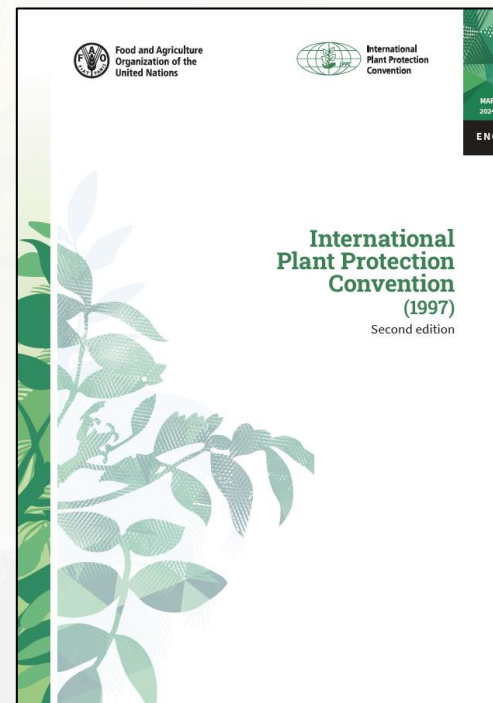
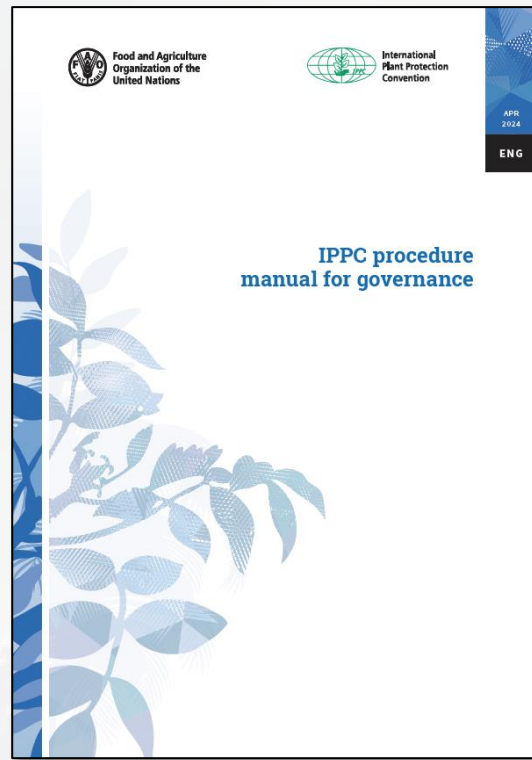
▶ IPPC 2023 Annual Report.

▶ APP brochure.



## Review IPPC Regional Communications Networks and Steering Group TORs

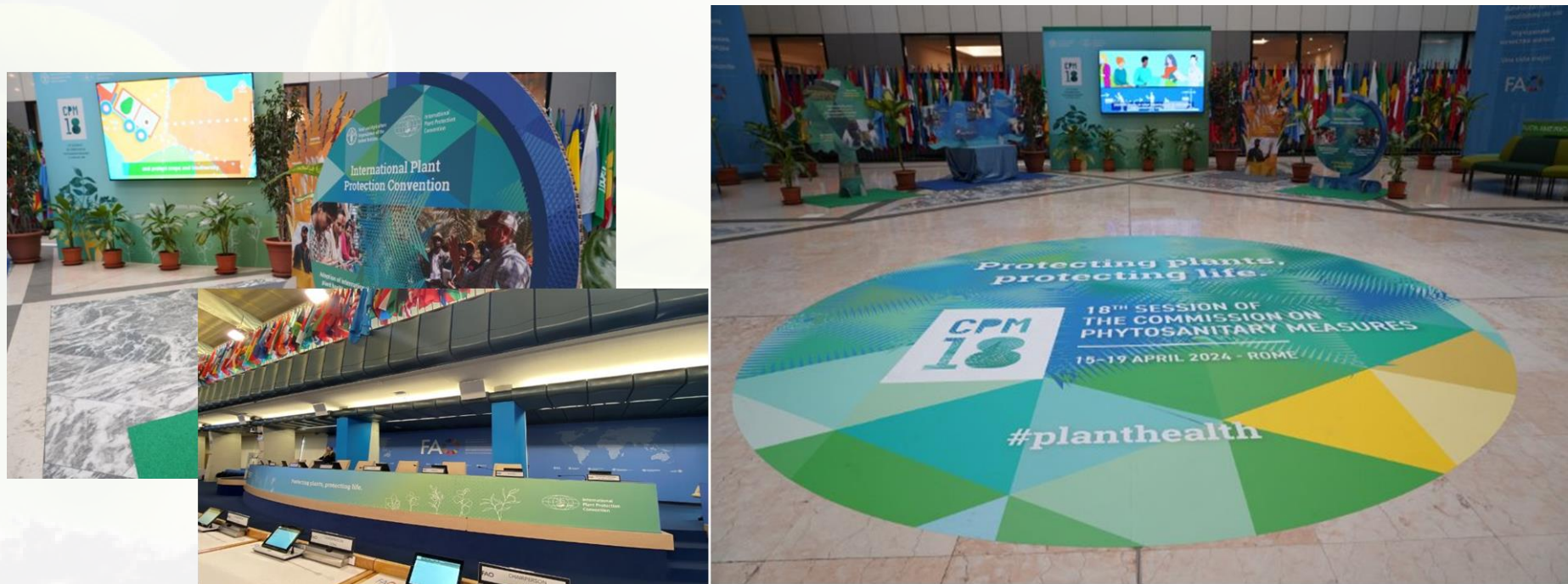
### New IPPC Branding: Publications, screens/backgrounds, social media





## Review IPPC Regional Communications Networks and Steering Group TORs

### New IPPC Branding: CPM-18, FAO headquarters, Rome







## Review IPPC Regional Communications Networks and Steering Group TORs

International Day of Plant Health 2024: 8-10 May – exhibit held at the FAO headquarters in Rome; visited by FAO staff, students and SC members





## Review IPPC Regional Communications Networks and Steering Group TORs

### International Day of Plant Health 2024







## Review IPPC Regional Communications Networks and Steering Group TORs

# International Day of Plant Health 2024: High-level event with the FAO Director-General QU Dongyu, FAO Permanent Representatives of Canada and Kenya



### **inclusive and resilient agrifood systems**

FAO Director-General QU Dongyu

### **leverage digital technologies H.E.**

Elissa Golberg FAO Ambassador of Canada

### **Policies and legislation H.E.**

Fredrick Mwatwang'a FAO Ambassador of Kenya

### **Collective work and collaboration H.E.**

Mohamed El-Quseir, Minister for Agriculture and Land Reform, Egypt

### **no plants, no life**

Osama El-Lissy, former IPPC Secretary





## Review IPPC Regional Communications Networks and Steering Group TORs

### IDPH observations around the world\*

*\*The full IDPH  
Impact Report  
2024 is  
forthcoming*

African Union

Australia

Canada

Eritrea

Ghana

India

Italy

Kenya

South Africa

St. Lucia

United Kingdom

Vietnam

[Webinar](#)

[Symposium](#)

[Podcast](#)

[Conference](#)

[Street parade](#)

[Tree planting](#)

[Video contest](#)

[Tree planting](#)

[Family market day](#)

[Media](#)

[Plant Health Quiz](#)

[Video](#)



## Review IPPC Regional Communications Networks and Steering Group TORs

### IPPC Regional Communications Network

#### Objectives:

Widen the reach and strengthen the impact of communications on plant health.

Facilitate information and knowledge sharing, collaboration, cooperation, and capacity development of communication professionals in promoting plant health in the IPPC community.

Strengthen communication between RPPOs and NPPOs in their respective regions and between RPPOs, the IPPC Secretariat, with other RPPOs, FAO regional and national offices and with relevant organizations.



## Review IPPC Regional Communications Networks and Steering Group TORs

# IPPC Regional Communications Network

### Structure and governance

- Seven regional networks will be established to represent each region.
- Each network will be led by the respective RPPO and composed of members from NPPOs in that region.
- Centrally managed at the IPPC Secretariat and will coordinate the networks .
- IPPC Secretariat will provide technical support in establishing and maintaining the networks.

### Steering Group (to be established)

- Provide advice and guidance in establishing and maintaining the networks.
- Develop and implement an annual workplan to ensure that the networks remain active.
- Develop and implement communication initiatives to build the networks' capacity in communication on plant health.



## Review IPPC Regional Communications Networks and Steering Group TORs

### IPPC Regional Communications Network

**Each Regional Communication Network is expected to:**

Nominate a  
plant health  
communication  
focal point.

Facilitate the  
network  
through regular  
meetings, the  
frequency of  
which will be  
determined by  
the RPPO  
according to  
their need.

Develop and  
implement an  
annual  
communications  
workplan  
according to the  
needs and  
opportunities in  
that region.

Populate their  
respective  
communications  
webpage on the  
IPP by  
submitting  
content to the  
IPPC Secretariat  
(subject to IPPC  
and FAO  
standards and  
guidelines on  
web publishing).

Liaise with the  
IPPC Secretariat  
on  
communication-  
related  
opportunities or  
issues.



## Review IPPC Regional Communications Networks and Steering Group TORs

### IPPC Regional Communications Network

#### Membership

Voluntary

Open to all communication practitioners in each region, including those involved in advocacy and partner engagements and those performing communication functions in NPPOs, RPPOs, IPPC partners, FAO regional and national offices and relevant organizations.

The IPPC Secretariat will support each network in sending out calls for membership and support them in managing and updating the members database of each region.



## Review IPPC Regional Communications Networks and Steering Group TORs

# IPPC Regional Communications Network

### Information and knowledge management

A landing page about the Regional Communications Network will be created on the IPPC website.

To be managed and maintained by the IPPC Secretariat.

Subpage for each of the regional network will be created to contain:



Campaign materials, digital assets, publications.

Calendar of relevant communication and advocacy events, e.g., trainings, conferences, workshops and webinars.

Opportunities for training and employment.

Email address of the network's official plant health communications focal point as contact.





## Review IPPC Regional Communications Networks and Steering Group TORs

### IPPC Regional Communications Network

#### Potential key activities

**IDPH 2025 – getting RPPOs, NPPOs and FAO regional and national offices involved in early planning and promotion.**

**Capacity development activities – webinars on various topics to be held throughout the year (2024-2025), examples include.**



- ▶ Year-round digital campaigns on plant health
- ▶ Engaging national and local media on plant protection and plant health
- ▶ Best practices in advocacy and outreach; developing effective advocacy materials for policymakers
- ▶ Measuring the reach and impact of communications



## Review IPPC Regional Communications Networks and Steering Group TORs

### IPPC Regional Communications Network (RCN)

#### Next steps for IPPC Secretariat:

Finalize TOR of Steering Group and post a call for Steering Group membership nominations.

Set up the Steering Group and the IPPC webpage.

Post a call for membership (Steering Group and regional network).

Convene first meeting and draft Action Plan.

**For questions and feedback, please contact the IPPC Secretariat:**

Arop Deng  
Team Lead, Integration and Support Team  
[Arop.deng@fao.org](mailto:Arop.deng@fao.org)

Mutya Frio  
Communications Specialist  
[Mutya.frio@fao.org](mailto:Mutya.frio@fao.org)



Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention

# Thank you

## IPPC Secretariat

Food and Agriculture Organization  
of the United Nations (FAO)

[ippc@fao.org](mailto:ippc@fao.org) | [www.ippc.int](http://www.ippc.int)

